



PRODUCT GUIDE 2026

For Veterinary Professionals





Every pet parent wants to do the right thing for their pet...

—it's why they come to see you. And it's why you do everything to help them live long and healthy lives.

A healthy lifestyle begins with trusted nutrition. That's where IAMS comes in. Our dry cat and dog food proactively supports 5 key health areas: muscles, energy, digestion, immune health, and skin and coat, while our specialized diets target common pet health spaces - from Healthy Weight for dogs to Urinary Tract Health for cats - and at an accessible price point for pet parents.

With our products available over the counter at major retailers and at an accessible price point for pet parents, you can be assured that your patients have an option to get the nutrition they need while supporting targeted life stage and health needs. And that means your clients can get the nutrition they need, and spend more happy moments together.

The IAMS™ difference

IAMS formulas are developed with our Ph.D. Animal Nutritionists. In addition to being complete and balanced for appropriate life stages, our recipes utilize high-quality animal protein for optimal amino acid profiles and all our dry cat and dog products include prebiotic fiber.

Our specialized diets include research backed technologies, such as elevated levels of DHA for smarter, more trainable puppies or L-carnitine to promote a healthy metabolism and weight.

Our production standards ensure our products meet nutritional profiles established by the American Association of Feed Control Officials (AAFCO), as well as World Small Animal Veterinary Association (WSAVA) Global Nutrition Committee's guidelines on selecting pet food.





**Science-backed nutrition
for dogs and cats**



IAMSTM PROACTIVE HEALTH™ HEALTHY ADULT

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag

IAMSTM PROACTIVE HEALTH™ HEALTHY ADULT is formulated to exceed AAFCO and meet Mars Internal Standards for adult cats and, therefore, contain all of the essential nutrients and antioxidants needed to support normal health of the cat's whole body.



HEALTHY MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



Guaranteed Analysis

Crude Protein (min.)	32.0%	Taurine (min.)	0.15%
Crude Fat (min.)	15.0%	Vitamin E (min.)	140 mg/kg
Crude Fiber (max.)	3.0%	L-Carnitine* (min.)	80 mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	3.0%
Calcium (min.)	0.8%	Omega-3 Fatty Acids* (min.)	0.3%
Potassium (min.)	0.7%		

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Corn Grits, Corn Protein Meal, Dried Plain Beet Pulp, Chicken Fat (preserved with Mixed Tocopherols), Natural Flavor, Brewers Dried Yeast, Dried Egg Product, Sodium Bisulfate, Potassium Chloride, Fish Oil (preserved with Mixed Tocopherols), Choline Chloride, Calcium Carbonate, DL-Methionine, Fructooligosaccharides, Citric Acid (preservative), Mixed Tocopherols (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy Energy
- Skin & Coat
- Immune
- Digestion
- High-Quality Protein
- Healthy Teeth

IAMST™ PROACTIVE HEALTH™ HEALTHY ADULT

DRY CAT FOOD
SALMON RECIPE

Available In

- 3lb Bag
- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag
- 25lb Bag

IAMST™ PROACTIVE HEALTH™ HEALTHY ADULT is formulated to exceed AAFCO and meet Mars Internal Standards for adult cats and, therefore, contain all of the essential nutrients and antioxidants needed to support normal health of the cat's whole body.



HEALTHY MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



Guaranteed Analysis

Crude Protein (min.)	32.0%	Taurine (min.)	0.15%
Crude Fat (min.)	15.0%	Vitamin E (min.)	140 IU/kg
Crude Fiber (max.)	3.0%	L-Carnitine* (min.)	80 mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.0%
Calcium (min.)	0.8%	Omega-3 Fatty Acids* (min.)	0.3%
Potassium (min.)	0.7%		

Ingredients

Salmon, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Corn Grits, Corn Protein Meal, Chicken Meal, Chicken, Brewers Rice, Chicken Fat (preserved with Mixed Tocopherols), Dried Plain Beet Pulp, Natural Flavor, Dried Egg Product, Brewers Dried Yeast, Sodium Bisulfate, Potassium Chloride, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, DL-Methionine, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy Energy
- Skin & Coat
- Immune
- Digestion
- High-Quality Protein
- Healthy Teeth

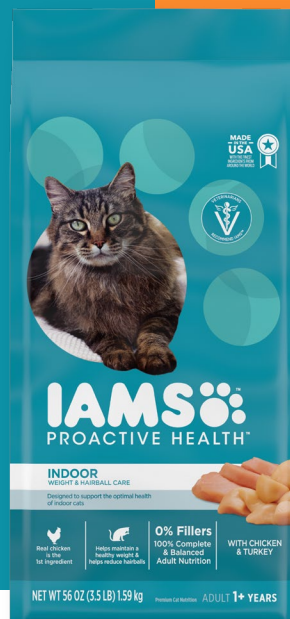
IAMST[™] PROACTIVE HEALTH[™] INDOOR WEIGHT & HAIRBALL CARE

DRY CAT FOOD
CHICKEN & TURKEY RECIPE

Available In

- 3lb Bag
- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag
- 25lb Bag

IAMST[™] PROACTIVE HEALTH[™] INDOOR WEIGHT & HAIRBALL CARE is designed for the needs of an indoor cat. It will exceed the AAFCO standards for adult cats. Additionally, it is a lower fat diet than the healthy adult alternative to support the reduced activity of an indoor cat with the use of 100ppm L-Carnitine to support a healthy metabolism and fat loss. Additionally, there will be higher levels of beet pulp and cellulose for hairball care, which is a concern in indoor cats.



HEALTHY WEIGHT:

L-Carnitine to help burn fat and maintain a healthy metabolism



HAIRBALL CARE:

Proprietary fiber blend, including beet pulp, helps reduce hairballs



HEALTHY SKIN & COAT:

Essential nutrients, including calcium & potassium, help nourish a healthy heart



HEALTHY HEART:

Enriched with antioxidants to help maintain a strong immune system



STRONG MUSCLES:

Real chicken as the 1st ingredient helps maintain strong muscles



Guaranteed Analysis

Crude Protein (min.)	30.0%	Phosphorus (min.)	0.65%
Crude Fat (min.)	11.0%	Potassium (min.)	0.65%
Crude Fat (max.)	13.5%	Taurine (min.)	0.13%
Crude Fiber (max.)	8.3%	L-Carnitine* (min.)	80mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.0%
Calcium (min.)	0.75%	Omega-3 Fatty Acids* (min.)	0.2%

Ingredients

Chicken, Chicken By-Product Meal, Corn Grits, Corn Protein Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Turkey, Dried Plain Beet Pulp, Powdered Cellulose, Brewers Dried Yeast, Natural Flavor, Dried Egg Product, Sodium Bisulfate, Caramel Color, Potassium Chloride, Choline Chloride, Calcium Carbonate, Fish Oil (preserved with Mixed Tocopherols), Fructooligosaccharides, DL-Methionine, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Maintenance	Cups Per Day	Weight Loss
4	1/2	1/3	
8	2/3	1/2	
12	3/4	2/3	
16	1	3/4	
22	1 1/4	1	
25	1 1/3	1	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Metabolism
- Digestion
- High quality protein
- Hairball
- Healthy teeth

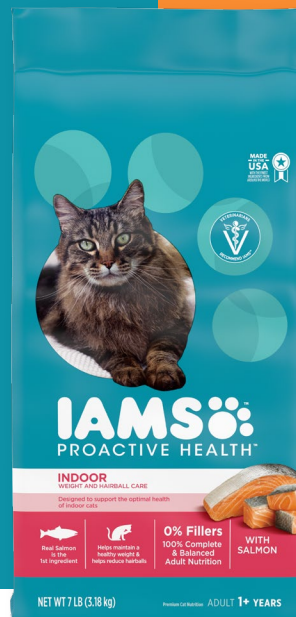
IAMST[™] PROACTIVE HEALTH[™] INDOOR WEIGHT & HAIRBALL CARE

DRY CAT FOOD
SALMON RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag

IAMST[™] PROACTIVE HEALTH[™] INDOOR WEIGHT & HAIRBALL CARE is designed for the needs of an indoor cat. It will exceed the AAFCO standards for adult cats. Additionally, it is a lower fat diet than the healthy adult alternative to support the reduced activity of an indoor cat with the use of 100ppm L-Carnitine to support a healthy metabolism and fat loss. Additionally, there will be higher levels of beet pulp and cellulose for hairball care, which is a concern in indoor cats.



