

STAPLE CARD HERE

Purina Pro Plan Clinic Handbook



Welcome to the Purina® Pro Plan® Veterinary Diets Family!

As your Veterinary Consultant and business partner, I've put together this book as a tool for you to easily and quickly access the many diverse resources Purina Pro Plan has to offer your clinic, your staff and your pet parents.

This book is intended to make your life easier and to deepen your relationship with Purina Pro Plan and with me. As your partner, I want to be the nutrition expert who you can lean on, but, more importantly, I want to be your business partner. I want to do everything I can to help your business grow and flourish. I look forward to a long and fruitful partnership between our two businesses. As always, if you have any questions, please do not hesitate to call, email or text anytime.

TABLE OF CONTENTS

2 EDUCATION

Purina Institute—Advancing Science for Pet Health
Purina Institute—Introducing CentreSquare®
CE Resources

5 MARKETING

Coupon Redemption Information
Coupon Redemption Form

7 SERVICE

How to Order Purina® Pro Plan® Products
Managing Backorders with Purina Pro Plan
Tracking an Order
Returns

9 PROGRAMS

Purina Pro Plan Vet Direct—Direct to Consumer Home Delivery
Purina Pro Plan Purina for Professionals™ (P4P)—Staff Feeding Program
Lifetime of Wellness Books—Puppy/Kitten Digital Guide
Petfinder® Pro—Pet Adoption
Pro Club®—Breeder Support
Veterinary Resource Center—Call Center for Product Questions

15 ADDITIONAL INFORMATION

Quick Reference Guide—Usernames & Passwords
Price Lists
Product Guide
Notes



Advancing Science for Pet Health



Open the camera on your smartphone to scan this QR code for direct access to Purina Institute.

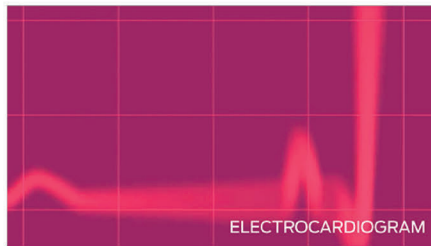
As the voice of Purina's science, the Purina Institute represents a diverse, global team of more than 500 scientists and pet care experts. We are here to advance the science of nutrition, promoting global collaboration with the veterinary community and scientific thought leaders.

Learn how Purina's breakthrough studies, with novel discoveries about the molecular-level impacts of nutrients on pet health, have helped reimagine the ways nutrition can help pets live better, longer lives.



Advancing Brain Health

Learn how nutritional innovations can help protect brain health, manage age-related cognitive changes in dogs and cats, and improve outcomes associated with idiopathic epilepsy in dogs.



ELECTROCARDIOGRAM

Transforming Heart Health

Learn about key nutrients that support heart health in cats and dogs, and discover how Purina's scientists identified a specific nutrient blend that can help support heart function and slow heart disease progression in dogs with early stage myxomatous mitral valve disease.



Neutralizing Allergens

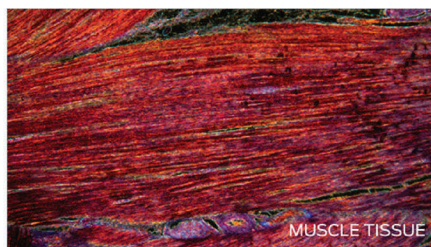
Learn about an innovative approach to neutralizing Fel d 1, the major cat allergen, at its source in cats' saliva. As part of a comprehensive allergy management plan, this cat-safe approach can help reduce cat allergens while keeping the cat in its loving home.



ENTEROCOCCUS FAECIUM SF68®

Promoting Gastrointestinal Health

Learn about the critical roles of the gut microbiome in pet health and how nutritional interventions—including prebiotics, probiotics, and synbiotics—can improve pet health, boost immunity, and aid in the management of common health conditions.



MUSCLE TISSUE

Extending a Healthy Life

Learn how Purina's research demonstrated that nutrition plays a key role in extending the healthy lives of dogs and cats. Read about the landmark studies that have showed how specific nutritional approaches can slow the onset of age-related health issues and add more years to the lives of dogs and cats.



