



SUGGESTED VETERINARY PRICE LIST (IN-CLINIC)

Prices Effective April 1, 2025

DEVELOPMENT

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Puppy	Pro Plan® Puppy Chicken & Rice Formula	Dry	1	6 LB	11362	\$13.86	\$19.98
Puppy	Pro Plan® Puppy Chicken & Rice Formula	Dry	1	34 LB	13270	\$63.09	\$74.98
Puppy	Pro Plan® Puppy Small Breed Chicken & Rice Formula	Dry	1	6 LB	11368	\$13.86	\$19.98
Puppy	Pro Plan® Puppy Large Breed Chicken & Rice Formula	Dry	1	34 LB	13263	\$63.09	\$74.98
Puppy	Pro Plan® Puppy Chicken & Rice Entrée Classic	Wet Std	12	13 OZ	02773	\$21.96	\$32.40
Puppy	Pro Plan® Development Puppy Sensitive Skin & Stomach Salmon & Rice	Dry	1	24 LB	18765	\$63.09	\$74.98

ESSENTIALS

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Chicken & Rice Formula	Dry	1	5 LB	10164	\$13.14	\$16.58
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Chicken & Rice Formula	Dry	1	15 LB	10167	\$27.41	\$41.38
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Chicken & Rice Formula	Dry	1	35 LB	13059	\$61.61	\$74.48
Adult	Pro Plan® Complete Essentials Adult Chicken & Rice Entrée Classic	Wet Std	12	13 OZ	02776	\$21.96	\$32.34
Puppy	Pro Plan® Complete Essentials Puppy Shredded Blend Chicken & Rice Formula	Dry	1	6 LB	14290	\$13.86	\$19.98
Adult	Pro Plan® Complete Essentials Adult Grain Free Turkey & Sweet Potato Entrée	Wet Std	12	13 OZ	15340	\$21.96	\$32.34
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Chicken & Rice Formula	Dry	1	47 LB	17766	\$80.90	\$96.48
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Beef & Rice Formula	Dry	1	35 LB	13051	\$61.61	\$74.48
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Salmon & Rice Formula	Dry	1	33 LB	16054	\$61.61	\$74.48
Puppy	Pro Plan® Complete Essentials Puppy Shredded Blend Chicken & Rice Formula	Dry	1	34 LB	14289	\$63.09	\$74.98
Adult	Pro Plan® Complete Essentials Adult Shredded Blend Large Breed Formula	Dry	1	34 LB	14034	\$65.17	\$77.48
Adult	Pro Plan® Complete Essentials Adult Beef & Rice Entrée	Wet Std	12	13 OZ	02775	\$21.96	\$32.34
Adult	Pro Plan® Complete Essentials Adult Classic 12 Ct. Variety Pack	Wet Std	12	13 OZ	17868	\$21.96	\$32.34
Adult	Pro Plan® Complete Essentials Adult Classic Grain Free 12 Ct. Variety Pack	Wet Std	12	13 OZ	17869	\$21.96	\$32.34

SPECIALIZED

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult	Pro Plan® Adult Small Breed Formula	Dry	1	6 LB	13190	\$17.55	\$20.68
Adult	Pro Plan® Adult Small Breed Formula	Dry	1	18 LB	13192	\$36.62	\$54.48
Adult	Pro Plan® Adult Large Breed Formula	Dry	1	34 LB	13253	\$65.17	\$77.48
Adult	Pro Plan® Adult Weight Management Chicken & Rice Formula	Dry	1	18 LB	13186	\$36.62	\$54.48
Adult	Pro Plan® Adult Weight Management Chicken & Rice Formula	Dry	1	34 LB	13187	\$65.17	\$77.48
Adult	Pro Plan® Adult Sensitive Skin & Stomach Salmon & Rice Formula	Dry	1	30 LB	17552	\$65.17	\$77.48
Adult	Pro Plan® Adult Sensitive Skin & Stomach Salmon & Rice Entrée	Wet Std	12	13 OZ	19616	\$26.97	\$39.47
Adult	Pro Plan® Adult Sensitive Skin & Stomach Salmon & Rice Formula	Dry	1	4 LB	10075	\$17.55	\$20.68
Adult	Pro Plan® Adult Sensitive Skin & Stomach Salmon & Rice Formula	Dry	1	40 LB	10077	\$82.95	\$94.98
Adult	Pro Plan® Adult Small Breed Sensitive Skin & Stomach Formula	Dry	1	4 LB	10080	\$17.55	\$20.68
Adult	Pro Plan® Adult Small Breed Sensitive Skin & Stomach Formula	Dry	1	16 LB	17703	\$36.62	\$54.48
Adult	Pro Plan® Adult Sensitive Skin & Stomach Lamb & Oat Meal Formula	Dry	1	16 LB	17566	\$36.62	\$54.48
Adult	Pro Plan® Adult Sensitive Skin & Stomach Lamb & Oat Meal Formula	Dry	1	24 LB	17567	\$65.17	\$77.48