HEALTHY WEIGHT:

L-Carnitine to help burn fat and maintain a healthy metabolism



HAIRBALL CARE:

Proprietary fiber blend, including beet pulp, helps reduce hairballs



HEALTHY SKIN & COAT:

Essential nutrients, including calcium & potassium, help nourish a healthy heart



HEALTHY HEART:

Enriched with antioxidants to help maintain a strong immune system



STRONG MUSCLES:

Real chicken as the 1st ingredient helps maintain strong muscles



Guaranteed Analysis

Crude Protein (min.)	30.0%	Phosphorus (min.)	0.65%
Crude Fat (min.)	11.0%	Potassium (min.)	0.65%
Crude Fat (max.)	13.5%	Taurine (min.)	0.13%
Crude Fiber (max.)	8.3%	L-Carnitine* (min.)	80mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.0%
Calcium (min.)	0.75%	Omega-3 Fatty Acids* (min.)	0.2%

Ingredients

Salmon, Chicken By-Product Meal, Corn Grits, Ground Whole Grain Corn, Chicken, Corn Protein Meal, Dried Plain Beet Pulp, Powdered Cellulose, Ground Whole Grain Sorghum, Brewers Rice, Chicken Fat (preserved with Mixed Tocopherols), Dried Egg Product, Natural Flavor, Brewers Dried Yeast, Potassium Chloride, Sodium Bisulfate, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, D-Calcium Pantothenate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Maintenance	Cups Per Day	Weight Loss
4		1/2	1/3
8		2/3	1/2
12		3/4	2/3
16		1	3/4
22		1 1/4	1
25		1 1/3	1

Technologies

- Healthy energy
- Skin & coat
- Immune
- Metabolism
- Digestion
- High quality protein
- Hairball
- Healthy teeth

IAMSTM PROACTIVE HEALTH™ HEALTHY KITTEN

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3lb Bag
- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag

Exceeds AAFCO and meets Internal profile for Growth in Cats. Provides nutrition needed for normal kitten health and development. This diet contains all the nutrients including Vitamin E, an antioxidant, needed for a kitten for normal immune system development. This diet contains many of the same nutrients as milk from cats - essential amino acids, fatty acids, vitamins and minerals - and contains DHA for cognitive development.



COGNITIVE & VISION DEVELOPMENT:

Omega-3 DHA and taurine help support healthy brain and vision development



HEALTHY DIGESTION:

Helps support healthy digestion with natural fiber and prebiotics



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidant Vitamin E to help develop a strong immune system



HEALTHY MUSCLES:

High quality protein from chicken/salmon & egg helps develop strong muscles



HEALTHY BONES & TEETH:

Formulated with essential nutrients (optimal levels of calcium) to support healthy bones & teeth



Guaranteed Analysis

Crude Protein (min.)	33.0%	Docosahexaenoic Acid (DHA) (min.)	0.05%
Crude Fat (min.)	21.0%	Vitamin E (min.)	140 IU/kg
Crude Fiber (max.)	3.0%	Taurine (min.)	0.15%
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	3.0%
Calcium (min.)	1.2%	Omega-3 Fatty Acids* (min.)	0.3%
Phosphorus (min.)	0.8%		

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Corn Protein Meal, Chicken Fat (preserved with Mixed Tocopherols), Dried Plain Beet Pulp, Dried Egg Product, Brewers Dried Yeast, Natural Flavor, Potassium Chloride, Fish Oil (preserved with Mixed Tocopherols), Salt, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, DL-Methionine, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Kitten Age (wk)	Cups per day	Gestation Wt.	Cups per day	Week of Lactation	Cups per day
Up to 8	1/3	4	1/3	1 and 2	1/2 - 1
12	1/2	6	1/2	3 and 4	2/3 - 1
16	1/2	8	2/3	5	2/3 - 1
24	1/2	10	3/4	6	2/3 - 1
32	1/2	12	3/4	7	1/2 - 3/4
40	1/2	16	1		
		18	1		
		20	1 1/4		
		22	1 1/4		

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Mental & visual acuity
- Healthy bones & joints
- Healthy teeth

IAMSTM PROACTIVE HEALTH™ HEALTHY KITTEN

DRY CAT FOOD
SALMON RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag

Exceeds AAFCO and meets Internal profile for Growth in Cats. Provides nutrition needed for normal kitten health and development. This diet contains all the nutrients including Vitamin E, an antioxidant, needed for a kitten for normal immune system development. This diet contains many of the same nutrients as milk from cats - essential amino acids, fatty acids, vitamins and minerals - and contains DHA for cognitive development.



HEALTHY MUSCLES:

Supports strong, firm muscles with high quality protein sourced from salmon & egg



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



Guaranteed Analysis

Crude Protein (min.)	35.0%	Docosahexaenoic Acid (DHA) (min.)	0.05%
Crude Fat (min.)	21.0%	Vitamin E (min.)	140 IU/kg
Crude Fiber (max.)	3.0%	Taurine (min.)	0.15%
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	3.0%
Calcium (min.)	1.2%	Omega-3 Fatty Acids* (min.)	0.3%
Phosphorus (min.)	0.8%		

Ingredients

Salmon, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Corn Grits, Corn Protein Meal, Chicken Meal, Chicken, Brewers Rice, Chicken Fat (preserved with Mixed Tocopherols), Dried Plain Beet Pulp, Natural Flavor, Dried Egg Product, Brewers Dried Yeast, Sodium Bisulfate, Potassium Chloride, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, DL-Methionine, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Kitten Age (wk)	Cups per day	Gestation Wt.	Cups per day	Week of Lactation	Cups per day
Up to 8	1/3	4	1/3	1 and 2	2/3 - 1
12	1/2	6	1/2	3 and 4	2/3 - 1
16	1/2	8	2/3	5	2/3 - 1
24	1/2	10	3/4	6	2/3 - 1
32	1/2	12	3/4	7	1/2 - 1
40	1/2	16	1		
		18	1		
		20	1 1/4		
		22	1 1/4		

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Mental & visual acuity
- Healthy bones & joints
- Healthy teeth

IAMSTM PROACTIVE HEALTH™ HEALTHY SENIOR

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag

IAMSTM PROACTIVE HEALTH™ HEALTHY SENIOR is lower in fat, higher in protein, higher in Vitamin E and Beta-carotene, and fiber than Healthy Adult. As cats enter the Healthy Senior period they tend to gain weight and lose lean body mass and immune responses decline, so a diet lower in fat, higher in protein and higher in antioxidants can help maintain a healthy body composition and immune response.



SUPPORTS VITAL ORGANS:

Balanced nutrients, including minerals, to support healthy vital organs



SUPPORTS BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY TEETH:

With crunchy kibble that helps reduce plaque buildup



Guaranteed Analysis

Crude Protein (min.)	34.0%	Vitamin E (min.)	250 IU/kg
Crude Fat (min.)	17.0%	Taurine (min.)	0.15%
Crude Fat (max.)	3.0%	Omega-6 Fatty Acids* (min.)	80mg/kg
Crude Fiber (max.)	8.3%	Omega-3 Fatty Acids* (min.)	2.0%
Moisture (max.)	10.0%	Glucosamine* (min)	0.2%
Calcium (min.)	0.8%	Chondroitin Sulfate*	80mg/kg
Potassium (min.)	0.7%		

Ingredients

Chicken, Chicken By-Product Meal, Corn Grits, Ground Whole Grain Corn, Dried Plain Beet Pulp, Dried Egg Product, Brewers Dried Yeast, Natural Flavor, Chicken Fat (preserved with Mixed Tocopherols), Potassium Chloride, Fish Oil (preserved with Mixed Tocopherols), Choline Chloride, Calcium Carbonate, Fructooligosaccharides, Vitamin E Supplement, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/4 - 1/3
8	1/2
12	1/2 - 2/3
16	2/3 - 3/4
22	3/4 - 1

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Mental & visual acuity
- Healthy bones & joints
- Healthy teeth

IAMSTM PROACTIVE HEALTH™ HEALTHY WEIGHT

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag



WEIGHT CONTROL:

Protein & fiber levels help keep cats full between meals



HEALTHY METABOLISM:

Formulated with L-Carnitine to help maintain healthy metabolism and facilitate the oxidation of fat, gradually returning your cat to a healthier weight



HEALTHY ENERGY:

Wholesome Grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



Guaranteed Analysis

Crude Protein (min.)	35.0%	Vitamin E (min.)	
Crude Fat (min.)	13.0%		0.2%
Crude Fiber (max.)	8.5%		300 mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.75%
Calcium (min.)	1.15%	Omega-3 Fatty Acids* (min.)	0.3%
Potassium (min.)	0.65%		

Ingredients

Chicken, Chicken By-Product Meal, Dried Plain Beet Pulp, Corn Grits, Ground Whole Grain Corn, Corn Protein Meal, Ground Whole Grain Sorghum, Powdered Cellulose, Chicken Meal, Natural Flavors, Sodium Bisulfate, Dried Egg Product, Caramel Color, Potassium Chloride, Calcium Carbonate, Fructooligosaccharides, Fish Oil (Preserved With Mixed Tocopherols), Choline Chloride, Dried Bacillus Subtilis Fermentation Product, DL-Methionine, L-Carnitine, Taurine, Citric Acid (Preservative), Mixed Tocopherols (Preservative), Vitamins (Vitamin E Supplement, Niacin Supplement, Ascorbic Acid (Source Of Vitamin C), D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement, Folic Acid), Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Rosemary Extract.

Weight of Cat (lbs.)

