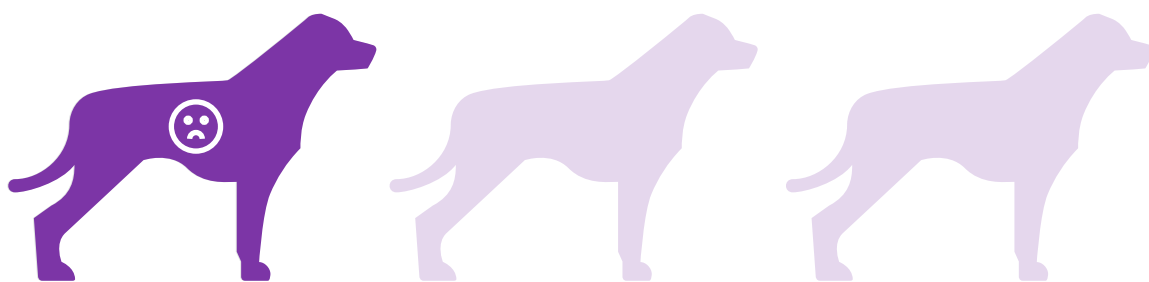


Tummy Troubles

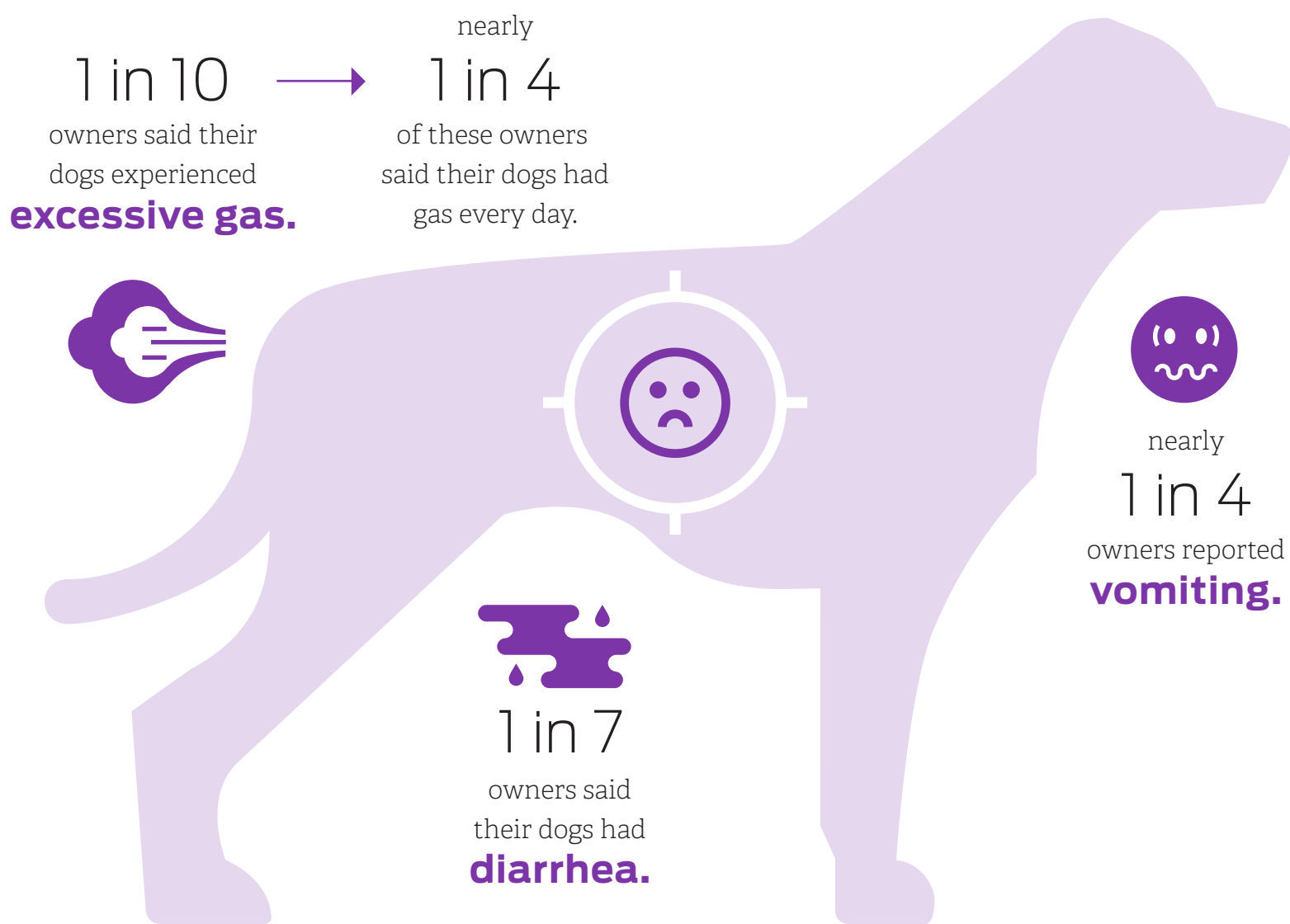
in dogs

GI problems are common in dogs.
One in three dog owners surveyed by Purina*
said their dog had experienced a GI issue**
in the past 12 months.

*** (GI issues were defined as vomiting, diarrhea, excessive gas, poor/loss of appetite, poor stool quality and constipation.)*



According to owners surveyed by Purina whose dogs had experienced a GI issue** in the past 12 months, the following were most common.



**In 2011, Purina conducted an online survey of 1,585 U.S. dog and cat owners (all of whom had visited a veterinarian in the past 12 months) about the incidence and frequency of GI