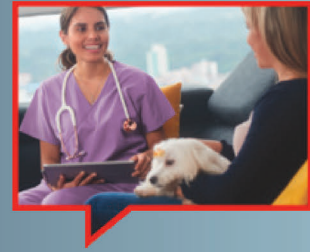
DNA

Exploring Molecular Nutrition

Discover how Purina scientists use their 'omics' expertise—analyzing DNA, RNA, proteins, metabolites, or gut bacterial populations—to identify new ways that nutrients can help improve health conditions, such as osteoarthritis, and better understand how nutrition can benefit each and every pet.

CENTRESQUARE®

YOUR CLIENTS HAVE QUESTIONS ABOUT PET NUTRITION.



CentreSquare makes it easy to provide credible answers backed by science.

CentreSquare from the Purina Institute is an easily accessible toolkit of resources that facilitates client-friendly pet nutrition conversations.

Whether you have 5 minutes or 30 minutes, you will always find something helpful and relevant on CentreSquare.

- Created for veterinary professionals by veterinary professionals.
- A one-stop online resource for the most up-to-date nutrition information.
- Condensed, bite-sized content delivers answers quickly and succinctly in language your clients can understand.
- Quickly download/print/share nutrition information for you or for your clients.

GET STARTED AT

www.purinainstitute.com/centresquare.



Open the camera on your smartphone to scan this QR code for direct access to Purina Institute.

The Microbiomes Play Critical Roles in Pet Health

The microbiomes play crucial roles in maintaining pet health as well as in the development of disease states. Unlocking the secrets of the body's microbiomes could provide the key for a longer, healthier life for pets.



INTESTINAL VILLI WITH BACTERIA

Microbiome Fundamentals

Explore the terminology and composition of the microbiomes, how the microbiomes interact with the host, how microbiomes are measured, and the factors that influence microbiome composition.



Microbiome-Centric Interventions for Pet Health Conditions

Put microbiome science into practice to address common health conditions in dogs and cats.



Nestlé and Purina Leadership in the Microbiome

As part of Nestlé, Purina draws on an unequalled culture collection and decades of collaborative microbiome research. Discover more about this collaboration and how it improves human and animal health.

DISCOVER MORE AT

www.purinainstitute.com/microbiome-forum.



Open the camera on your smartphone to scan this QR code for direct access to Purina Institute.

BOOST YOUR KNOWLEDGE OF NUTRITION

Daily Nutrition Matters is an online educational program that you can complete at your own pace to learn more about nutrition for dogs and cats. This mobile-friendly, convenient program combines in-depth information with interactive graphics and case studies to create engaging learning opportunities about pet nutrition in health and various disease states.

EARN FREE CE CREDIT

Daily Nutrition Matters modules are AAVSB RACE-approved for veterinarians and veterinary technicians. The modules below are eligible for up to **17 hours of CE credit**.*

1.5 HOURS of CE credit

DIGESTION & NUTRIENTS

1 HOUR of CE credit

PET FOOD INGREDIENTS

CHOOSING A PET FOOD

FEEDING CATS

FEEDING DOGS

GASTROINTESTINAL DISEASE

FOOD ALLERGY & INTOLERANCE

MICROBIOME

LOWER URINARY TRACT DISEASE

OBESITY & WEIGHT MANAGEMENT

CANINE COGNITIVE DYSFUNCTION SYNDROME & CANINE EPILEPSY

CARDIOVASCULAR DISEASE

NUTRITION MYTHS & FACTS: PART 1

NUTRITION MYTHS & FACTS: PART 2

.5 HOUR of CE credit

KIDNEY DISEASE

OSTEOARTHRITIS

DIABETES MELLITUS

LIVER DISEASE

DENTAL DISEASE

TO START EARNING CREDITS, VISIT WWW.DAILYNUTRITIONMATTERS.COM

* This program was reviewed and approved by the AAVSB RACE program for up to a total of 17 hours of continuing education in jurisdictions that recognize AAVSB RACE approval. Please contact the AAVSB RACE program if you have any comments/concerns regarding this program's validity or relevance to the veterinary profession.

Coupon Redemption for the Clinic

- » Use a Coupon Redemption Form. There is one attached in your folder that you can copy.
- » Coupons should be mailed at least once every quarter, if not more often.
- » Make sure to check the expiration date and redeem prior to expiration.
- » A link to our coupon redemption policy can be found at <https://www.purina.com/terms-and-conditions> under NESTLÉ CONSOLIDATED COUPON REDEMPTION POLICY.

Having trouble with redeeming coupons?

