Purina Pro Plan Veterinary Invests in Cat Care with New Nutrition and Supplement Innovations

Expanded portfolio addresses urinary health, mobility and hairball support, providing more options to support cats' unique health needs.

ST. LOUIS, Nov. 12, 2026 /PRNewswire/ -- Pro Plan Veterinary is introducing three new science-informed products that support common cat health needs. The new therapeutic diet and two new supplements offer additional options to support urinary health, mobility and hairball management, and provide pet owners and veterinarians with more options for their feline patients. The latest innovations to the Pro Plan Veterinary feline portfolio include:

- **Pro Plan Veterinary Diets UR Urinary St/Ox + Calm Feline Formula (available Nov. 23):** Combines established UR urinary nutrition with support for calm behavior to help manage cats with stress-related urinary conditions. The formula helps dissolve struvite stones and reduce the risk of both struvite and calcium oxalate stone recurrence.
- **Pro Plan Veterinary Supplements Joint Care (now available):** A liquid supplement specially formulated with omega-3 fatty acids to support healthy joints, mobility and comfort, along with L-leucine to help maintain healthy muscles. Its feline-friendly liquid format offers a convenient way to incorporate targeted mobility support into a cat's daily routine.
- **Pro Plan Veterinary Supplements Hairball Care (now available):** A liquid supplement formulated with functional cellulose to help eliminate hair from the digestive tract, which helps minimize hairball formation, and support normal bowel function and stool quality. Designed for cats that may benefit from hairball support while remaining on their current diet, it offers a practical option for veterinarians and pet owners.

"Nutritional science has advanced tremendously, and today's solutions must account for more than just cats' clinical needs. They also need to fit the realities of pet owners' lives," said Martha Cline, DVM, DACVIM, Purina Veterinary Nutritionist. "Whether supporting urinary health, mobility or managing hairballs, our goal is to develop targeted nutrition and supplements that helps veterinary teams make confident recommendations and gives cat owners practical solutions they can incorporate into everyday care."

Backed by Research. Inspired by Cats.

These additions further strengthen the comprehensive Pro Plan Veterinary feline portfolio, which includes therapeutic diets and supplements supporting hydration, digestive health, calm behavior and other important aspects of cat care. Together, these offerings reflect the brand's continued focus on providing science-informed solutions and support that help veterinarians take a more individualized approach to their patients' needs while still meeting pet owners' preferences.

For additional information, visit proplanvet.com.

About Nestlé Purina PetCare

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 Dog Chow, 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.

purina.com or subscribe here to get the latest Purina news.

SOURCE Purina Pro Plan Veterinary

For further information: Theresa Cory, tcory@bader-rutter.com; Emily Goldkamp, emily.goldkamp@purina.nestle.com

---

Additional assets available online: Photos (2)