

Pro Plan Wet Cat Pouch

BEFORE



AFTER



Key Changes:

- **Premium design with improved brand blocking**
- **Derma Plus is being re-named to Fussy & Beauty**, to better align to our PRO PLAN Dry Cat portfolio. This will be a HARD change for item code and barcode, given the substantial difference in product name. Formulation remains the same.
- **Urinary Tract Health being re-named to Urinary Care**, to better align to our PRO PLAN Dry Cat portfolio. This is still considered a SOFT change (barcode remains the same), given the small tweak in product name.
- **Gusset-less pouch design** for improved sustainability (less packaging waste)

Transition in Store:

- Barcodes are NOT changing for 6 out of 7 skus.
- Hard change (both item code AND barcode) required for Derma Plus – re-named to Fussy & Beauty
- Transition will be occurring – **from end September**

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KITTEN < 1 YEAR OLD

DEVELOPMENT



ADULT > 1 YEAR OLD

ESSENTIALS

SPECIALISED

ADULT 7+

NEW NAME

