

Just Right by Purina Goes Natural with Personalized Nutrition

Just Right by Purina Now Made with Natural Ingredients Plus Vitamins and Minerals

ST. LOUIS, Aug. 30, 2016 /[PRNewswire](#)/ -- Just Right® by Purina® brand dog food announced today its personalized dog food blends are now made with natural ingredients plus vitamins and minerals with no animal, poultry or fish by-product meal and no artificial colors, flavors or preservatives. With this change, dogs will enjoy a natural, nutrient-dense dog food blend tailored to their dog's unique nutritional needs and preferences with real chicken, salmon or lamb as the first ingredient.

"Our dog owners don't settle for 'good enough.' They asked for the very best food for their dogs, and we listened," said Sean Boland, brand director. "Today, we further Just Right by Purina's commitment to helping dogs thrive by crafting our personalized blends with high-quality, natural ingredients. In line with our nutrition philosophy, our blends work hard for your dog, targeting the specific health benefits they need most."

Current subscribers won't notice a change in how their dog's nutrition works for them, but now all orders will be made with natural ingredients matching the intended dog's nutrition profile. Owners do not need to update their dogs' nutrition profile and the price will not increase. Those new to the brand can fill in their unique dog's details online and receive a recommendation for a natural, personalized dog food blend, based on the complex decision criteria developed by Purina's nutritionists and other experts.

The Just Right by Purina team of experts and its new, natural personalized blends are hitting the road in the coming weeks for a series of events called Same Name Dog Day. Three events will be held across the country, each seeking to gather dogs that share some of America's most popular names (Bailey, Lucy, Daisy, Max and Charlie) to show what makes them unique and prove that no two dogs are alike in personality, look or nutritional needs and preferences. The event will kick off in New York on Friday, September 9, 2016, and continue on Saturday, September 17 in Denver's Skyline Park and on Saturday, September 24 in Chicago's Pioneer Court at Tribune Towers.

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.

Logo - <http://photos.prnewswire.com/prnh/20160830/402700LOGO>

SOURCE Just Right by Purina

For further information: Sara Schaecher - Just Right by Purina, Sara.Schaecher@purina.nestle.com, (314) 982-5460

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