conditions, while a second phase with 1,025 owners examined factors that caused the GI issues, as well as actions taken by owners to address them.*

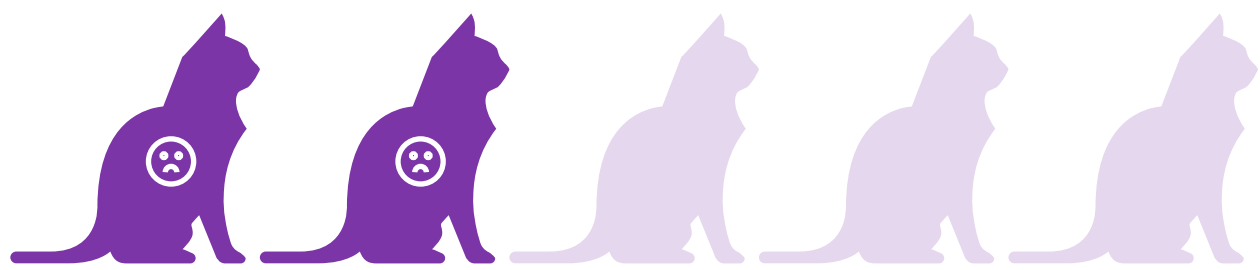
 **PURINA**
PRO PLAN
VETERINARY
DIETS

Tummy Troubles

in cats

GI problems are common in cats.
Two in five cat owners surveyed by Purina*
said their cat had experienced a GI issue**
in the past 12 months.

*** (GI issues were defined as vomiting, diarrhea, excessive gas, poor/loss of appetite, poor stool quality and constipation.)*



According to owners surveyed by Purina whose cats had experienced a GI issue** in the past 12 months, the following were most common.



1 in 3
owners reported
vomiting.