- » Refer to the NESTLÉ CONSOLIDATED COUPON REDEMPTION POLICY (stated above),
or
- » Contact Nestlé's Coupon Processor (Inmar) at
1-800-285-7602

NESTLÉ PURINA / MERRICK - SPECIALTY RETAILER AND VETERINARIAN COUPON REDEMPTION FORM

MAIL TO: Nestlé Purina PetCare
 Inmar Dept. # 17800
 801 Union Pacific Blvd, STE 5
 Laredo, TX 78045

RETAILER or CLINIC
 INVOICE or
 REFERENCE #:

INVOICE DATE: _____

RETAILER or CLINIC NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

**SEPARATE AND COUNT ACCORDING TO FACE VALUE OF COUPON.
 MARK RETAIL PRICE ON FREE GOODS COUPONS. Mail in coupons with this invoice.**

NUMBER OF COUPONS	FACE/DOLLAR VALUE	TOTAL
X		=
X		=
X		=
X		=
X		=
X		=
X		=
X		=
	SUB TOTAL	=====
	# COUPONS X .08 HANDLING CHGE	= _____
	* POSTAGE	_____
	GRAND TOTAL	=====

***NO REIMBURSEMENT FOR CERTIFIED OR REGISTERED MAIL
 FOR ADDITIONAL FORMS OR OTHER INFORMATION, PLEASE CALL 1-800-285-7602**

How to Order Purina® Pro Plan® Products for Your Clinic

DISTRIBUTORS

Please contact the distributor of your choice to place orders.

- » Orders placed before 11 a.m. will usually ship that day
- » No minimums on orders (poundage or item count)
- » Free shipping on all orders
- » Orders over 400 lbs. will ship freight
- » List of our distributor partners:
 - Covetrus
 - Patterson (AHI)
 - MWI
 - Midwest
 - Victor
 - Vetcove

VET DIRECT - DIRECT RESTOCK

When your clinic is enrolled in Vet Direct, you have the ability to buy and ship directly to your clinic, at clinic cost.

HAVE ADDITIONAL QUESTIONS?

Call your Purina Veterinary Consultant.

Managing Backorders with Purina Pro Plan

When you order Purina Pro Plan products, here is how backorders are handled:

- » If a product is ordered by itself (no other Purina Pro Plan products on the order), the item will hold in the system and ship once product is available.
- » If the backordered product was ordered with other Purina Pro Plan products, the in-stock items will ship. Each item (SKU) on backorder must be placed on an order by itself. Once item is in stock, it will ship.

EXAMPLE: Clinic orders 1 case of OM, 1 bag of DRM, 1 box of FortiFlora and 1 bag of EN. If the OM and DRM are on backorder, the FortiFlora and EN will ship and the OM and DRM will need to be reordered. The OM should be put on an order all by itself. The DRM should be put on a separate order all by itself. That way, they will hold in the system and ship when they are back in stock.

HAVE QUESTIONS?

Call your distributor or Purina Veterinary Consultant.

Tracking an Order

Please contact the distributor with whom the order was placed for tracking. Once the order has shipped, tracking information will be available.

You can also check order status on www.wherismypurinaorder.com.

If you are having trouble getting tracking information, please contact your Purina Veterinary Consultant.



For additional information about order status, visit wherismypurinaorder.com or scan here.

Returns

Looking for help with a return or credit?

- » For help with products ordered from a distributor, please contact your distributor or your Purina Veterinary Consultant for credit.
- » For help with products ordered by staff members from Purina for Professionals, please call 1-888-777-1762 or email purinaforprofessionals@purina.nestle.com.
- » For help with products ordered through Vet Direct, have the client call 1-800-738-5335 or email proplanvetdirect@purina.nestle.com.

Purina® Pro Plan® does not pick up returns, so you may do what you wish with the product after receiving credit.

(For example, donating to your local shelter.)

If you are having trouble getting credit, please contact your Purina Veterinary Consultant.

PROGRAMS



Purina Pro Plan Vet Direct is a home delivery program for your clients and a product ordering platform for your clinic.

To sign up, go to ProPlanVetDirect.com and click “New Clinic? Start Here” in the upper right-hand corner or contact your Purina Veterinary Consultant.

PROBLEMS LOGGING IN? CLIENT NEEDS CREDIT FOR PRODUCT? CLIENT NEEDS TO TRACK ORDER?

Please contact Vet Direct customer service at:
proplanvetdirect@purina.nestle.com
or call 1-800-738-5335



Open the camera on your smartphone to scan this QR code for direct access to Vet Direct.