SENIOR

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Senior	Pro Plan® Bright Mind® Adult 7+ Chicken & Rice Formula	Dry	1	5 LB	17083	\$18.56	\$24.68
Senior	Pro Plan® Bright Mind® Adult 7+ Chicken & Rice Formula	Dry	1	16 LB	17085	\$42.83	\$59.68
Senior	Pro Plan® Bright Mind® Adult 7+ Chicken & Rice Formula	Dry	1	30 LB	17086	\$69.42	\$86.98
Senior	Pro Plan® Bright Mind® Adult 7+ Turkey & Brown Rice Entrée	Wet Short	8	10 OZ	17426	\$24.03	\$31.72
Senior	Pro Plan® Bright Mind® Adult 7+ Beef & Brown Rice Entrée	Wet Short	8	10 OZ	17424	\$24.03	\$31.72

SPORT

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult	Pro Plan® Sport Performance 30/20 Formula	Dry	1	37.5 LB	52029	\$63.09	\$74.98
Adult	Pro Plan® Sport Performance 30/20 Formula	Dry	1	48 LB	18444	\$82.59	\$91.98

Purina Veterinary Resource Center 1-800-222-VETS (8387) Monday - Thursday 8:00 am - 6:00 pm CT; Friday 8:00 am - 4:30 pm CT.

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DEVELOPMENT

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Kitten	Pro Plan® Kitten Chicken & Rice Formula	Dry	1	3.5 LB	13170	\$12.65	\$16.88
Kitten	Pro Plan® Kitten Chicken & Rice Formula	Dry	1	7 LB	13167	\$23.53	\$28.08
Kitten	Pro Plan® Kitten Chicken & Liver Entrée	Wet Short	24	3 OZ	02763	\$29.54	\$39.89
Kitten	Pro Plan® Kitten Favorites Variety Pack	Wet Short	24	3 OZ	17665	\$33.06	\$44.64

ESSENTIALS

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult	Pro Plan® Complete Essentials Chicken & Rice Formula	Dry	1	7 LB	13155	\$20.94	\$27.08
Adult	Pro Plan® Complete Essentials Chicken & Rice Formula	Dry	1	16 LB	13154	\$39.43	\$53.48
Adult	Pro Plan® Complete Essentials Adult Salmon & Rice Formula	Dry	1	7 LB	13121	\$20.94	\$27.08
Adult	Pro Plan® Complete Essentials Adult Salmon & Rice Formula	Dry	1	16 LB	13120	\$39.43	\$53.48
Adult	Pro Plan® Complete Essentials Adult Chicken & Rice Entrée in Gravy	Wet Short	24	3 OZ	02753	\$26.56	\$35.54
Adult	Pro Plan® Complete Essentials Adult Salmon & Rice Entrée in Sauce	Wet Short	24	3 OZ	02754	\$26.56	\$35.54
Adult	Pro Plan® Complete Essentials Adult Tuna Entrée in Sauce	Wet Short	24	3 OZ	11199	\$30.09	\$40.32
Adult	Pro Plan® Complete Essentials Adult Chicken, Tuna & Wild Rice Entrée in Sauce	Wet Short	24	3 OZ	17024	\$30.09	\$40.32
Adult	Pro Plan® Complete Essentials Chunky Chicken Entrée	Wet Short	24	3 OZ	11185	\$30.09	\$40.32
Adult	Pro Plan® Complete Essentials Seafood Stew Entrée in Sauce	Wet Short	24	3 OZ	14395	\$30.09	\$40.32
Adult	Pro Plan® Complete Essentials Adult Turkey & Vegetable Entrée in Gravy	Wet Short	24	3 OZ	14400	\$30.09	\$40.32
Adult	Pro Plan® Complete Essentials Adult White Meat Chicken & Vegetable Entrée in Gravy	Wet Short	24	3 OZ	14018	\$30.09	\$40.32

SPECIALIZED

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult	Pro Plan® Adult Indoor Hairball Turkey & Rice Formula	Dry	1	16 LB	13161	\$42.75	\$56.48
Adult	Pro Plan® Adult Indoor Hairball Salmon & Rice Formula	Dry	1	7 LB	13142	\$23.53	\$28.08
Adult	Pro Plan® Weight Management Chicken & Rice Formula	Dry	1	16 LB	13131	\$42.75	\$56.48
Adult	Pro Plan® Sensitive Skin & Stomach Lamb & Rice Formula	Dry	1	7 LB	13108	\$23.53	\$28.08
Adult	Pro Plan® LiveClear® Adult Chicken & Rice Formula	Dry	1	7 LB	18604	\$29.12	\$39.58
Adult	Pro Plan® LiveClear® Adult Chicken & Rice Formula	Dry	1	16 LB	18603	\$55.49	\$74.98
Adult	Pro Plan® LiveClear® Sensitive Skin and Stomach Turkey Formula	Dry	1	5.5 LB	18722	\$29.12	\$39.58
Adult	Pro Plan® Sensitive Skin & Stomach Duck Entrée Grain Free Classic	Wet Short	24	3 OZ	17897	\$33.06	\$44.64

SENIOR

Life Stage	Description	Type	Units	Unit Size	Product Code	Suggested Clinic Price*	Suggested Retail Price**
Adult 7+	Pro Plan® Adult 11+ Salmon & Tuna Entrée	Wet Short	24	3 OZ	13885	\$33.06	\$44.64
Adult 7+	Pro Plan® Prime Plus® Adult 7+ Chicken & Rice Formula	Dry	1	12.5 LB	16996	\$44.73	\$53.48
Adult 7+	Pro Plan® Prime Plus® Adult 7+ Salmon & Tuna Entrée Classic	Wet Short	24	3 OZ	17002	\$33.06	\$44.64

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