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**KEEP THE CAT:
PURINA REVEALS A REVOLUTIONARY APPROACH TO MANAGING A MAJOR CAT ALLERGEN**

Feline-Friendly Breakthrough Can Bring Cats and People Closer Together

As many as **one** in **five** adults worldwide suffer from sensitivities to cat allergens.^{1,2} The main recommendation for people with these sensitivities is to avoid cats.³ Now, after more than 10 years of research, Purina scientists discovered a new approach that can give people and cats a chance to stay closer together. This safe and proven approach uses an egg product ingredient coated on cat food to neutralise the major cat allergen, Fel d 1, at its source in cats' saliva before it gets into the environment.^{4,5}

This discovery can be a game-changer for people sensitised to cat allergens, because the neutralised Fel d 1 no longer triggers an allergen response – bringing cats and people closer together.

“These allergens have created a huge barrier to cat ownership and may limit the loving interactions between cat lovers and cats,” says Dr. Ebenezer Satyaraj, Director of Molecular Nutrition at Purina and lead investigator on the research. “Our discovery has the potential to transform how people manage cat allergens.”

Contrary to a popular perception, there are no truly hypoallergenic cats. All cats produce Fel d 1 – regardless of breed, age, hair length, hair color, sex, or body weight.⁶⁻⁸ Up to 95 percent of reactions in cat allergen-sensitive people are caused by Fel d 1.^{3,9}

Cats also suffer consequences when people are sensitised to cat allergens, because these allergens can limit people's interactions with cats, are a common reason for relinquishing cats to shelters, and may be a barrier to cat adoption or ownership.¹⁰⁻¹⁵

The benefit of Purina's discovery is that it is safe for cats and does not impact a cat's physiology. It simply requires the cat owner to feed a nutritious cat food, coated with an innovative egg product ingredient containing anti-Fel d 1 antibodies. As the cat chews the kibble, this key ingredient neutralises active Fel d 1 in the cat's saliva, which reduces the active allergen transferred to hair and dander during grooming and ultimately reduces the active Fel d 1 in the environment.

Purina's published studies demonstrate this novel approach significantly reduces active Fel d 1 in cat's saliva and on their hair and dander. There was a 47% reduction, on average, of active Fel d 1 on cat's hair beginning with the third week of feeding the diet.⁵ Reducing this active allergen in the environment can have very real and positive impacts on people, who may otherwise limit their interactions with cats.^{16,17}

"At Purina, we imagine a world where nutritional innovation can be life-changing," says Dan Smith, Vice President, Research and Development, Purina. "We believe pets and people are better together. This breakthrough finding has the potential to improve the lives of cats and the people who love them."

These scientific results reveal a revolutionary approach to managing cat allergens. Purina expects to have product news to share within a year.

For updates on this research please visit: www.purinainstitute.com

For further information or to request an interview with a UK spokesperson, please contact:

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About the Purina Institute

Serving as the global voice of Purina's science and its more than 500 scientists and pet care experts, the Purina Institute is responsible for sharing the latest scientific findings in companion animal nutrition, with the goal of putting nutrition at the forefront of pet health discussions.

About Purina

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

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