



SEE THE DIFFERENCE 28 DAYS CAN MAKE

When you feed your dog Purina ONE, you could see a visibly healthy dog in 28 days or less. Plus, when you take the 28-Day Challenge, you'll get a **free bag of Purina ONE** for a limited time! From healthy energy and a shiny coat to bright eyes and strong, healthy teeth and gums, join over 500,000 others who have accepted the challenge to see a difference in their pet. What difference will you see?



DAY 1+: CLEAN BOWL CLUB

Starting with your dog's first full bowl of Purina ONE dry dog food, you could see more excitement around mealtime, thanks to tender, meaty morsels* and real meat as the #1 ingredient.

*excluding Sensitive Systems Formula

DAY 7+: HEALTHY ENERGY

A SmartBlend® of nutrition helps support your dog's healthy energy. He may want to play more often and he may be happier overall.



DAY 14+: HIGH DIGESTIBILITY

Purina ONE dry formulas* are highly digestible and promote high nutrient absorption, so more nutrition goes to work inside your dog.

*excluding Healthy Weight Formula



DAY 21+: BRIGHT EYES & SHINY COAT

Look for clear, alert eyes and a healthy skin and coat, supported by the omega-6 fatty acid, vitamins & minerals provided by Purina ONE.



DAY 28+: STRONG TEETH, STRONG MUSCLES & A STRONG IMMUNE SYSTEM

High-quality dog food and crunchy kibble helps make a difference you could see by the end of the challenge.



RATINGS & REVIEWS

"I am very happy with the results. My dog sheds a lot and I have noticed a definite difference in her coat and skin since starting the challenge..."

- Southronmann, MS

"...In just one month her coat has much more of a shine to it, she has more energy...My only complaint is that I wish we would have used this formula sooner..."

- JessicaRCM, Atlanta, GA

"...My dog just seemed to feel better and was more happy/giddy. His fur seemed to appear more shiny and healthier towards the end of the 28 day challenge..."

- wpetzl7, Indianapolis, IN

GET YOUR FREE BAG