

# Transition feeding guide

## Why change pet food gradually?

Your pet's digestive system is filled with enzymes and microbes, the population of which have developed to break down the specific nutrients in the food they are usually fed. It can take days and sometimes weeks for these populations to adjust to changes in ingredients or nutrient balance within a new diet. A sudden is more likely to cause diarrhoea or poor stool quality, and an increased volume of stools, than if a pet's diet is changed gradually.

## How to avoid tummy upsets

- Change foods over 7-10 days
- Start with 10% new food, 90% old food, then 20%-80% the next day and so on
- For dogs, you can mix the two food types into the same bowl
- For cats, it's best to use two separate bowls
- Introduce when your pet is not experiencing stress or nausea, and in the home environment
- Bear in mind that fussier pets may take time to adjust to the smell, texture or taste of new food

You may find PURINA® PRO PLAN® Fortiflora helpful during the transition. This is a probiotic supplement for dogs and cats of all ages. It contains live "friendly" bacteria that help promote intestinal health and balance, and help support a healthy immune system. It is very tasty and can easily be sprinkled on the food.

## Are there any exceptions to the gradual transition advice?

In cases of diarrhoea (short or longer term in duration), a rapid changeover to a new food is often advised by veterinary professionals. Your vet may also recommend a faster or slower, transition than 7-10 days for other medical conditions.

We are always happy to discuss pet nutrition to help you find the right diet for your pets' age, size, lifestyle and breed needs. Contact us to book in for a nutritional consult with one of our team.

## Switching food



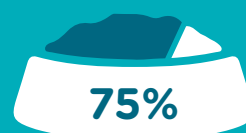
25%

Day 1-3



50%

Day 4-6



75%

Day 7-9



100%

Day 10