



“ Pure uses fresh ingredients with high fibre content and combined with low processing methods, they create an easily digestible diet that is ideal for pets that suffer from colitis. ”

DR ANDREW MILLER MRCVS
Practicing Veterinary Surgeon



Colitis is an inflammation of the large intestine or colon - best managed by feeding a high fibre, low-fat diet that's easy on the digestive system. Pure's gut-friendly recipes help you get to the heart of the problem.

You may spot results straight away, but our expert vets recommend an 8-week period before your pet reaps the full rewards of a Pure diet.

BON-A-PET-ITE!