

Famous Senior Dogs and Adoptable Rescue Dogs Come Together to Celebrate Launch of Purina Pro Plan BRIGHT MIND Adult 7+

Breakthrough Innovation for Senior Dogs Ages 7 and Older Shown to Promote Mental Sharpness

ST. LOUIS, June 4, 2015 /[PRNewswire](#)/ -- There are approximately 38 million senior dogs over age seven in the U.S.[1], but many dog owners may not be aware – or want to believe – that their furry-loved one is considered "senior" at age seven. Around this age, the glucose metabolism in his brain begins to change, which can affect memory, learning, awareness or decision making. Purina Pro Plan discovered a way to help promote mental sharpness through nutrition and has introduced Purina Pro Plan BRIGHT MIND Adult 7+, a breakthrough formula containing enhanced botanical oils shown to promote alertness and mental sharpness in dogs seven and older, with visible results within 30 days. To celebrate the launch, the brand will host a senior dog appreciation and adoption event in New York City on Tuesday, June 9 during Pet Appreciation Week (June 7-13). **The Purina Pro Plan BRIGHT MIND 7+ Clubhouse – For Senior Dogs Only** – will feature areas to sit, stay and play with adoptable dogs over age seven, as well special appearances by a few "celebrity" senior dogs including [Mishka the Talking Husky](#) and [Chloe Kardoggian](#).

The Purina Pro Plan BRIGHT MIND 7+ Clubhouse will be open on Tuesday, June 9, in New York City, from 10am – 4pm at 168 Bowery Street. Attendees will have a chance to take photos with famous senior dogs as well as play or relax with adoptable dogs seven years and older from local [Petfinder](#) and [Rally to Rescue](#) organizations. In addition, renowned veterinarian Dr. Marty Becker will share expert advice and answer questions about owning and caring for senior dogs.

Throughout Pet Appreciation Week, pet lovers across the country can show their support via social media by sharing what's great about their own senior dogs. For each photo of a seven or older dog posted that includes #MySeniorDog and tags @ProPlan from June 7 - 13, the brand will donate one pound of BRIGHT MIND 7+ – up to 25,000 pounds – to the Purina Pro Plan Rally to Rescue network to help adoptable senior dogs nationwide[2].

Purina Pro Plan BRIGHT MIND Adult 7+ formulas contain a special blend of enhanced botanical oils shown to promote memory, attention and trainability in dogs age seven and older. Owners who feed this formula as a daily diet may notice differences in owner-dog interaction, interest in play and the ability to adapt and cope with change.

"Purina has been working on this nutritional breakthrough since 2003, researching ways to help pets live longer, happier lives," said Lisa Pacatte, Senior Brand Manager at Purina Pro Plan. "Purina Pro Plan BRIGHT MIND Adult 7+ was created with enhanced botanical oils, an efficient fuel source for the brain, helping naturally nourish their minds to help them think

more like they did when they were younger."

After years of research, Purina experts discovered fatty acids derived from botanical oils called Medium Chain Triglycerides (MCTs) can be used as an additional energy source for the brain. A Nestle Purina study published in 2010 confirmed improvements in alertness and mental sharpness when senior dogs were fed diets that included MCTs. This MCT technology can be found in Purina Pro Plan BRIGHT MIND™ Adult 7+ formulas.

Purina Pro Plan BRIGHT MIND Adult 7+ is available in two formulas including Chicken and Rice and Large Breed for dogs 50 pounds or more. The new formulas are available at pet specialty retailers nationwide as well as on Amazon.com. For more information, visit www.BRIGHTMINDEFFECT.com, or to see real-life testimonials from owners, visit www.youtube.com/proplan.

About Purina Pro Plan

Purina Pro Plan is the food of choice for the past nine consecutive Westminster Best in Show winners. Our goal is to give your dog the nutrition to be his absolute best, helping him to be energetic and resilient, and maintain an ideal body condition, healthy skin and a stunning coat. Because being the best he can be means something different for every dog, our wide range of dry and wet foods, snacks and supplement bars, sold exclusively at pet specialty stores, can be found in five specialized platforms formulated for a dog's unique needs. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, Facebook, Vine or Google+.*

**Owners or handlers may have received food or compensation as a Purina ambassador.*

About Purina Pro Plan Rally to Rescue

Rally to Rescue is a partnership of Purina Pro Plan and hundreds of pet rescue organizations across the country - all of whom are dedicated to giving every pet a chance to reach their full potential.. To learn more about the Purina Pro Plan Rally to Rescue network, visit www.proplan.com/rallytorescue or find us on Facebook at www.facebook.com/rallytorescue.

About Nestlé Purina PetCare

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

[1] SOURCE: Nielsen "Purina Pet Population Chart" - 52 weeks ending 1/20/14; Nielsen Custom Analytics - 52 weeks ending 12/28/13


[2] Beginning at 12:00 a.m. ET on 6/7/15 and ending at 11:59:59 p.m. ET on 6/13/2015 ("Promotion Period"), for each photo of a senior dog posted on Instagram, Twitter or Facebook using the hashtag #MySeniorDog and @ProPlan, Purina Pro Plan will donate one pound of Purina Pro Plan Bright Mind Adult 7+ dog food up to 25,000 pounds to dog rescue group(s) in the Rally to Rescue® network. Rescue groups receiving the donation will be chosen at the sole

discretion of Rally to Rescue. For more information on Rally to Rescue, visit proplan.com/rally-to-rescue.

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SOURCE Purina Pro Plan

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Additional assets available online:  [Photos \(1\)](#)