Maintenance

Cups Per Day

Weight Loss

4	1/3	1/4
8	1/2	1/3
12	3/4	1/2
16	1	2/3
22	1 1/4	3/4

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Weight loss
- Healthy bones & joints
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] SENSITIVE SKIN & DIGESTION

DRY CAT FOOD
TURKEY RECIPE

Available In

- 3lb Bag
- 6lb Bag
- 13lb Bag

The product is formulated without dairy, fish, wheat, beef & soy which are known common antigens for cats. Recipe will contain a 5:1 Omega 6 and 3 ratio, higher levels of FOS and beet pulp, a moderately fermentable fiber and FOS, a prebiotic in a feline diet at these levels, promotes digestive health by providing short-chain fatty acids (SCFAs). SCFA supports nutrient absorption, enhances intestinal lining health (digestive health), and helps to promote optimal stool quality which is a positive sign of healthy digestion.



SUPPORTS VITAL ORGANS:

Balanced nutrients, including minerals, to support healthy vital organs



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidant Vitamin E to help develop a strong immune system



HEALTHY METABOLISM:

Formulated with L-Carnitine to help maintain healthy metabolism and facilitate the oxidation of fat



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



Guaranteed Analysis

Crude Protein (min.)	33.0%	Vitamin E (min.)	140 IU/kg
Crude Fat (min.)	14.0%	Taurine (min.)	0.15%
Crude Fiber (max.)	3.0%	L-Carnitine* (min.)	80 mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.0%
Calcium (min.)	0.8%	Omega-3 Fatty Acids* (min.)	0.3%
Potassium (min.)	0.7%		

Ingredients

Turkey, Chicken By-Product Meal, Ground Whole Grain Corn, Brewers Rice, Chicken Meal, Corn Protein Meal, Chicken Fat (preserved with Mixed Tocopherols), Ground Whole Grain Sorghum, Dried Plain Beet Pulp, Natural Flavor, Fish Oil (preserved with Mixed Tocopherols), Dried Egg Product, Sodium Bisulfate, Caramel Color, Fructooligosaccharides, Potassium Chloride, Brewers Dried Yeast, Mixed Tocopherols (preservative), Citric Acid (preservative), DL-Methionine, Choline Chloride, Calcium Carbonate, Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy metabolism
- Healthy teeth

IAMSTM PROACTIVE HEALTH™ URINARY TRACT HEALTH

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag
- 22lb Bag

The formulation has a balance of Mg, Ca, P and K to help control urinary mineral saturation per guidelines for urinary tract support. Product also contains sodium bisulfate for acidification of urine. A 40-day feeding protocol showed feeding the diet led to a reduction in pH while maintaining mineral balance. Urine analysis for RSS (relative supersaturation) indicated undersaturated/metastable struvite RSS and metastable oxalate RSS. This reduce the formation of struvite or oxalate crystals in the cats urinary tract helping to maintain urinary system health.



URINARY HEALTH:

Reduces urinary pH for a healthy urinary tract every day



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



Guaranteed Analysis

Crude Protein (min.)	32.0%	Magnesium (max.)	0.10%
Crude Fat (min.)	15.0%	Vitamin E (min.)	100 IU/kg
Crude Fiber (max.)	1.70%	Taurine (min.)	0.15%
Moisture (max.)	10.0%	L-Carnitine* (min.)	80 mg/kg
Calcium (min.)	1.0%	Omega-6 Fatty Acids* (min.)	2.06%
Potassium (min.)	0.8%	Omega-3 Fatty Acids* (min.)	0.21%

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Corn Grits, Brewers Rice, Dried Plain Beet Pulp, Sodium Bisulfate, Natural Flavor, Potassium Chloride, Dried Egg Product, Brewers Dried Yeast, Choline Chloride, Fish Oil (preserved with Mixed Tocopherols), DL-Methionine, Calcium Carbonate, Fructooligosaccharides, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Urinary health
- Healthy teeth

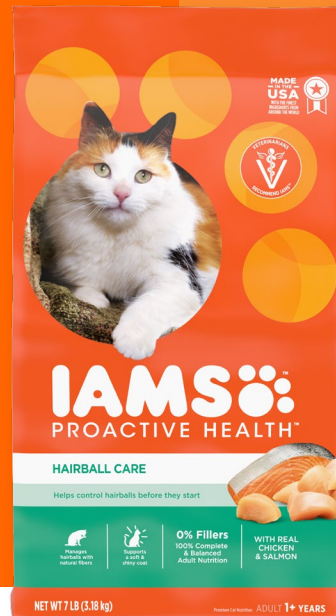
IAMSTM PROACTIVE HEALTH™ HAIRBALL CARE

DRY CAT FOOD
CHICKEN RECIPE

Available In

- 3.5lb Bag
- 7lb Bag
- 16lb Bag

This diet will contain hairball technology: higher levels of cellulose and beet pulp. This technology increases fecal hair excretion so there is less hair available to form hairballs. Both beet pulp and cellulose meet the AAFCO definition of natural.



HAIRBALL CONTROL:

Proprietary fiber blend, including beet pulp, helps reduce hairballs



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidant Vitamin E to help develop a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



Guaranteed Analysis

Crude Protein (min.)	32.0%	Taurine (min.)	0.15%
Crude Fat (min.)	14.0%	L-Carnitine* (min.)	80 mg/kg
Crude Fiber (max.)	8.5%	Omega-6 Fatty Acids* (min.)	2.06%
Moisture (max.)	10.0%	Omega-3 Fatty Acids* (min.)	0.21%
Vitamin E (min.)	145 IU/kg		

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Corn Grits, Corn Protein Meal, Salmon, Dried Plain Beet Pulp, Powdered Cellulose, Natural Flavor, Chicken Fat (preserved with Mixed Tocopherols), Sodium Bisulfate, Caramel Color, Potassium Chloride, Brewers Dried Yeast, Dried Egg Product, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, Mixed Tocopherols (preservative), Citric Acid (preservative), Taurine, Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, D-Calcium Pantothenate, Vitamin A Supplement, Biotin, Thiamine Mononitrate [Vitamin B1], Pyridoxine Hydrochloride [Vitamin B6], Vitamin B12 Supplement, Vitamin D3 Supplement, Riboflavin Supplement [Vitamin B2], Folic Acid), Vitamin E Supplement, L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Mental & visual acuity
- Healthy bones & joints
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] HEALTHY ENJOYMENT

DRY CAT FOOD CHICKEN RECIPE

Available In

- 3lb Bag
- 6lb Bag
- 15lb Bag

Diets are formulated with the inclusion of pockets (referred to as tasty bites or savory bites) that contain a cream center and a crunchy outer shell. Crunchy kibble plus pocket. Due to this design, the outer coating is crunchy and the inner filling is softer. Palatability data shows that pockets was significantly preferred over IAMS Healthy Adult Cat in unbranded preference testing. Diets are formulated to meet AAFCO adult maintenance requirements for a complete and balanced adult product.



DELICIOUS TASTE:

Loved by 90% of cats



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY TEETH:

With crunchy kibble that helps reduce plaque buildup



Guaranteed Analysis

Crude Protein (min.)	30.0%	Phosphorus (min.)	0.65%
Crude Fat (min.)	11.0%	Potassium (min.)	0.65%
Crude Fat (max.)	13.5%	Taurine (min.)	0.13%
Crude Fiber (max.)	8.3%	L-Carnitine* (min.)	80mg/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	2.0%
Calcium (min.)	0.75%	Omega-3 Fatty Acids* (min.)	0.2%

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Corn Grits, Corn Protein Meal, Salmon, Dried Plain Beet Pulp, Animal Fat (preserved with Mixed Tocopherols), Natural Flavors, Wheat Flour, Brewers Rice, Dried Meat By-Products, Sodium Bisulfate, Potassium Chloride, Dried Egg Product, Caramel Color, Calcium Carbonate, Brewers Dried Yeast, Choline Chloride, DL-Methionine, Fructooligosaccharides, Fish Oil (preserved with Mixed Tocopherols), Chicken Fat (preserved with Mixed Tocopherols), Taurine, Vitamin E Supplement, Mixed Tocopherols (preservative), Citric Acid (preservative), Minerals (Zinc Oxide, Manganese Sulfate, Ferrous Sulfate, Zinc Sulfate, Copper Sulfate, Sodium Selenite, Potassium Iodide), Salt, Vitamins (Niacin Supplement, L-Ascorbyl-2-Polyphosphate, Vitamin A Supplement, D-Calcium Pantothenate, Thiamine Mononitrate [Vitamin B1], Biotin, Vitamin B12 Supplement, Pyridoxine Hydrochloride [Vitamin B6], Riboflavin Supplement [Vitamin B2], Vitamin D3 Supplement, Folic Acid), Vegetable Oil, L-Carnitine, Dried Cheese, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day (cups)

Weight of Cat (lbs.)	Cups Per Day
4	1/3
8	1/2 - 2/3
12	2/3 - 3/4
16	3/4 - 1
22	1 - 1 1/4

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Delicious taste
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 3.3lb Bag
- 5lb Bag
- 11lb Bag
- 15lb Bag
- 22lb Bag
- 30lb Bag
- 40lb Bag
- 44lb Bag
- 50lb Bag

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS is formulated to meet AAFCO and MPENS profiles for adult dogs and, therefore, contain all of the essential nutrients and antioxidants needed to support normal health of the dog's whole body.



