

Purina Pro Plan Launches AdvantEDGE Line with Triple Action Digestive and Senior Formulas for Dogs and Cats

New Probiotic-Powered Line Backed by Decades of Purina Research

ST. LOUIS, April 2, 2026 /[PRNewswire](#)/ -- Purina Pro Plan today announced the launch of Pro Plan AdvantEDGE, a new line of probiotic-powered nutrition for adult and senior dogs and cats. Backed by decades of Purina research, every AdvantEDGE formula is built on a foundation of probiotics to support digestive and immune health. The line spans two specialized formulas for both dogs and cats: Adult Digestive Support+, which delivers a breakthrough triple-action blend of prebiotics, probiotics, and postbiotics to support overall digestive health, and Senior Support+, which targets three critical areas of wellbeing for pets age 7+.

The Science Behind Pro Plan AdvantEDGE

Approximately 70% of a pet's immune system originates in the gastrointestinal tract, making digestive health foundational to a pet's wellbeing. Probiotics are at the core of every Pro Plan AdvantEDGE formula — and Adult Digestive Support+ goes a step further with a triple-action blend of prebiotics, probiotics, and postbiotics working together in a single, highly digestible formula to support overall digestive health.

"A healthy digestive system is foundational to a pet's overall health — and AdvantEDGE was developed specifically to target that," said Dr. RuthAnn Lobos, senior veterinarian at Purina. "Probiotics are at the core of every formula, with each line going deeper where pets need it most."

Pro Plan AdvantEDGE Features Triple-Action Digestive Support for Adult Dogs and Cats

Formulated to support overall digestive health in adult dogs and cats, Adult Digestive Support+ delivers 3-in-1 microbiome support through its prebiotic, probiotic, and postbiotic blend. Each formula is made with real salmon as the #1 ingredient, contains antioxidants for immune support, and includes no artificial colors or flavors.

- **Dogs:** Pro Plan AdvantEDGE Digestive Support+ Salmon & Oat Meal Dry Dog Food is available in Adult, Small Breed, and Large Breed formulas, and contains no corn, wheat, or soy.
- **Cats:** Pro Plan AdvantEDGE Digestive Support+ Salmon & Rice Dry Cat Food delivers 100% complete and balanced nutrition.

Senior Support+ Delivers Comprehensive Nutrition for Dogs and Cats Age 7+

A pet's nutritional needs begin to shift as early as age seven. Pro Plan AdvantEDGE Senior Support+ was developed to meet those evolving needs, delivering probiotics for digestive health alongside targeted support across three critical areas of senior wellness — distinct for dogs and cats. Each formula features real chicken as the #1 ingredient and contains no artificial flavors.

"Senior pets have very unique nutritional requirements, and a one-size-fits-all approach simply isn't enough," said Dr. Lobos. "Pro Plan AdvantEDGE Senior Support+ was built with those specific needs in mind — from cognitive and immune health to joint mobility and healthy weight maintenance. High-quality, science-backed nutrition can make a real difference in the quality and length of a senior pet's life."

For more on Pro Plan AdvantEDGE Senior Support+, visit [Pro Plan AdvantEDGE Senior Support+ Dog Food](#) and [Pro Plan AdvantEDGE Senior Support+ Cat Food](#).

- **For Dogs:** Pro Plan AdvantEDGE Senior Support+ Shredded Blend Chicken & Rice Dry Dog Food (available in Adult, Small Breed, and Large Breed formats) targets three key areas for dogs age 7+:
 - Cognition- Features Bright Mind® technology shown to promote alertness and mental sharpness
 - Immune Health- Includes a specialized blend clinically proven to increase immune response in senior dogs
 - Mobility - Delivers glucosamine and EPA to support joint health and an active lifestyle
- **For Cats:** Pro Plan AdvantEDGE Senior Support+ Chicken & Rice Dry Cat Food is backed by nine years of research and targets three key focus areas for cats age 7+*:
 - Longer Life - Powered by Prime Plus® nutrient blend, clinically proven to improve and extend the lives of cats age 7+*
 - Immune Health- Fortified with guaranteed live probiotics for digestive and immune health
 - Healthy Weight- Formulated to maintain lean muscle mass and an ideal body condition

Availability

Pro Plan AdvantEDGE Digestive Support+ and Senior Support+ formulas are available online and at pet specialty retailers nationwide.

- Dog formulas are available in 3.5lb (MSRP \$24.98), 12lb (MSRP \$58.98), and 22lb (MSRP \$81.98) bags
- Cat formulas are available in 3lb (MSRP \$25.59), 5lb (MSRP \$39.09), and 12lb (MSRP \$68.39) bags

For more information, visit purina.com/pro-plan/dogs/advantedge-dog-food or purina.com/pro-plan/cats/advantedge-cat-food. Purina myPurina app users can earn reward points on every Pro Plan AdvantEDGE purchase.

** Findings based on cats exclusively fed a complete diet with the proprietary blend vs. cats fed the complete and balanced diet along*

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.


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 [X](#), [Instagram](#), or [Facebook](#).

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For further information: pescueta@golin.com

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