



Breakthrough Innovation In Nutrition For Dogs 7 And Older

(NAPSA)—There are approximately 87 million dogs in the U.S. and an estimated 44 percent of them are 7 years old and older. And since dogs are considered senior by the time they reach age 7, that's nearly 35 million senior dogs. But many dog owners who are closely attached to their pets may not be aware—or want to believe—that their furry loved one is considered senior at age 7. According to experts at Purina Pro Plan, a dog's brain relies on energy from glucose to thrive; however, around 7 years old, the glucose metabolism in his brain begins to change, which can affect memory, learning, awareness or decision making.

Naturally Nourish Senior Dogs' Minds

Scientists at Nestlé Purina have been studying aging in pets for nearly 30 years, researching ways to help our beloved pets live longer, happier lives. A focus of this research has been on medium-chain triglycerides (MCTs)—nutrients derived from vegetable (botanical) oils—such as coconut oil, that provide an additional energy source for the brain in dogs age 7 and older. One such study published in 2010 confirmed improvements in alertness and mental sharpness when senior dogs were



Purina Pro Plan BRIGHT MIND Adult 7+ formulas contain enhanced botanical oils shown to promote alertness and mental sharpness in dogs 7 and older with visible results within 30 days.

fed diets that included MCTs. This MCT technology can be found in Purina Pro Plan BRIGHT MIND™ Adult 7+ formulas, with enhanced botanical oils, which are now available at pet specialty retailers.

These new formulas with enhanced botanical oils naturally nourish the minds of dogs age 7 and older, helping them think more like they did when they were younger. Owners who feed their senior dogs Purina Pro Plan BRIGHT MIND as a daily diet may notice differences in owner-dog interaction, interest in play, and the ability to adapt and cope with change. To learn more, visit www.brightmindeffect.com.