



WHAT IS PROACTIVE 5?

IAMS™ PROACTIVE 5 is a system of 5 key health benefits designed to support your pet's whole-body health & vitality. It's not just nutrition - it's proactively helping your pet thrive at every life stage.

WHY PROACTIVE 5?

You and your pet share a lot of life together. One way to show your love is to help keep them happy and healthy. From playtime right down to mealtime. When you feed IAMS pet food, you're feeding science-backed nutrition that proactively supports 5 key areas of your pet's health. Satisfaction - for you and them - guaranteed.*

Day 1: HEALTHY MUSCLES

Muscle support from day one. IAMS uses real meat, poultry, or fish as the #1 ingredient to deliver high-quality protein that helps build and maintain strong, lean muscles.



DAY 5: HEALTHY ENERGY

Keep pep in their step! IAMS uses quality wholesome grains which provide essential nutrients and carbohydrates to support healthy energy for your pets.

DAY 10: HEALTHY DIGESTION

A healthy gut is a happy gut. IAMS recipes contain natural fibers, prebiotics, and highly digestible proteins to support healthy digestion, help with nutrient absorption, and support optimal poop consistency.



DAY 15: HEALTHY IMMUNE SYSTEM

Supporting defenses from within. IAMS uses a blend of essential antioxidants, such as vitamin E, plus essential minerals to support your pet's natural immune defenses.

DAY 25: HEALTHY SKIN & COAT

Help them look their best. Omega-6 fatty acids work to nourish skin and help to promote a lustrous, shiny coat.



WHY IAMS DOG AND CAT FOOD



Veterinarians Recommend IAMS



Proactive 5 Health Benefits



Trusted 80+ years

START YOUR PROACTIVE 5 JOURNEY TODAY

Find IAMS at these retailers: