



THE POWER TO
REDUCE ALLERGENS
ON CAT HAIR



— D I S C O V E R —
Pro Plan®
LIVECLEAR®



Your Pet, Our Passion.



Cat allergen sensitivities are a big problem

- Globally 1 in 5 adults are sensitised to cat allergens^{1,2}
- Fel d 1 is the primary allergen causing responses in up to 95% of cat allergen-sensitive individuals^{3,4}
- Fel d 1 is a protein primarily produced in the salivary and sebaceous glands of cats^{3,6}
- All cats produce Fel d 1 – irrespective of breed, age, sex, hair length or color^{3,4,5-9}
- Fel d 1 is transferred to cat hair and skin during grooming & eventually into the environment via hair and dander^{3,6}
- Even hairless breeds like the Sphynx produce Fel d 1
- Contrary to popular perception, there are no truly hypoallergenic cats^{3,4,5,7,8,10,11}

Current methods for managing cat allergens have limitations

Human allergists' recommendations focus on limiting or avoiding exposure to cats, desensitising individuals through medical treatment, or treating an allergen response once triggered.⁴ Many owners go to great lengths to reduce cat allergens in their environment – daily house cleaning, frequent laundering of clothes and household fabrics and even bathing the cat.¹² Each method has limitations impacting their effectiveness^{13,14} and can be time-consuming and stressful for both the cat and owner.

Cats also suffer consequences when people are sensitive to cat allergens

- Limiting people's interactions with cats
- Cited as a common reason why cats are relinquished to shelters¹⁵⁻¹⁸
- Allergen sensitivities are a barrier to cat adoption and ownership^{16,19}

An opportunity exists to find an additional tool that can help cat allergen-sensitive individuals by reducing the 'total allergen load'

The revolutionary science behind Pro Plan® LiveClear®

A proactive and scientifically proven approach that can safely neutralise Fel d 1 – the primary cat allergen at its source in cat saliva

Currently, the scientific community does not know the exact biological function of Fel d 1. Thus, it is critical that any allergen management approach should **not interfere with the normal production of Fel d 1** by the cat or impact the cat's overall physiology.

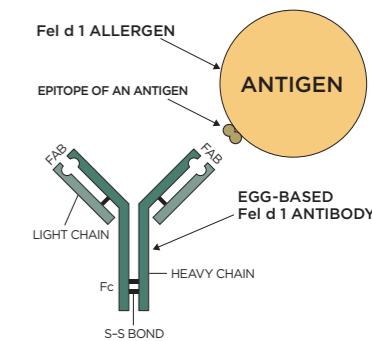
After a decade of research, Purina scientists have demonstrated that **reducing the levels of active Fel d 1** in a cat's saliva and hair can reduce the amount of Fel d 1 shed into the environment on hair and dander, thereby reducing the total allergen load.

Groundbreaking study demonstrates Fel d 1 blocking antibodies can effectively neutralise the Fel d 1 in saliva

In an *in vitro* study, Purina scientists demonstrated the efficacy of using an **anti-Fel d 1 antibody** (IgY, an egg yolk derived immunoglobulin) to block the Fel d 1 binding sites required to bind with human IgE – and trigger mast cell degranulation – the trigger for an allergen response.²⁰

In cat feeding studies, cats fed a diet with an egg product ingredient containing anti-Fel d 1 IgY had significantly reduced active Fel d 1 in saliva.²¹

