

# Just Right by Purina Gives the Scoop on Your Dog's Poop

## The Personalized Dog Food Brand Gets to the Bottom of the Connection Between BMs and Overall Health

ST. LOUIS, May 11, 2017 /[PRNewswire](#)/ -- Personalized dog food brand Just Right® by Purina® is encouraging dog owners to [take a closer look at their dog's poop](#) in an effort to understand more about his overall health and potentially help prevent some health issues down the road. Based on the shape, color and consistency of a dog's stool, pet owners may need to talk to their veterinarian.

While most pet owners try to scoop and dispose of our dog's waste as quickly as possible, they can learn a lot by doing a quick evaluation before tossing it in the trash. If a dog's stool is anything but chocolate brown in color, it could be an indication of larger, more serious internal problems.

Here are some guidelines to consider:

- **Green dog poop** could be a sign of excessive grass consumed or a gall bladder issue
- **Orange dog poop or yellow dog poop** may be a sign of a biliary or liver issue
- **Red streaks in dog poop** could be a sign of blood and owners should check for cuts
- **Black and tarry dog poop** could indicate bleeding in the upper GI tract
- **Grey and greasy dog poop** may be a sign of pancreas or biliary issue
- **White spots in dog poop** could indicate the presence of tapeworms

Just Right by Purina uses information including a dog's stool consistency to help identify the right personalized pet food blend for its customers. By gathering information about a dog's size, habits, health and taste preferences from the person who knows him best – his owner – Just Right by Purina builds his ideal blend and tailors feeding instructions to each individual pet, then ships the food directly to consumers for a seamless shopping experience.

"The Just Right team goes to great lengths to provide each dog with the best tailored blend," said Sean Boland, director of marketing for Just Right by Purina. "Our goal is to take our expertise in nutrition and the pet owner's expertise in their unique dog and combine them to create the right food to meet the individual needs and preferences of the dog."

### About Just Right by Purina


Just Right by Purina combines an owners' firsthand knowledge of their dog with Purina's proven nutritional expertise to create a personalized dog food, delivered direct to consumers' doors. Dog owners create their pet's nutritional profile with information such as their dog's age, size, activity level and protein preference, and Just Right recommends a dog food blend that's personalized to their dog's needs and preferences. Just Right by Purina lets owners choose their dog's food with

confidence and without compromise. The brand is manufactured by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

SOURCE Just Right by Purina

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