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



STRONG MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



Guaranteed Analysis

Crude Protein (min.)	25.0%	Selenium (min.)	0.35 mg/kg
Crude Fat (min.)	14.5%	Vitamin E (min.)	100 IU/kg
Crude Fiber (max.)	4.0%	Omega-6 Fatty Acids* (min.)	2.06%
Moisture (max.)	10.0%	Omega-3 Fatty Acids* (min.)	0.21%

Ingredients

Chicken, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken By-Product Meal, Soybean Meal, Dried Plain Beet Pulp, Natural Flavors, Brewers Dried Yeast, Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols), Flaxseed, Peas, Caramel Color, Potassium Chloride, Fructooligosaccharides, Choline Chloride, Carrots, Mixed Tocopherols (preservative), Citric Acid (preservative), Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	3 kg	1/2 c	53 g	Replace 1 cup (106 g) for each can of IAMST With Chicken & Whole Grain Rice Classic Ground (369 g can).
10 lbs	5 kg	3/4 c	80 g	
20 lbs	9 kg	1 1/4 - 1 1/3 c	133 - 142 g	
30 lbs	14 kg	1 2/3 - 2 c	177 - 213 g	
40 lbs	18 kg	2 - 2 1/3 c	213 - 248 g	
50 lbs	23 kg	2 1/3 - 2 1/4 c	248 - 293 g	OR, Replace 1/4 cup (26 g) for each pouch of IAMST Chicken, Peas & Carrots Recipe (100 g pouch).
60 lbs	28 kg	2 3/4 - 3 1/4 c	293 - 346 g	
70 lbs	32 kg	3 1/4 - 3 2/3 c	319 - 373 g	
80 lbs	36 kg	3 1/2 - 4 c	355 - 426 g	
90 lbs	41 kg	3 1/4 - 3 2/3 c	399 - 461 g	
100 lbs	45 kg	3 1/2 - 4 c	426 - 497 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS

DRY DOG FOOD
BEEF & RICE RECIPE

Available In

- 5lb Bag
- 7lb Bag
- 11lb Bag
- 15lb Bag
- 30lb Bag

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS is formulated to meet AAFCO and MPENS profiles for adult dogs and, therefore, contain all of the essential nutrients and antioxidants needed to support normal health of the dog's whole body.



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



STRONG MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



Guaranteed Analysis

Crude Protein (min.)	25.0%	Selenium (min.)	0.35 mg/kg
Crude Fat (min.)	14.5%	Vitamin E (min.)	100 IU/kg
Crude Fiber (max.)	4.0%	Omega-6 Fatty Acids* (min.)	2.06%
Moisture (max.)	10.0%	Omega-3 Fatty Acids* (min.)	0.21%

Ingredients

Beef, Chicken By-Product Meal, Brewers Rice, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Ground Barley, Chicken Fat (preserved with Mixed Tocopherols), Soybean Meal, Chicken Meal, Dried Plain Beet Pulp, Corn Protein Meal, Natural Flavors, Flaxseed, Dried Egg Product, Caramel Color, Potassium Chloride, Carrots, Fructooligosaccharide Powder, Choline Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [source of Vitamin C], D-Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Citric Acid (preservative), Mixed Tocopherols (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	3 kg	1/2 c	52 g	Replace 1 cup (104 g) for each can of IAMST With Beef & Rice Classic Ground (369 g can).
10 lbs	5 kg	3/4 c	78 g	
20 lbs	9 kg	1 1/4 c - 1 1/3 c	130 - 156 g	
30 lbs	14 kg	1 2/3 - 2 c	173 - 208 g	
40 lbs	18 kg	2 - 2 1/3 c	208 - 243 g	
50 lbs	23 kg	2 1/3 - 2 1/4 c	260 - 286 g	OR, Replace 1/4 cup (26 g) for each pouch of IAMST Beef, Pea & Carrots Recipe (100 g pouch).
60 lbs	28 kg	2 3/4 - 3 1/4 c	286 - 338 g	
70 lbs	32 kg	3 1/4 - 3 2/3 c	338 - 382 g	
80 lbs	36 kg	3 1/2 - 4 c	364 - 416 g	
90 lbs	41 kg	3 1/4 - 3 2/3 c	390 - 468 g	
100 lbs	45 kg	3 1/2 - 4 c	442 - 494 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS

DRY DOG FOOD
LAMB & RICE RECIPE

Available In

- 3.3lb Bag
- 5lb Bag
- 7lb Bag
- 11lb Bag
- 15lb Bag
- 30lb Bag
- 38.5lb Bag
- 44lb Bag

IAMST[™] PROACTIVE HEALTH[™] MINICHUNKS is formulated to meet AAFCO and MPENS profiles for adult dogs and, therefore, contain all of the essential nutrients and antioxidants needed to support normal health of the dog's whole body.



Guaranteed Analysis

Crude Protein (min.)	25.0%	Selenium (min.)	0.35 mg/kg
Crude Fat (min.)	14.0%	Vitamin E (min.)	130 IU/kg
Crude Fiber (max.)	5.0%	Omega-6 Fatty Acids* (min.)	2.5%
Moisture (max.)	10.0%		

Ingredients

Lamb, Brewers Rice, Chicken By-Product Meal, Ground Barley, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken Fat (preserved with Mixed Tocopherols), Chicken Meal, Soybean Meal, Corn Protein Meal, Dried Plain Beet Pulp, Natural Flavors, Dried Egg Product, Flaxseed, Caramel Color, Potassium Chloride, Carrots, Fructooligosaccharides, Choline Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Calcium Carbonate, Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



STRONG MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
3 lbs	1 kg	1/2 c	35 - 52 g	Replace 1 cup (104 g) for each can of IAMS With Lamb & Rice Classic Ground (369 g can). OR, Replace 1/4 cup (26 g) for each pouch of IAMS Lamb, Pea & Carrots Recipe (100 g).
10 lbs	5 kg	3/4 c	78 g	
20 lbs	9 kg	1 1/4 - 1 1/3 c	130 - 156 g	
30 lbs	14 kg	1 2/3 - 2 c	173 - 208 g	
40 lbs	18 kg	2 - 2 1/3 c	208 - 260 g	
50 lbs	23 kg	2 1/3 - 2 1/4 c	260 - 286 g	
60 lbs	28 kg	2 3/4 - 3 1/4 c	286 - 338 g	
70 lbs	32 kg	3 1/4 - 3 2/3 c	338 - 382 g	
80 lbs	36 kg	3 1/2 - 4 c	364 - 416 g	
90 lbs	41 kg	3 1/4 - 3 2/3 c	390 - 468 g	
100 lbs	45 kg	3 1/2 - 4 c	442 - 494 g	

Technologies

- Healthy energy
- Immune
- High quality protein
- Skin & coat
- Digestion
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] LARGE BREED

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 11lb Bag
- 15lb Bag
- 30lb Bag
- 38.5lb Bag
- 40lb Bag
- 44lb Bag
- 50lb Bag

IAMS Large Breed adult is designed to be higher in fiber/ insoluble fiber and lower in protein and fat/calories than the corresponding all breed recipes. Large breed dogs are more prone to joint problems than small or medium breeds. They also have stool quality concerns with low fiber/high soluble fiber diets. Maintaining a healthy weight, by feeding a diet lower in fat/calories to adult large breed dogs, reduces stress on joints and feeding higher fiber and insoluble fiber helps maintain stool quality. Large breed adult is also designed to be a larger sized kibble (longer and thicker vs. Adult) to accommodate the larger mouths of Large Breed dogs.



STRONG MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin and coat



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY BONES & JOINTS:

Formulated with optimal calcium levels to help support healthy bones & joints. Includes natural source of glucosamine and chondroitin sulfate.



