

Is Your Dog's Food Feeding Your Dog's Brain? Purina Pro Plan Partners With Canine Cognition Experts At Dognition To Help Launch Its New Bright Mind Formulas Partnership Aims to Educate Dog Owners about Dog Brain Health

ST. LOUIS, March 15, 2016 /PRNewswire/ -- Nutrition isn't just important for your dog's body; it can also help support his brain. Scientists at Nestle Purina have been studying aging in pets for more than a decade and discovered that nutrition can positively impact a dog's cognitive health. Following the introduction of Purina® Pro Plan® BRIGHT MIND™ Adult 7+, a breakthrough nutrition innovation for dogs seven and older, Purina Pro Plan is introducing new BRIGHT MIND™ Adult formulas that feature a proprietary blend of brain-supporting nutrients to help adult dogs reach their full potential.

To celebrate the launch, Purina Pro Plan is partnering with Dognition®, an innovative online platform that offers fun, science-based cognitive games that reveal the unique way each dog sees the world. The partnership pairs the breakthrough innovation in Purina Pro Plan BRIGHT MIND formulas with the Dognition cognitive assessment tool to help dog owners find the genius in their dog and nourish his mind with brain-supporting nutrition. Dog lovers are invited to visit www.dognition.com/BRIGHTMIND to play Dognition games and discover their dog's cognitive style for free.

Additionally, customers that purchase Purina Pro Plan BRIGHT MIND Adult or Adult 7+ dry dog food at select pet specialty retailers can receive a FREE code to complete the full Dognition Assessment, a \$19 value, with proof of purchase. Through July, customers can text "BRIGHT MIND" to 811811 for redemption details. From August through December, free Dognition Assessment codes will be available in specially marked bags of Purina Pro Plan BRIGHT MIND Adult and Adult 7+ dry dog food formulas at all pet specialty retailers nationwide.

"We're excited to partner with Dognition, a leader in canine cognitive development, to educate dog owners about canine cognition and the important role nutrition plays in dog brain health," said Robert Miller, Brand Director at Purina Pro Plan. "Together, we're empowering dog owners with tools to help keep dogs healthy in mind and body and strengthening their bond with their dogs."

"We've come so far in what we understand about the rich mental lives of dogs, and the role that nutrition plays in brain function," said Dr. Brian Hare, Founder of Dognition and Professor of Cognitive Neuroscience at Duke University. "We hope this partnership will lead to people spending more quality time with their dog, and understanding and caring for them in new ways."

To showcase and celebrate the unique genius and problem-solving skills of dogs everywhere, Purina Pro Plan invites dog owners to show off their dog's best moments on social media. For each photo or video posted on Instagram or Twitter that includes #MySmartDog and tags @ProPlan from now until the end of April, the brand will donate one pound of BRIGHT MIND – up to 25,000 pounds – to the Purina Pro Plan Rally to Rescue network.

Purina Pro Plan BRIGHT MIND Adult formulas are available in two varieties – Chicken & Rice Formula and Small Breed Formula. BRIGHT MIND Adult formulas contain a blend of nutrients that help support a dog's cognitive health throughout adulthood including Arginine, which helps support circulation of blood throughout the brain. B vitamins, which are essential for healthy brain function, antioxidants that help

throughout the brain, B vitamins, which are essential for healthy brain function, antioxidants that help protect cells by fighting free radicals and DHA and EPA, omega 3 fatty acids that play a role in healthy brain function. Additionally, formulas are rich in antioxidants to promote a healthy immune system and contain Vitamin A and linoleic acid for healthy skin and coat for adult dogs up to age seven.

Around age seven, the glucose metabolism in a dog's brain begins to change, which can affect memory, learning, awareness or decision making. At this time, dog owners should consider transitioning to Purina Pro Plan BRIGHT MIND Adult 7+ formulas that feature enhanced botanical oils shown to promote alertness and mental sharpness in dogs seven and older to naturally nourish their minds and help them think more like they did when they were younger.

Purina Pro Plan BRIGHT MIND Adult and Adult 7+ formulas are available at pet specialty retailers nationwide as well as on Amazon.com. For more information or to see real-life testimonials from owners, visit www.BRIGHTMINDEFFECT.com

* Beginning at 12:00 a.m. ET on 3/15/16 and ending at 11:59:59 p.m. ET on 4/30/16 ("Promotion Period"), for each photo or video posted on Instagram or Twitter using the hashtag #MySmartDog and @ProPlan, Purina Pro Plan will donate one (1) pound of Purina Pro Plan Bright Mind dog food up to 25,000 pounds to dog rescue group(s) in the Rally to Rescue® network. Rescue groups receiving the donation will be chosen at the sole discretion of Rally to Rescue. For more information on Rally to Rescue, visit proplan.com/rally-to-rescue.

About Purina Pro Plan

*Purina Pro Plan is the food of choice for the past 10 Westminster Best in Show winners. ** Our goal is to give your dog the nutrition to be his absolute best, helping him to be energetic and resilient, and maintain an ideal body condition, healthy skin and a stunning coat. Because being the best he can be means something different for every dog, our wide range of dry and wet foods, snacks and supplement bars, sold exclusively at pet specialty stores, can be found in five specialized categories formulated for a dog's unique needs. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, Facebook, Vine or Google+. 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.*

***Owners or handlers may have received food or compensation as a Purina ambassador*

About Purina Pro Plan Rally to Rescue

Rally to Rescue is a partnership of Purina Pro Plan and hundreds of pet rescue organizations across the country – all of whom are dedicated to giving every pet a chance to reach their full potential. To learn more about the Purina Pro Plan Rally to Rescue network, visit www.proplan.com/rallytorescue or find us on Facebook at www.facebook.com/rallytorescue.

Logo - <http://photos.prnewswire.com/prnh/20160314/344199LOGO>

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