

The Purina ONE 28-Day Challenge for Cats



Day 1+ Mealtime excitement

Starting with your cat's first full bowl of Purina ONE dry cat food, you could see more excitement around mealtime, thanks to real meat as the #1 ingredient† and the great taste that keeps her coming back meal after meal.

†Excluding Urinary Tract Health Formula.



Day 7+ Healthy Energy

The purposeful nutrition in every bag of Purina ONE helps support healthy energy in cats. They may want to play more often & may be happier overall. Your cat's vitality level may be enhanced by the high-quality, complete & balanced nutrition of Purina ONE, made with 0% fillers and 100% nutrition.



Day 14+ High Digestibility

Purina ONE formulas† are highly digestible & promote high nutrient absorption, so more nutrition goes to work inside your cat and less goes to waste.

†Dry formulas only.



Day 21+ Bright eyes & shiny coat

Look for clear, alert eyes & a healthy skin and coat, supported by the omega-6 fatty acid, vitamins & minerals provided by Purina ONE.



Day 24+ Strong immune system

Your cat's immune system is supported by a unique antioxidant blend of vitamins E & A and minerals zinc & selenium.



Day 28+ Strong teeth & healthy gums

Crunchy kibble & calcium helps support strong, healthy teeth and gums†.

†Dry formulas only.



Day 28+ Strong muscles including a healthy heart

High-quality sources of protein, including real meat, helps support all of your cat's muscles, including a healthy heart†.

†Dry formulas only.



Day 29+ Nutrition for a lifetime

Keep feeding Purina ONE after finishing the 28-Day Challenge to continue supporting your cat's health from tip to tail.