Guaranteed Analysis

Crude Protein (min.)	33.0%	Phosphorus (min.)	0.7%
Crude Fat (min.)	14.0%	Omega-6 Fatty Acids* (min.)	2.9%
Crude Fiber (max.)	3.0%	Omega-3 Fatty Acids* (min.)	0.3%
Moisture (max.)	10.0%	Glucosamine* (min.)	400 mg/kg
Calcium (min.)	0.8%	Chondroitin Sulfate* (min.)	1000 mg/kg

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
50 lbs	23 kg	2 2/3 - 3 c	265 - 298 g	Replace 1 cup (104 g) for each can of IAMS With Lamb & Rice Classic Ground (369 g can). OR, Replace 1/4 cup (26 g) for each pouch of IAMS Lamb, Pea & Carrots Recipe (100 g).
60 lbs	27 kg	3 - 3 1/2 c	298 - 348 g	
70 lbs	32 kg	3 1/2 - 4 c	348 - 397 g	
80 lbs	36 kg	3 3/4 - 4 1/3 c	373 - 431 g	
100 lbs	45 kg	4 1/2 - 5 1/4 c	447 - 522 g	
120 lbs	54 kg	5 1/4 - 6 c	522 - 596 g	
140 lbs	64 kg	5 3/4 - 6 2/3 c	571 - 662 g	

Ingredients

Chicken, Ground Barley, Ground Whole Grain Corn, Chicken By-Product Meal (source of Glucosamine and Chondroitin Sulfate), Ground Whole Grain Sorghum, Soybean Meal, Dried Plain Beet Pulp, Natural Flavor, Brewers Dried Yeast, Dried Egg Product, Chicken Fat (preserved with Mixed Tocopherols), Flaxseed, Peas, Caramel Color, DL-Methionine, Potassium Chloride, Fructooligosaccharides, Choline Chloride, Dicalcium Phosphate, Carrots, Mixed Tocopherol (preservative), Citric Acid (preservative), Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Technologies

- Healthy bones & joints
- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] SMALL BREED

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 7lb Bag
- 15lb Bag

IAMS Healthy Aging Adult diet is lower in fat, higher in protein, higher in Vitamin E and Beta-carotene, and fiber than Minichunks—the corresponding adult diet.

As dogs enter the Healthy Aging period, which is generally defined as the last third of their lifespan, they tend to gain weight and lose lean body mass and immune responses decline, so a diet lower in fat, higher in protein and higher in antioxidants can help maintain a healthy body composition and immune response.



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



HEALTHY SKIN & COAT:

Omega 6 fatty acids for a healthy skin & coat



HEALTHY TEETH:

Crunchy kibbles scrub your dog's teeth with every bite to help reduce plaque buildup that can lead to bad breath



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



Guaranteed Analysis

Crude Protein (min.)	24.0%	Phosphorus (min.)	0.7%
Crude Fat (min.)	10.5%	Beta Carotene* (min.)	10 mg/kg
Crude Fiber (max.)	5.0%	L-Carnitine* (min.)	30 mg/kg
Moisture (max.)	10.0%	Docosahexaenoic Acid (DHA) (min.)	0.05%
Vitamin E (min.)	260 IU/kg	Omega-6 Fatty Acids* (min.)	3.50%
Calcium (min.)	1.1%		

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Soybean Meal, Chicken Fat (preserved with Mixed Tocopherols), Dried Plain Beet Pulp, Natural Flavor, Dried Egg Product, Flaxseed, Caramel Color, Carrots, Choline Chloride, Potassium Chloride, Fructooligosaccharides, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
1 lbs	0.5 kg	1/4 c	35 - 52 g	Replace 1 cup (104 g) for each can of IAMS With Chicken & Whole Grain Rice Classic Ground (369 g can). OR, Replace 1/4 cup (26 g) for each pouch of IAMS Chicken, Pea & Carrots Recipe (100 g).
3 lbs	1 kg	1 1/4 - 1 1/3 c	26 - 35 g	
5 lbs	2 kg	1/2 c	52 g	
10 lbs	5 kg	3/4 c	78 g	
15 lbs	7 kg	1 c	104 g	
20 lbs	9 kg	1 1/4 - 1 1/3 c	130 - 139 g	

Technologies

- Healthy bones & joints
- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] HEALTHY AGING

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 7lb Bag
- 15lb Bag
- 11lb Bag
- 29.1lb Bag

IAMS Healthy Aging Adult diet is lower in fat, higher in protein, higher in Vitamin E and Beta-carotene, and fiber than Minichunks - the corresponding adult diet.

As dogs enter the Healthy Aging period, which is generally defined as the last third of their lifespan, they tend to gain weight and lose lean body mass and immune responses decline, so a diet lower in fat, higher in protein and higher in antioxidants can help maintain a healthy body composition and immune response.



STRONG IMMUNE SYSTEM:

Antioxidant blend with vitamin E and beta carotene to help boost immune response of older dogs to healthy adult levels



HEALTHY TEETH:

Crunchy kibbles scrub your dog's teeth with every bite to help reduce plaque buildup that can lead to bad breath



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



SUPPORTS VITAL ORGANS:

Promotes mental and visual sharpness | DHA GOLD[®]



Guaranteed Analysis

Crude Protein (min.)	24.0%	Phosphorus (min.)	0.7%
Crude Fat (min.)	10.5%	Beta Carotene* (min.)	10 mg/kg
Crude Fiber (max.)	5.0%	L-Carnitine* (min.)	30 mg/kg
Moisture (max.)	10.0%	Docosahexaenoic Acid (DHA) (min.)	0.05%
Vitamin E (min.)	260 IU/kg	Omega-6 Fatty Acids* (min.)	3.50%
Calcium (min.)	1.1%		

Ingredients

Lamb, Brewers Rice, Chicken By-Product Meal, Ground Barley, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken Fat (preserved with Mixed Tocopherols), Chicken Meal, Soybean Meal, Corn Protein Meal, Dried Plain Beet Pulp, Natural Flavors, Dried Egg Product, Flaxseed, Caramel Color, Potassium Chloride, Carrots, Fructooligosaccharides, Choline Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Calcium Carbonate, Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight Maintenance (lbs & kg)		Amount Per Day (cups & grams)		Amount Per Day (cups & grams)	
3 lbs	1 kg	1/3 c	34 g	3/4 c	35 - 52 g
10 lbs	5 kg	3/4 - 1 c	76 - 102 g	1 1/4 c	26 - 35 g
20 lbs	9 kg	1 1/3 - 1 1/2 c	136 - 153 g	1/2 c	52 g
30 lbs	14 kg	1 3/4 - 2 c	178 - 203 g	3/4 c	78 g
40 lbs	18 kg	2 1/4 - 2 2/3 c	229 - 271 g	1 c	104 g
50 lbs	23 kg	2 2/3 - 3 c	271 - 305 g	1 1/4 - 1 1/3 c	130 - 139 g
60 lbs	27 kg	3 - 3 1/2 c	305 - 356 g	—	—
70 lbs	32 kg	3 1/2 - 4 c	356 - 407 g	3/4 c	78 g
80 lbs	36 kg	3 3/4 - 4 1/2 c	382 - 458 g	1 c	104 g
90 lbs	41 kg	4 1/4 - 4 3/4 c	432 - 483 g	1 1/4 - 1 1/3 c	130 - 139 g
100 lbs	45 kg	4 1/2 - 5 1/4 c	458 - 534 g	1 c	104 g

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy weight
- Healthy bones & joints

IAMST[™] PROACTIVE HEALTH[™] PUPPY

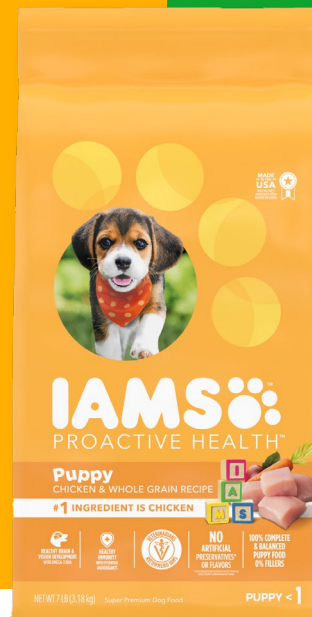
DRY DOG FOOD
CHICKEN RECIPE

Available In

- 3.3lb Bag
- 7lb Bag
- 15lb Bag

IAMST[™] PROACTIVE HEALTH[™] PUPPY is formulated to meet AAFCO and Internal Mars Standards for Growth. DHA, an omega 3 fatty acid, is required for normal brain development in mammals including puppies.

In internal studies, puppies nourished with high levels of DHA were found to have greater trainability than puppies with low levels of DHA.



HEALTHY COGNITIVE & VISION DEVELOPMENT:

Omega-3 DHA for smarter, more trainable puppies



DEVELOP STRONG MUSCLES:

High quality protein from chicken & egg helps develop strong muscles



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help develop a strong immune system



HEALTHY SKIN & COAT:

Omega 6 fatty acids for a healthy skin & coat



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



Guaranteed Analysis

Crude Protein (min.)	29.0%	Phosphorus (min.)	1.0%
Crude Fat (min.)	17.5%	Selenium (min.)	0.35 mg/kg
Crude Fiber (max.)	4.0%	Vitamin E (min.)	130 IU/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	3.5%
Docosahexaenoic Acid (DHA) (min.)	0.1%	Omega-3 Fatty Acids* (min.)	0.5%
Calcium (min.)	1.2%		

