

## Purina's Project Pet Slim Down Tackles Obesity

**Nestle Purina PetCare said its new campaign called Project Pet Slim Down targets the pet obesity epidemic.**

Posted: March 2, 2010 3 a.m. EST

Educational initiative encourages people to work with their veterinarians to help their overweight cats lose weight through proper diet and a healthy lifestyle. Project Pet Slim Down consists of a far-reaching pet owner educational initiative to raise awareness of pet obesity and encourage pet owners to work with their veterinary professionals to make changes in their pets' lifestyles and feeding habits to help their animals lose weight, according to Nestle Purina. The basis of the nationwide campaign: real-life testimonials from owners of obese pets.

These stories take owners through a 90-day pet weight-loss challenge, and are chronicled via online videos. The videos document 12 weeks of monitored feeding, veterinary weigh-ins and exercise.

Featured pets are under the supervisory care of a veterinary healthcare team. The project launches in late spring.