

Purina Pro Plan Veterinary Supplements Introduces New Skin Care Supplement for Dogs

Skin Care helps dogs thrive by promoting healthy skin.

ST. LOUIS, May 13, 2025 /PRNewswire/ -- Pro Plan Veterinary Supplements has introduced [Skin Care](#), a new supplement that provides proactive support for dogs with sensitive skin. Developed by Purina researchers and veterinarians, Skin Care is specially formulated with a multi-active blend designed to support dogs with sensitive skin, including those with seasonal allergies.

Available without a prescription, Pro Plan Veterinary Supplements Skin Care contains a blend of collagen, EPA + DHA, vitamin E and zinc to support skin health. It also includes Omega 6 and Omega 3 fatty acids to help maintain the skin's natural protective barrier to support dogs with sensitive skin, as well as Vitamin E and zinc to promote a strong immune system. The formula helps maintain skin hydration for dogs.

"We know that many pet owners visit their vet to discuss their pet's skin health," said Martha Cline DVM, DACVIM, a veterinarian with Purina. "Healthy skin plays a vital role in helping dogs lead happy, healthy lives, and Skin Care helps maintain skin hydration and a protective barrier to support dogs with sensitive skin, including those with seasonal allergies."

Adding Skin Care by Pro Plan Veterinary Supplements is one way for pet owners to support their dogs' skin health, but Dr. Cline recommends a variety of ways to tackle skin issues that could be impacting their dog's overall happiness and well-being:

- **Remove Allergens:** Routine bathing can remove dirt and pollen from a dog's fur and skin, easing allergies. Most healthy dogs don't need to be bathed more than once a month, but dogs with sensitive skin may need to be bathed more often. Talk to your vet about the recommended frequency for your dog. In between baths, quick wipe-downs with a damp cloth or fragrance-free, hypoallergenic pet wipe can remove pollen and other allergens that may have stuck to your pup's fur, skin and paws.
- **Optimize Nutrition:** A dog's diet plays a vital role in maintaining the health of their skin. Dog owners should ensure their pet consumes a complete and balanced diet, enriched with essential nutrients that support skin and coat.
- **Don't skimp on Flea Control:** Year-round flea control is important to your dog's overall health and can also alleviate skin allergies. Talk to your vet about which flea control treatments are suitable for your four-legged friend. They may recommend a flea collar, oral medication and/or topical medications to quickly kill any living fleas and prevent new ones from emerging.

Pro Plan Veterinary Supplements Skin Care is available at Amazon, Chewy, and veterinary clinics for a suggested retail price of \$22.99 for a 30ct pouch and \$44.99 for a 60ct pouch.

For more information about Skin Care and other Pro Plan Veterinary Supplements visit [purina.com](#).

About Purina

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

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Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe [here](#) to get the latest Purina news.

About Purina Pro Plan

Purina Pro Plan is a leader in the advanced nutrition category, with more than 140 targeted formulas to help your pet thrive throughout every stage of life. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, or Facebook.

Media Contact: Kristin Nill; knill@golin.com

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