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Brewers Rice, Dried Plain Beet Pulp, Soybean Meal, Chicken Fat (preserved with Mixed Tocopherols), Natural Flavor, Fish Oil (preserved with Mixed Tocopherols), Dried Egg Product, Salt, Dicalcium Phosphate, Caramel Color, Carrots, Potassium Chloride, Fructooligosaccharides, Choline Chloride, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Weaning to 3 months (cups & grams)		3 to 6 months (cups & grams)		6 to 9 months (cups & grams)		9 to 12 months (cups & grams)	
3 lbs	1 kg	3/4 c	79 g	2/3 c	70 g	1/2 c	53 g	Transition to adult	
5 lbs	2 kg	1 c	105 g	1 c	105 g	3/4 c	79 g		
10 lbs	5 kg	2 c	211 g	1 2/3 c	175 g	1 1/3 c	140 g		
15 lbs	7 kg	2 1/2 c	263 g	2 1/4 c	237 g	2 c	211 g		
20 lbs	9 kg	3 1/4 c	342 g	2 3/4 c	290 g	2 1/3 c	246 g	2 2/3 c 281 g 3 1/4 c 342 g 3 3/4 c 395 g	
30 lbs	14 kg	4 1/4 c	447 g	3 3/4 c	395 g	3 1/4 c	342 g		
40 lbs	18 kg	5 1/3 c	562 g	4 2/3 c	491 g	4 c	421 g		
50 lbs	23 kg	6 1/4 c	658 g	5 1/2 c	579 g	4 2/3 c	491 g		

Mix it Up

Replace 1 cup (105 g) for each can of IAMST Puppy With Chicken & Rice Classic Ground (369 g can)

Technologies

- Healthy bones & joints
- Skin & coat
- Mental & visual acuity
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy cognitive & vision development

IAMST[™] PROACTIVE HEALTH[™] PUPPY SMALL BREED

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 7lb Bag

IAMS Small breed diets are designed to be higher in protein, fat and calories and have a smaller kibble than the corresponding all breed recipes.

Small breed dogs, having smaller mouths and stomachs and can benefit from a diet that is more nutrient and calorie dense with a kibble size that is easier for them to consume.



HEALTHY COGNITIVE & VISION DEVELOPMENT:

Omega-3 DHA for smarter, more trainable puppies



DEVELOP STRONG MUSCLES:

High quality protein from chicken & egg helps develop strong muscles



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help develop a strong immune system



HEALTHY SKIN & COAT:

Optimal ratio of omega 6 & 3 fatty acids to support healthy skin & coat



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



Guaranteed Analysis

Crude Protein (min.)	30.0%	Phosphorus (min.)	1.0%
Crude Fat (min.)	18.0%	Selenium (min.)	0.35 mg/kg
Crude Fiber (max.)	4.0%	Vitamin E (min.)	130 IU/kg
Moisture (max.)	10.0%	Omega-6 Fatty Acids* (min.)	3.5%
Docosahexaenoic Acid (DHA) (min.)	0.1%	Omega-3 Fatty Acids* (min.)	0.5%
Calcium (min.)	1.2%		

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Weaning to 3 months (cups & grams)		3 to 6 months (cups & grams)		6 to 9 months (cups & grams)		9 to 12 months (cups & grams)	
1 lbs	0.5 kg	1/4 c	30 g	1/4 c	30 g	1/4 c	30 g	Transition to adult	
3 lbs	1 kg	2/3 c	80 g	1/2 c	60 g	1/2 c	60 g		
5 lbs	2 kg	1 c	119 g	3/4 c	90 g	3/4 c	90 g		
10 lbs	5 kg	1 2/3 c	199 g	1 1/2 c	179 g	1 1/4 c	149 g	1 c	119 g
15 lbs	7 kg	2 1/4 c	269 g	2 c	239 g	1 2/3 c	199 g	1 1/3 c	159 g
20 lbs	9 kg	2 3/4 c	329 g	2 1/3 c	279 g	2 c	239 g	1 2/3 c	199 g
30 lbs	14 kg	3 3/4 c	448 g	3 1/4 c	388 g	2 3/4 c	329 g	2 1/4 c	269 g

Mix it Up

Replace 1 cup (105 g) for each can of IAMS Puppy With Chicken & Rice Classic Ground (369 g can)

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Brewers Rice, Ground Whole Grain Sorghum, Dried Plain Beet Pulp, Chicken Fat (preserved with Mixed Tocopherols), Corn Protein Meal, Soybean Meal, Natural Flavor, Fish Oil (preserved with Mixed Tocopherols), Dried Egg Product, Salt, Dicalcium Phosphate, Caramel Color, Carrots, Potassium Chloride, Choline Chloride, Calcium Carbonate, Fructooligosaccharides, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Technologies

- Healthy bones & joints
- Skin & coat
- Mental & visual acuity
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy cognitive & vision development

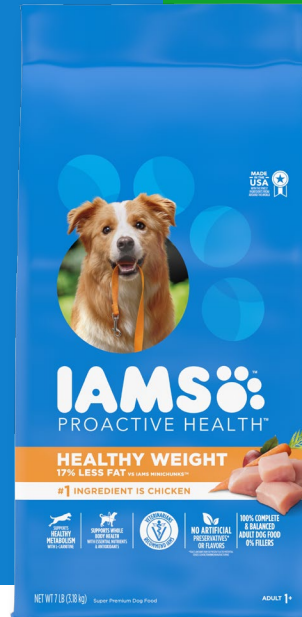
IAMSTM PROACTIVE HEALTH™ HEALTHY WEIGHT

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 7lb Bag
- 11lb Bag
- 15lb Bag
- 29.1lb Bag

IAMS Healthy Weight are lower fat diets compared to IAMS Minichunk. L-Carnitine will be included to promote fat utilization and weight loss. L-carnitine supplementation increases fat utilization and weight loss while preserving muscle mass



HEALTHY METABOLISM:

Formulated with L-carnitine to help maintain healthy metabolism and facilitate the oxidation of fat, gradually returning your dog to a healthier weight



STRONG MUSCLES:

Supports strong, firm muscles with high quality protein sourced from chicken & egg



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy



HEALTHY DIGESTION:

Tailored blend of natural fiber & prebiotics for healthy digestion



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



Guaranteed Analysis

Crude Protein (min.)	20.0%	Calcium (min.)	0.8%
Crude Fat (min.)	9.0%	Phosphorus (min.)	0.6%
Crude Fat (max.)	11.5%	L-Carnitine* (min.)	50 mg/kg
Crude Fiber (max.)	5.0%	Omega-6 Fatty Acids* (min.)	2.25%
Moisture	10.0%		

Ingredients

Chicken, Chicken By-Product Meal, Ground Barley, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Soybean Meal, Dried Plain Beet Pulp, Natural Flavor, Dried Egg Product, Calcium Carbonate, Marine Microalgae (source of DHA), Caramel Color, Potassium Chloride, L-Lysine, Chicken Fat (preserved with Mixed Tocopherols), Carrots, Choline Chloride, Fructooligosaccharides, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Beta Carotene, Mixed Tocopherols (preservative), Citric Acid (preservative), L-Carnitine, Rosemary Extract

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight Maintenance (lbs & kg)		Weight Maintenance (cups & grams)		Weight Reduction (cups & grams)	
10 lbs	5 kg	1 c	90 g	3/4 c	67 g
20 lbs	9 kg	1 1/2 c	135 g	1 1/4 c	112 g
30 lbs	14 kg	2 c	180 g	1 2/3 c	150 g
40 lbs	18 kg	2 2/3 c	240 g	2 c	180 g
50 lbs	23 kg	3 c	270 g	2 1/2 c	225 g
60 lbs	27 kg	3 1/2 c	315 g	2 3/4 c	247 g
70 lbs	32 kg	4 c	360 g	3 1/4 c	292 g
80 lbs	36 kg	4 1/3 c	390 g	3 1/2 c	315 g
90 lbs	41 kg	4 3/4 c	427 g	3 3/4 c	337 g
100 lbs	45 kg	5 1/4 c	472 g	4 1/4 c	382 g

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy weight
- Healthy bones & joints

IAMST[™] PROACTIVE HEALTH[™] ADVANCED HEALTH SKIN & COAT

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 6lb Bag
- 13.5lb Bag
- 27lb Bag
- 36lb Bag

IAMS Advanced Health SKIN & COAT dry dog food is formulated with ingredients to support your dog's whole-body health. Ingredients that make up this tasty kibble include salmon and the IAMS SMARTCOAT Blend, which includes a clinically proven Omega 6:3 fatty acid ratio, Zinc, and Vitamin E to support and promote coat health. Additionally, beet pulp and FOS are added to help support healthy digestion.



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system.



HEALTHY DIGESTION:

Beet pulp & FOS to support healthy digestion.



HEALTHY SKIN & COAT:

IAMS SMARTCOAT Blend with Omega fatty acids, zinc, and vitamin E promotes skin health and coat luster.



HEALTHY BONES:

Contains calcium to support strong bones.



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy.



HEALTHY TEETH:

Crunchy kibbles scrub your dog's teeth with every bite to help reduce plaque buildup that can lead to bad breath.