Purina Pro Plan for Professionals™ is a discount program that supports veterinarians and staff feeding Purina diets and supplements.

To sign up, go to PurinaForProfessionals.com and click the *sign in/register* button.

**PROBLEMS LOGGING IN?
NEED CREDIT FOR PRODUCT?
NEED TO TRACK AN ORDER?**

Please contact Purina Pro Plan for Professionals customer service at:
purinaforprofessionals@purina.nestle.com
or call 1-888-777-1762



Open the camera on your smartphone to scan this QR code for direct access to P4P.

Lifetime of Wellness

- » Proplanvetdirect.com/lifetime-of-wellness-vet-direct
- » This free digital resource is for you and your clients to help guide them through caring for a new pet.
- » When clients visit, they will receive a \$5 coupon code located inside the digital book.



Open the camera on your smartphone to scan this QR code for direct access to the Lifetime of Wellness.



Looking for info on Pet Adoption? Petfinder.com

Since 1996, Petfinder has helped more than 30 million pets find forever homes.

- » Petfinder is an online, searchable database of thousands of animals who need homes and it is updated daily.
- » It includes a directory of over 11,000 animal shelters and adoption organizations across the U.S., Canada and Mexico.
- » Petfinder is a leading online resource for pet adoption, education, awareness and advocacy.
- » It strives to promote the advantage of adopting pets and makes it easy to connect people with adoptable pets. Petfinder also includes a library of free pet care articles.



Open the camera on your smartphone to scan this QR code for direct access to Petfinder.



Looking for info on breeder support? PurinaProClub.com

What is Purina Pro Club?

Pro Club is an exclusive, membership-based community of breeders, experts, and competitors that shares an unshakable commitment to exceptional dogs and cats. Pro Club celebrates our members' expertise and supports their continued success through special events, helpful resources, rewards and more.

To be eligible for Purina Pro Club, you must be a breeder or personally care for 5 or more dogs or cats. It is free and easy to sign up. Just complete the 2-part application (member/pet profiles) to start taking advantage of the many benefits of Purina Pro Club.



Open the camera on your smartphone to scan this QR code for direct access to Purina Pro Club.

PROGRAMS CONTINUED



The Veterinary Resource Center is available to answer questions you may have about any of our products. You can also schedule a consult with a veterinarian on nutrition cases. Use our convenient P4P Retriever Tool on PurinaForProfessionals.com to provide us with case information and conveniently schedule a follow-up call with one of our veterinarians.

The Veterinary Resource Center is open:
Monday–Thursday // 8:00 am–6:00 pm CST
Friday // 8:00 am–4:30 pm CST
Closed daily for lunch // 12:30 pm–1:30 pm CST
Call 1-800-222-VETS (8387), or email
vrctsupport@purina.nestle.com



ADDITIONAL INFORMATION

Quick Reference Guide/Username & Passwords

Purina® Pro Plan® Veterinary Diets – Nutrition Information

WEBSITE: PurinaForProfessionals.com

For problems, contact: 1-800-222-VETS (8387) or
vrksupport@purina.nestle.com

Purina® Pro Plan® for Professionals™ (P4P) — Staff Feeding Program

WEBSITE: PurinaForProfessionals.com

For problems, contact: 1-888-777-1762 or
purinaforprofessionals@purina.nestle.com

Purina® Pro Plan® Vet Direct — Home Delivery for Clients

WEBSITE: ProPlanVetDirect.com

For problems, contact: 1-800-738-5335 or
proplanvetdirect@purina.nestle.com

YOUR CLINIC ID IS

YOUR USERNAME/EMAIL IS

YOUR PASSWORD IS

Price Lists

If you need updated price lists, or if you need them in Excel format, just ask your Purina Veterinary Consultant.

Product Guide

The Purina® Pro Plan® Veterinary Diets product guide contains technical information on each of our formulas and helps identify the appropriate diet for each patient. The Pro Plan well pet products in this guide represent the high-quality choices available to your clients.

For more information about Purina Pro Plan Veterinary Diets or any of the Purina well pet diets, contact your Purina Veterinary Consultant, your Veterinary Distributor, or call 1-800-222-8387.

To access and download the product guide, sign in to purinaforprofessionals.com and click on *Resources*, then *Product Guide* to access the most recent version.



Scan this QR code for direct access to the Product Guide.

