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**Purina ONE® 28 Day Challenge Fact Sheet**

The Purina ONE 28 Day Challenge is a movement to encourage cat owners everywhere to simply switch their cat’s food to a Purina ONE dry formula for 28 days and watch for visible differences in their cat’s health. To learn more, visit [www.purinaone.com/OneSmartChange](http://www.purinaone.com/OneSmartChange), to sign up for the 28 Day Challenge, receive a coupon to help get started and then track your cat’s progress.

Positive changes that cat owners should see in their cats during the 28 Day Challenge include:

* ***Eager Eating:*** Great nutrition should come with great taste. You can be confident knowing our recipes are proven to have the tastes and texture cats love.
* ***Healthy Energy:*** Our high-protein food is fuel for an energetic life. Your proof? A cat that is alert, active and feeling good.
* ***Less Waste:***Small, firm stools are a sign that more nutrition is going to work inside your cat — where it counts most. That’s why we prepare every Purina ONE meal with nutrient absorption in mind.
* ***Bright Eyes, Shiny Coat:***After our formulas go to work, you should notice bright eyes and a shiny coat during the daily moments you share.
* ***Clean Teeth:*** Crunchy kibble promotes clean teeth and overall dental health.

Help Cats Get Healthy with Purina ONE Dry Formulas

Purina ONE dry foods are available in seven different formulas to address a variety of issues from sensitive systems to healthy weight maintenance. The varieties include:

* *Chicken & Turkey Flavor*: Formulated with real chicken as the #1 ingredient, blended with other high-quality protein sources, to help support strong muscles, including a healthy heart.
* *Hairball Formula:* Made with a natural fiber blend that helps minimize hairballs.
* *Healthy Metabolism:* Formulated with real turkey and L-Carnitine to help spayed or neutered cats maintain a healthy weight.
* *Indoor Advantage:* Developed to help minimize hairballs and maintain a healthy weight.
* *Salmon & Tuna Flavor*: Includes real salmon as the #1 ingredient, blended with other high-quality protein sources, to help support strong muscles, including a healthy heart.
* *Sensitive Systems: Developed to nourish sensitive skin and promote easy digestion.*
* *Urinary Tract Health Formula: Formulated to help maintain Urinary Tract Health by reducing urinary pH and providing low magnesium.*

Switching Your Cat’s Food

The best way to introduce a new food to your cat is to do so in small amounts over the course of a week to 10 days to give her time to adjust to the new food. Serve a little less of your cat’s current food each day while adding a little more of the new food, such as a Purina ONE dry food. Continue the process during each day of the transition period until you’ve completely switched to the new food. To learn more about Purina ONE dry food varieties, please visit purinaone.com.

To learn more about Purina ONE dry cat food and find the right formula to meet a variety of cat health needs, visit <http://www.purinaone.com/cats/products/dry-cat-food>.