Guaranteed Analysis

Crude Protein (min.)	25.0%	Zinc (min.)	280 mg
Crude Fat (min.)	13.5%	Vitamin E (min.)	480 IU/kg
Crude Fiber (max.)	3.5%	Omega-6 Fatty Acids* (min.)	3.0%
Moisture	10.0%	Omega-3 Fatty Acids* (min.)	0.375%
Calcium (min.)	1.0%	Bacillus subtilis* (min.)	600 million CFU/lb

Ingredients

Chicken, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken By-Product Meal, Ground Barley, Salmon, Dried Plain Beet Pulp, Natural Flavor, Chicken Fat (preserved with Mixed Tocopherols), Dried Egg Product, Caramel Color, Potassium Chloride, Fish Oil (preserved with Mixed Tocopherols), Dried Bacillus subtilis Fermentation Product, Choline Chloride, Fructooligosaccharides, Zinc-Methionine complex, DL-Methionine, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate (source of Vitamin C), D-Calcium Pantothenate, Biotin, Thiamine Mononitrate (Vitamin B1), Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Citric Acid (preservative), Mixed Tocopherols (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	3 kg	1/2 c	51 g	Replace 1 cup (102 g) for each can of IAMS with Chicken & Whole Grain Rice Classic Ground (369 g can).
10 lbs	5 kg	3/4 c	76 g	
20 lbs	9 kg	1 1/4 - 1 1/2 c	127 - 153 g	
30 lbs	14 kg	1 3/4 - 2 c	178 - 203 g	
40 lbs	18 kg	2 1/4 - 2 1/2 c	229 - 254 g	
50 lbs	23 kg	2 1/2 - 3 c	254 - 305 g	OR, Replace 1/4 cup (26 g) for each pouch of IAMS Chicken, Peas & Carrots (100 g pouch).
60 lbs	28 kg	3 - 3 1/3 c	305 - 339 g	
70 lbs	32 kg	3 1/4 - 3 3/4 c	331 - 382 g	
80 lbs	37 kg	3 2/3 - 4 1/4 c	373 - 432 g	
90 lbs	41 kg	4 - 4 1/2 c	407 - 458 g	
100 lbs	46 kg	4 1/4 - 5 c	432 - 509 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy bones & joints
- Healthy teeth

IAMST[™] PROACTIVE HEALTH[™] ADVANCED HEALTH MOBILITY SUPPORT

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 6lb Bag
- 13.5lb Bag
- 27lb Bag
- 36lb Bag

IAMS ADVANCED HEALTH Mobility Support Chicken and Whole Grain Recipe dry dog food is designed with ingredients to support dog's whole-body health and mobility. With Omega-3 fatty acid EPA and a natural source of glucosamine and chondroitin, this dry dog food supports healthy joints



LEAN MUSCLES:

Includes high quality animal protein to support strong, lean muscles



STRONG BODY:

Includes L-Carnitine to maintain healthy weight for less joint stress



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system.



HEALTHY JOINTS:

Includes natural source of glucosamine and chondroitin with EPA to support healthy joints



HEALTHY DIGESTION:

Clinically proven to promote healthy digestion with FOS



HEALTHY SKIN & COAT:

Omega Fatty Acids and Vitamin E to support healthy skin & coat



Guaranteed Analysis

Crude Protein (min.)	21.0%	Eicosapentaenoic Acid * (EPA) (min.)	2.5%
Crude Fat (min.)	13.5%	L-Carnitine* (min)	40 mg/kg
Crude Fiber (max.)	3.5%	Omega-6 Fatty Acids* (min.)	2.5%
Moisture	10.0%	Omega-3 Fatty Acids* (min.)	1.0%
Calcium (min.)	1.0%	Chondroitin Sulfate* (min.)	760 mg/kg
Vitamin E (min.)	130 IU/kg	Glucosamine* (min.)	540 mg/kg
		Bacillus subtilis* (min.)	600 million CFU/lb

Ingredients

Chicken, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken Byproduct Meal (Source of Glucosamine and Chondroitin Sulfate), Ground Barley, Dried Plain Beet Pulp, Natural Flavor, Fish Oil, Marine Microalgae, Dried Egg Product, Calcium Carbonate, Potassium Chloride, Salt, Caramel Color, DL-Methionine, Fructooligosaccharides, Dried Bacillus subtilis Fermentation Product, Dicalcium Phosphate, Choline Chloride, Vitamin E Supplement, Vitamin C (Ascorbic Acid), L-Carnitine, Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Vitamins (D-Calcium Pantothenate, Biotin, Thiamine Mononitrate (Vitamin B1), Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid), Citric Acid (preservative), Mixed Tocopherols (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	1 kg	1/2 c	51 g	Replace 1 cup (104 g) for each can of IAMS With Chicken & Whole Grain Rice Classic Ground (369 g can).
10 lbs	5 kg	3/4 c	78 g	
20 lbs	9 kg	1 1/4 - 1 1/2 c	130 - 156 g	
30 lbs	14 kg	1 3/4 - 2 c	182 - 208 g	
40 lbs	18 kg	2 - 2 1/2 c	208 - 260 g	
50 lbs	23 kg	2 1/2 - 3 c	260 - 312 g	OR, Replace 1/4 cup (26 g) for each pouch of IAMS Chicken, Peas & Carrots Recipe (100 g pouch).
60 lbs	27 kg	2 3/4 - 3 1/3	286 - 347 g	
70 lbs	32 kg	3 1/4 - 3 3/4 c	338 - 390 g	
80 lbs	36 kg	3 1/2 - 4 1/4 c	364 - 442 g	
90 lbs	41 kg	4 - 4 1/2 c	416 - 468 g	
100 lbs	45 kg	4 1/4 - 5 c	442 - 520 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy weight
- Healthy bones & joints

IAMST[™] PROACTIVE HEALTH[™]

ADVANCED HEALTH

HEALTHY DIGESTION

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 6lb Bag
- 13.5lb Bag
- 27lb Bag
- 36lb Bag

IAMS ADVANCED HEALTH Healthy Digestion is designed with ingredients to support dog's whole-body health, and features clinically proven technology to support healthy digestion



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system.



HEALTHY SKIN & COAT:

With optimal omega 6:3 fatty acid ratio to support healthy skin & coat



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support bone and joint health



HEALTHY DIGESTION:

Clinically proven to promote healthy digestion with FOS



HEALTHY ENERGY:

Wholesome grains provide essential nutrients & carbohydrates for healthy energy.



HEALTHY TEETH:

Crunchy kibbles scrub your dog's teeth with every bite to help reduce plaque buildup that can lead to bad breath.



Guaranteed Analysis

Crude Protein (min.)	26.0%	Calcium (min.)	1.0%
Crude Fat (min.)	14.0%	Omega-6 Fatty Acids* (min.)	3.25%
Crude Fiber (max.)	4.0%	Omega-3 Fatty Acids* (min.)	0.35%
Moisture	10.0%	Bacillus subtilis* (min.)	600 million CFU/lb

Ingredients

Chicken, Chicken By-Product Meal, Ground Whole Grain Corn, Ground Whole Grain Sorghum, Ground Barley, Dried Plain Beet Pulp, Natural Flavor, Dried Egg Product, Fructooligosaccharide Powder, Ground Flaxseed, Chicken Fat (Preserved with Mixed Tocopherols), Sodium Hexametaphosphate, Caramel Color, Potassium Chloride, Dried Bacillus subtilis Fermentation Product, Carrots, Choline Chloride, Calcium Carbonate, DL-Methionine, Vitamins (Vitamin E Supplement, Ascorbic Acid, Calcium Pantothenate, Biotin, Thiamine Mononitrate (source of Vitamin B1), Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement (source of Vitamin B2), Pyridoxine Hydrochloride (source of Vitamin B6), Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Manganous Oxide, Potassium Iodide), Citric Acid (Preservative), Mixed Tocopherols (Preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	1 kg	1/3 - 1/2 c	35 - 52 g	Replace 1 cup (104 g) for each can of IAMS With Chicken & Whole Grain Rice Classic Ground (369 g can).
10 lbs	5 kg	3/4 c	78 g	
20 lbs	9 kg	1 1/4 - 1 1/2 c	130 - 156 g	
30 lbs	14 kg	1 2/3 - 2 c	173 - 208 g	
40 lbs	18 kg	2 - 2 1/3 c	208 - 243 g	
50 lbs	23 kg	2 1/2 - 2 3/4 c	260 - 286 g	OR, Replace 1/4 cup (26 g) for each pouch of IAMS Chicken, Pea & Carrots Recipe (100 g pouch).
60 lbs	27 kg	2 3/4 - 3 1/4 c	286 - 338 g	
70 lbs	32 kg	3 1/4 - 3 2/3 c	338 - 382 g	
80 lbs	36 kg	3 1/2 - 4 c	364 - 416 g	
90 lbs	41 kg	3 3/4 - 4 1/2 c	390 - 468 g	
100 lbs	45 kg	4 1/4 - 4 3/4 c	442 - 494 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy bones & joints

IAMSTTM PROACTIVE HEALTHTM HIGH PROTEIN

DRY DOG FOOD
CHICKEN & TURKEY RECIPE

Available In

- 5lb Bag
- 15lb Bag
- 30lb Bag
- 38.5lb Bag

Diets meet all AAFCO and MPENS profiles for adult dogs. All ingredients in these diets provide 100% complete and balanced nutrition to the pet and/or functionality to the animal and/or consumer. Diets are formulated to contain at least 32% protein (32% protein GA). This is approximately 80% more than the protein requirements for adult maintenance established by AAFCO and MPENS (~18%), and 28% more than IAMS Proactive Health Minichunk Chicken & Whole Grain Recipe (25% protein GA)



