



PURINA® PRO PLAN® INTRODUCES CANINE NC NEUROCARE™. THE NUTRITION THAT'S CHANGING MINDS

PURINA® PRO PLAN® has recently announced the launch of Canine NC NeuroCare™. The new diet is specifically formulated with MCT and neuroprotective nutrients, clinically proven to help enhance canine brain function, and support dogs with age-related cognitive decline.

The most interesting component of the new diet is the addition of Medium Chain Triglycerides (MCTs) oil – in fact **Canine NC NeuroCare is the first and only canine diet to contain 6.5% MCT in its formulation***. MCTs provide an alternative energy source for the brain which could help benefit dogs at times when their brain is in a hypometabolic state and cannot use glucose as efficiently as normal.

Why MCT's?

Although the brain is highly dependent on glucose as an energy source, under certain situations it can also fulfil a major part of its energy needs through the use of substrates other than glucose, specifically ketones –hydroxybutyrate and acetoacetate formed when fatty acids are released from triglycerides and then converted to ketone bodies by the liver.

Fat is the most concentrated energy source available; however, the brain is limited in its ability to use long chain triglycerides (LCTs) as an energy source. MCTs release medium chain fatty acids (MCFA) which can also be rapidly converted to ketone bodies by the liver, with the advantage over LCTs that they are more efficiently absorbed and metabolised. Given these properties, diets enriched with MCT have been successfully used to support brain function in conditions associated with brain glucose hypometabolism in humans, to support cognitive function in aged dogs. In addition, scientists have also discovered that the MCFA decanoic acid may inhibit excitatory neurotransmission by blocking AMPA receptors.

"This is an exciting discovery," said Jason Gagné, DVM, Dipl. ACVN and Director, Veterinary Technical Marketing at Purina. "It shows the role nutrition can play in helping support the brain function and the age-related cognitive decline, and the potential to give dogs and their owners greater quality of life."

But the inclusion of MCTs in this diet is not the whole story

Canine NC NeuroCare™ also contains a specific, exclusive combination of nutrients to help support cognitive function:



ARGININE

to support brain function, healthy circulation and blood pressure



EPA + DHA

to help reduce inflammation and support brain function



ANTIOXIDANTS

(VITAMINS E & C, SELENIUM)

to help reduce oxidative stress on the brain



B GROUP VITAMINS

to support energy metabolism and maintenance of genetic structure



The nutrition that's changing minds

Discover the difference nutrition can make to brain health. Canine NC NeuroCare™ is a ketogenic diet formulated with 6.5% MCT (medium chain triglycerides) which provide an alternative energy source for the brain.^{3,4}

It also contains a specific combination of ingredients proven to help with age-related cognitive decline⁵

Find out more about the science behind NeuroCare™ and how this could support your clinical recommendation by contacting your PURINA representative.



MCT



COGNITIVE
FUNCTION



BRAIN
FUNCTION

References:

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