

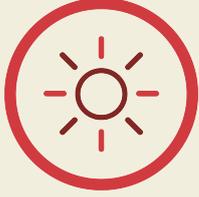
The Purina ONE 28-Day Challenge for Dogs



Day 1+ Mealtime excitement

Starting with your dog's first full bowl of Purina ONE dry dog food, you could see more excitement around mealtime, thanks to real meat as the #1 ingredient and the crunchy bites & tender, meaty morsels[†] that keep him coming back meal after meal.

[†]Excluding Sensitive Systems & Limited Ingredient Diet formulas.



Day 7+ Healthy Energy

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



Day 14+ High Digestibility

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

[†]Excluding Healthy Weight Formula & wet formulas.



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



Day 28+ Healthy joints

A natural source of glucosamine help support your adult dog's healthy joints[†].

[†]Dry formulas only.



Day 28+ Strong teeth & healthy gums

Crunchy kibble and 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 dog'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 his health from tip to tail.