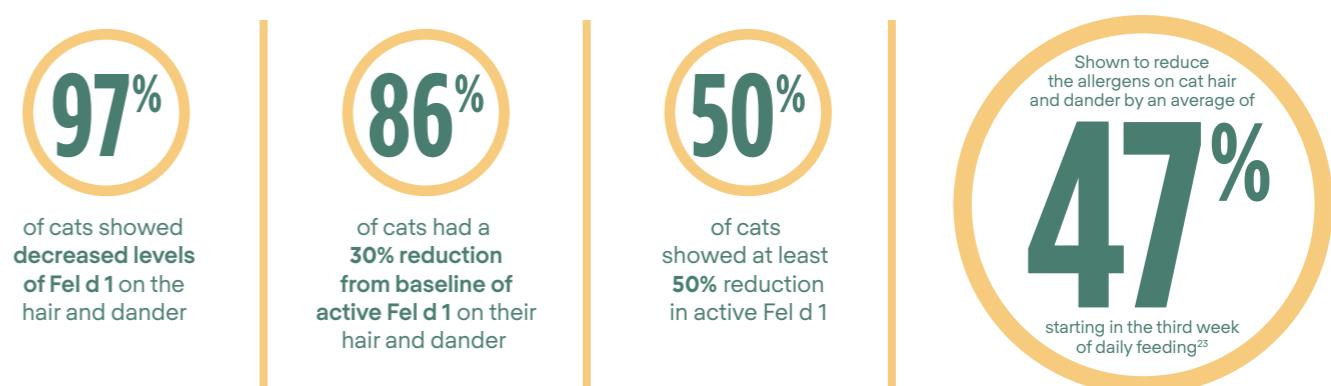
- Active Fel d 1 was significantly reduced within 3 weeks
- Average decrease of 30% active Fel d 1 levels in saliva over 6 weeks of feeding the diet



Clinical study demonstrates significant reduction in active Fel d 1 on hair and dander

In a landmark study published in *Immunity, Inflammation & Disease*,²² Purina scientists demonstrated that cats fed a diet with an egg product ingredient containing anti-Fel d 1 IgY showed **decreased levels of active Fel d 1** on the hair and dander.

In a study of 105 cats, significant results were shown at the beginning of the third week of feeding:



A safe and scientifically proven feline-friendly approach to reducing cat allergens

Although many allergen-sensitive owners will compromise their own health to keep their cat, they are unlikely to accept approaches that they feel may put their cat's health and well-being at risk. Egg-based IgY ingredients have been used safely in human and veterinary medicine for decades.²⁴⁻²⁷ **The Fel d 1 is neutralised in the saliva in the mouth as the cat eats the kibble,** and the neutralised Fel d 1 is then distributed on the hair during grooming in place of active Fel d 1. But as the food passes through the digestive tract, the anti-Fel d 1 antibodies in the egg product ingredient are digested, just like all other proteins in food.

A comprehensive 6-month safety study using multiple concentrations of anti-Fel d 1 IgY, including many times those used in both Pro Plan® LiveClear® and the efficacy studies, showed the ingredient was well tolerated and there were no clinically relevant differences across a number of parameters, including clinical observations, blood and urinalyses.²⁸



Pro Plan® LiveClear® is great-tasting, outstanding daily nutrition that reduces the allergens on cat hair and dander, safely and effectively, starting in the third week of daily feeding.

With this **groundbreaking feline-friendly approach** to cat allergen management, you can help enhance the quality of life for your patients, and the families that love them.

**PURINA®
PRO PLAN®**

LIVECLEAR®

NEW



THE FIRST ALLERGEN-REDUCING CAT FOOD

Pro Plan® LiveClear® is a revolutionary cat food shown to reduce the allergens on cat hair and dander by an average of 47% starting in the third week of daily feeding.²³

Covers all life stages:
KITTEN Rich in Turkey (1.4kg)
STERILISED ADULT Rich in Turkey (1.4kg, 2.8kg)
STERILISED ADULT Rich in Salmon (1.4kg, 2.8kg)
STERILISED SENIOR Rich in Turkey (2.8kg)

How does it work



All cats produce a common allergen, Fel d 1 in their saliva



When cats eat Pro Plan® LiveClear®, a key protein sourced from eggs binds to the Fel d 1 in cat saliva and neutralises it



And when fed daily, ProPlan® LiveClear® significantly reduces the allergens on cat hair and dander



Simply and safely²⁸

Feeding and Administration

It is important that you feed Pro Plan® LiveClear® throughout the day, rather than just a single feeding at mealtime. Follow the feeding guidelines for each product. Feeding quantities required to maintain ideal body condition will vary, depending on age, activity and environment, so they need to be adapted accordingly. Clean, fresh drinking water should always be available.