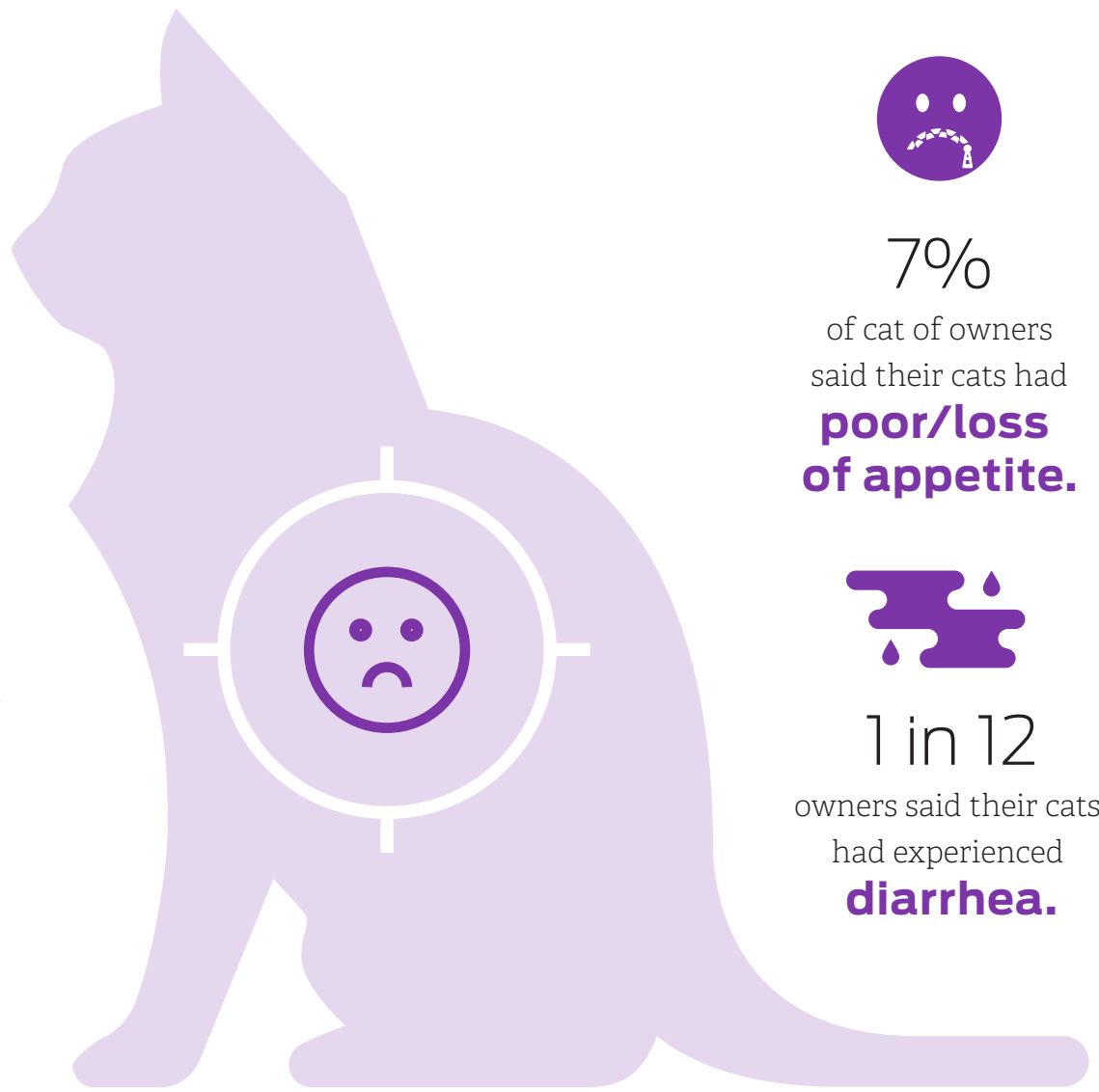
Half
of these owners said
their cat vomited at least
**5 times over
the past
12 months.**



7%
of cat of owners
said their cats had
**poor/loss
of appetite.**



1 in 12
owners said their cats
had experienced
diarrhea.



**In 2011, Purina conducted an online survey of 1,585 U.S. dog and cat owners (all of whom had visited a veterinarian in the past 12 months) about the incidence and frequency of GI conditions, while a second phase with 1,025 owners examined factors that caused the GI issues, as well as actions taken by owners to address them.*

 **PURINA**
PRO PLAN
VETERINARY
DIETS