Guaranteed Analysis

Crude Protein (min.)	32.0%	Vitamin E (min.)	150 IU/kg
Crude Fat (min.)	18.0%	L-Carnitine* (min.)	30.0 mg/kg
Crude Fiber (max.)	5.0%	Omega-6 Fatty Acids* (min.)	3.5%
Moisture	10.0%	Omega-3 Fatty Acids* (min.)	0.4%
Calcium (min.)	1.2%	Chondroitin Sulfate* (min.)	1500 mg/kg
Phosphorus (min.)	0.8%	Glucosamine* (min.)	900 mg/kg
Selenium (min.)	0.35 mg/kg		

Ingredients

Chicken, Chicken By-Product Meal (source of Glucosamine and Chondroitin Sulfate), Ground Whole Grain Corn, Ground Whole Grain Sorghum, Chicken Meal, Brewers Rice, Beef, Chicken Fat (preserved with Mixed Tocopherols), Dried Plain Beet Pulp, Natural Flavors, Dried Egg Product, Brewers Dried Yeast, Whole Flaxseed, Potassium Chloride, Caramel Color, Peas, Choline Chloride, Fructooligosaccharides, DL-Methionine, L-Lysine Hydrochloride, Mixed Tocopherols (preservative), Citric Acid (preservative), Carrots, Vitamins (Vitamin E Supplement, L-Ascorbyl-2-Polyphosphate [Vitamin C], D-Calcium Pantothenate, Biotin, Thiamine Mononitrate [Vitamin B1], Vitamin B12 Supplement, Vitamin A Supplement, Niacin Supplement, Riboflavin Supplement [Vitamin B2], Pyridoxine Hydrochloride [Vitamin B6], Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), L-Carnitine, Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile



80% OF PROTEIN FROM ANIMAL SOURCES[†]:

[†]Approximate and derived from unprocessed state of ingredients



20% OF PROTEIN FROM PLANT, YEAST, & AMINO ACID SOURCES[†]

[†]Approximate and derived from unprocessed state of ingredients



0% FILLERS OR ARTIFICIAL FLAVORS^{††}

^{††}Ingredients are natural as defined by association of american feed control officials (AAFCO)



WHOLE BODY HEALTH:

Supports whole body health with essential nutrients and antioxidants



LEAN MUSCLES:

L-carnitine to help promote lean muscles



HEALTHY JOINTS:

Supports healthy joints with natural sources of glucosamine & chondroitin



STRONG IMMUNE SYSTEM:

Enriched with antioxidants to support immune health



HEALTHY SKIN & COAT:

Omega-6 fatty acids for a healthy skin & coat

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)		Mix it Up
5 lbs	1 kg	1/3 - 1/2 c	36 - 54 g	Replace 1 1/4 cup (136 g) for each can of IAMS Classic Ground With Chicken & Whole Grain Rice (369 g can). OR, replace 1/4 cup (27 g) for each pouch of IAMS Chicken, Peas & Carrots Recipe (100 g pouch).
10 lbs	5 kg	2/3 - 3/4 c	73 - 82 g	
20 lbs	9 kg	1 - 1 1/3 c	109 - 145 g	
30 lbs	14 kg	1 1/2 - 1 3/4 c	163 - 190 g	
40 lbs	18 kg	2 - 2 1/4 c	218 - 245 g	
50 lbs	23 kg	2 1/4 - 2 2/3 c	245 - 290 g	
60 lbs	27 kg	2 1/2 - 3 c	272 - 326 g	
70 lbs	32 kg	2 3/4 - 3 1/3 c	299 - 363 g	
80 lbs	36 kg	3 1/4 - 3 2/3 c	354 - 399 g	
90 lbs	41 kg	3 1/2 - 4 c	381 - 435 g	
100 lbs	45 kg	3 3/4 - 4 1/3 c	408 - 472 g	

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy bones & joints

IAMST[™] PROACTIVE HEALTH[™] LARGE BREED PUPPY

DRY DOG FOOD
CHICKEN RECIPE

Available In

- 11lb Bag
- 15lb Bag
- 30.6lb Bag

IAMS Large Breed puppy is designed to be higher in fiber/ insoluble fiber and lower in protein and fat/calories than the corresponding all breed recipes. All IAMS Dry Puppy diets are formulated to meet AAFCO and Internal Mars Standards for Growth. DHA, an omega 3 fatty acid, is required for normal brain development in mammals including puppies. In internal studies, puppies nourished with high levels of DHA were found to have greater trainability than puppies with low levels of DHA.



HEALTHY COGNITIVE & VISION DEVELOPMENT:

Omega-3 DHA for smarter, more trainable puppies



HEALTHY SKIN & COAT:

Optimal ratio of Omega 6 fatty acids to support healthy skin and coat



HEALTHY BONES & JOINTS:

Formulated with essential nutrients to support healthy bones & joints



HEALTHY IMMUNE SYSTEM:

Enriched with antioxidants to help maintain a strong immune system



BUILDS STRONG MUSCLES:

High quality protein from chicken & egg helps support and build strong muscles



Guaranteed Analysis

Crude Protein (min.)	28.0%	Selenium (min.)	0.35 mg/kg
Crude Fat (min.)	14.0%	Vitamin E (min.)	130 IU/kg
Crude Fiber (max.)	4.0%	Omega-6 Fatty Acids* (min.)	3.0%
Moisture	10.0%	Omega-3 Fatty Acids* (min.)	0.5%
Docosahexaenoic Acid (min.)	0.1%	Chondroitin Sulfate* (min.)	35 mg/kg
Calcium (min.)	1.2%	Glucosamine* (min.)	350 mg/kg
Phosphorus (min.)	0.9%		

Ingredients

Chicken, Ground Whole Grain Corn, Chicken By-Product Meal (source of Glucosamine and Chondroitin Sulfate), Ground Whole Grain Sorghum, Dried Plain Beet Pulp, Brewers Rice, Soybean Meal, Natural Flavor, Corn Gluten Meal, Fish Oil (preserved with Mixed Tocopherols), Dried Egg Product, Caramel Color, Dicalcium Phosphate, Salt, Carrots, Choline Chloride, Potassium Chloride, Fructooligosaccharides, Vitamins (Vitamin E Supplement, Ascorbic Acid, D-Calcium Pantothenate, Biotin, Thiamine Mononitrate (Vitamin B1), Vitamin B12 Supplement, Vitamin A Supplement, Niacin, Riboflavin Supplement (Vitamin B2), Pyridoxine Hydrochloride (Vitamin B6), Vitamin D3 Supplement, Folic Acid), Minerals (Ferrous Sulfate, Zinc Oxide, Sodium Selenite, Manganese Sulfate, Copper Sulfate, Potassium Iodide, Manganous Oxide), Mixed Tocopherols (preservative), Citric Acid (preservative), Rosemary Extract.

*Not recognized as an essential nutrient by the AAFCO Cat Food Nutrition Profile

Suggested Amts to Feed Per Day

Weight of Dog (lbs & kg)		Amount Per Day (cups & grams)									
		Weaning to 3 mo.	3 - 6 mo.	6 - 9 mo.	9 - 12 mo.	12 - 24 mo.					
5 lbs	2 kg	1 1/4 c	130 g								
10 lbs	5 kg	2 c	78 g	1 3/4 c	182 g						
15 lbs	7 kg	2 2/3 c	208 g	2 1/3 c	243 g						
20 lbs	9 kg	3 1/3 c	278 g	2 3/4 c	286 g	2 1/2 c	260 g				
30 lbs	14 kg	4 1/2 c	347 g	4 c	416 g	3 1/3 c	347 g	2 3/4 c	286 g		
40 lbs	18 kg	5 1/2 c	468 g	4 3/4 c	494 g	4 c	416 g	3 1/3 c	347 g	3 c	312 g
50 lbs	23 kg	6 1/2 c	573 g	5 3/4 c	599 g	4 3/4 c	494 g	4 c	416 g	3 1/2 c	364 g
60 lbs	27 kg	7 1/2 c	677 g	6 1/2 c	677 g	5 1/2 c	573 g	4 2/3 c	486 g	4 c	416 g
70 lbs	32 kg			7 1/3 c	763 g	6 1/4 c	651 g	5 1/4 c	547 g	4 1/3 c	451 g
80 lbs	36 kg			8 1/4 c	859 g	7 c	729 g	5 2/3 c	590 g	5 c	521 g
100 lbs	45 kg			9 2/3 c	1006 g	8 1/4 c	859 g	6 3/4 c	703 g	5 3/4 c	599 g
120 lbs	54 kg			11 c	1145 g	9 1/3 c	972 g	7 3/4 c	807 g	6 2/3 c	694 g

Technologies

- Healthy energy
- Skin & coat
- Immune
- Digestion
- High quality protein
- Healthy teeth
- Healthy bones & joints
- Healthy cognitive & vision development