

COMPANY ANNOUNCEMENT

Nestlé Purina Petcare Company Expands Voluntary Recall of Purina Pro Plan Veterinary Diets EL Elemental Dry Dog Food in the U.S. Due to Potentially Elevated Vitamin D

When a company announces a recall, market withdrawal, or safety alert, the FDA posts the company's announcement as a public service. FDA does not endorse either the product or the company.

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Summary

Company Announcement Date:

March 10, 2023

FDA Publish Date:

March 10, 2023

Product Type:

Animal & Veterinary

Reason for Announcement:

Potential Elevated Ingredient Level

Company Name:

Nestle Purina PetCare Company

Brand Name:

Purina

Product Description:

Pro Plan Veterinary Diets EL Elemental (PPVD EL) prescription dry dog food

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Company Announcement

Nestlé Purina PetCare Company is expanding its voluntary recall of Purina Pro Plan Veterinary Diets EL Elemental (PPVD EL) prescription dry dog food due to a supplier error resulting in potentially elevated levels of vitamin D in two additional product lots, which precede the production dates of the previously recalled lots. The [original announcement](https://newscenter.purina.com/2023-02-08-NESTLE-PURINA-PETCARE-COMPANY-) (<https://newscenter.purina.com/2023-02-08-NESTLE-PURINA-PETCARE-COMPANY->

[VOLUNTARILY-RECALLS-PURINA-PRO-PLAN-VETERINARY-DIETS-EL-ELEMENTAL-DRY-DOG-FOOD-IN-THE-U-S-DUE-TO-POTENTIALLY-ELEVATED-VITAMIN-D](#) 

(<http://www.fda.gov/about-fda/website-policies/website-disclaimer>) was made on February 8, 2023. No other Purina pet care products are affected.

The expansion comes following an investigation prompted by Purina that uncovered new information about a production error from a U.S. supplier that was made only to this specific formula and resulted in potentially elevated levels of vitamin D.

Vitamin D is an essential nutrient for dogs; however, ingestion of elevated levels can lead to health issues depending on the level of vitamin D and the length of exposure. Vitamin D toxicity may include vomiting, loss of appetite, increased thirst, increased urination, and excessive drooling to renal (kidney) dysfunction.

A list of the additional impacted product is below. Bags of PPVD EL with the UPC Code and Production Code below should be immediately discarded.

Product	UPC Code	Production Code (*First 8 characters equal to)
Purina Pro Plan Veterinary Diets EL Elemental (PPVD EL) 8 lb and 20 lb bags	38100 19190 – 8 lb	2213 1082 (NEW)
	38100 19192 – 20 lb	2214 1082 (NEW)

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The affected dry dog food was distributed throughout the United States by prescription only through veterinary clinics, Purina Vet Direct, Purina for Professionals, and other select retailers with the ability to validate a prescription.

Pet owners who purchased bags of the product listed above are asked to immediately stop feeding and throw it away in a container where no other animals, including wildlife, can get to it. If signs such as weight loss, excessive drooling, vomiting, loss of appetite or increased thirst or urination have occurred in their dog while eating this diet, pet owners should contact their veterinarian.

Veterinary and other retail partners should remove and destroy the affected product from their inventory.

Please contact our team directly Monday - Saturday, 8am - 5pm CST at 1-800-345-5678 or via email at <https://www.purina.com/contact-us> (<https://www.purina.com/contact-us>)  (<http://www.fda.gov/about-fda/website-policies/website-disclaimer>) for questions or assistance in getting a refund.

[Original Recall \(/safety/recalls-market-withdrawals-safety-alerts/nestle-purina-petcare-company-voluntarily-recalls-purina-pro-plan-veterinary-diets-el-elemental-dry\)](#)

Company Contact Information

Consumers:

☎ 1-800-345-5678

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Product Photos

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FRONT



Impacted Production Codes
(*First 8 characters equal to)

2213 1082 (NEW)
2214 1082 (NEW)
2249 1082
2250 1082
2276 1082
2277 1082
2290 1082
2360 1082
2361 1082

UPC Codes:
38100 19190 – 8 lb
38100 19192 – 20 lb

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