As for any change in diet, please recommend to your clients to allow 7-10 days to ease the transition from their cat's current food to Pro Plan® LiveClear®. The gradual transition will help avoid dietary upsets.

Pro Plan® LiveClear® is formulated to be fed to cats every day for sustained benefits. While Pro Plan® LiveClear® should remain as the primary diet, providing occasional wet cat food or treats is acceptable.

Kitten < 1 year

(Rich in turkey)

RECOMMENDED DAILY AMOUNT (g/day)	
Age (weeks)	Grams
4	30
12	55
26	65
52	70

Feed the diet daily for sustained benefits and store in a cool, dry place.

Key nutrient values	
Protein	40%
Fat	20%
Crude ash	7.5%
Crude fibre	1.5%
DHA	0.05%
Metabolisable energy (ME)*	4.23kcal/g

*calculated with NRC 2006 equation

Composition

Turkey (16%), rice, dried turkey protein, soya protein powder, pea protein, pork fat, corn protein meal, corn starch, dried chicory root (2%), minerals, dried egg, digest, egg yolk powder, fish oil, yeast.

Key Nutritional Benefits

-  Supports a healthy immune system thanks to a high protein level and vitamins C and E
-  Proven to promote digestive health thanks to natural prebiotics
-  Helps support healthy vision and brain development thanks to DHA



Sterilised Adult 1+ year

(available Rich in Turkey or Rich in Salmon)

RECOMMENDED DAILY AMOUNT (g/day)	
Cat Weight	Grams
3 kg	40
5 kg	65
7kg	90

Feed the diet daily for sustained benefits and store in a cool, dry place.

Key nutrient values	
Protein	41%
Fat	14%
Crude ash	7.5%
Crude fibre	4.0%
Arginine	2.3%
Omega-3 fatty acids	0.5%
Metabolisable energy (ME)*	3.85kcal/g

*calculated with NRC 2006 equation

Composition

Turkey Flavour

Turkey (17%), dried poultry protein, rice, corn protein meal, wheat gluten, cellulose, wheat middlings, corn, pork fat, minerals, dried egg, fish oil, digest, egg yolk powder, yeast.

Salmon Flavour

Salmon (18%), dried poultry protein rice, corn protein meal, wheat gluten, wheat middlings, cellulose, pork fat, minerals, dried egg, corn, digest, egg yolk powder, yeast, fish oil.

Key Nutritional Benefits

-  Maintains urinary health in neutered cats thanks to balanced minerals
-  Promotes healthy kidneys thanks to a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids
-  Helps maintain an ideal body weight thanks to a high protein level, added fibre and low carbohydrate level

Sterilised Senior 7+ years

(Rich in Turkey)

RECOMMENDED DAILY AMOUNT (g/day)		
Cat Weight	Grams (7-11 years old)	Grams (from 12 years old)
3kg	40	45
5kg	65	75
7kg	90	105

Feed the diet daily for sustained benefits and store in a cool, dry place.

Key nutrient values

Key nutrient values	
Protein	40%
Fat	15%
Crude ash	6.5%
Crude fibre	3.0%
Omega-3 fatty acids	0.5%
Omega-6 fatty acids	3.1%
Metabolisable energy (ME)*	3.97kcal/g

*calculated with NRC 2006 equation

Composition

Turkey (14%), dried poultry protein, corn protein meal, rice, soya meal, wheat gluten, wheat, pork fat, corn starch, dried egg, wheat middlings, chicory (2%), minerals, soybean oil, cellulose, fish oil, digest, egg yolk powder, yeast.

Key Nutritional Benefits

-  Supports key vital functions (immune, renal, digestion) for a longer, healthier life thanks to a proprietary combination of prebiotics, antioxidants, omega-3 and -6 fatty acids
-  Maintains urinary health in neutered cats thanks to balanced minerals
-  Helps maintain an ideal body weight thanks to a high protein level, added fibre and low carbohydrate level

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