

CASE STUDY

A healthy brain is as vital as a healthy body

Brain function changes can negatively impact all aspects of a dog's life whilst proving difficult for pet owners to manage.

PURINA® PRO PLAN® Veterinary Diets Neurocare NC™ is a breakthrough approach into the effect of nutrition on canine brain health, resulting from collaboration between Purina scientists and veterinary neurologists at the Royal Veterinary College, London. It is formulated with MCT (medium-chain triglycerides) and specific neutro-nutrients clinically proven to help enhance canine brain function.

Since veterinarians are keen to know more on fresh approaches to supporting brain function, we first unveiled this diet through a local network of vets and neurologists (key opinion leaders) who attended symposia to learn more about this nutritional breakthrough before participating in local product launch events.

PURINA® PRO PLAN® Neurocare NC™ has now been launched in **16 countries**.



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