

 PURINA®
PRO PLAN®

Discover the 1st
**Cat-allergen
reducing food**



PRO PLAN® LIVECLEAR®

A feline-friendly way to reduce cat allergens

 PURINA®

Your Pet, Our Passion.®

The truth about cat allergens

Our homes should be our sanctuary, but for 1 in 5 of us who are sensitive to cat allergens^{1,2}, the home environment isn't always safe and relaxing. Cat allergens could create a barrier and limit the loving interactions between you and your cat.

Contrary to the popular belief, cat hair or dander are not the allergen but it is actually what is on it - a sticky protein naturally produced by all cats in their saliva, called Fel d 1.

This very sticky allergen attaches itself to any surface it comes in contact with, a lot like glitter. When your cat licks itself, it covers itself in the sticky Fel d 1 glitter, which then spreads all over your home with hair and dander that cats shed. It sticks to your walls, furnishings and surfaces. And we all know how long glitter can hang around for and so does Fel d 1 - it can remain in houses where cats lived for over a year or more.

Every cat produces Fel d 1, regardless of breed, age and gender.

The idea of hypoallergenic cats is, unfortunately, just a myth. However, every cat is unique, and so the level of Fel d 1 they produce varies, just as every person's sensitivity level to these allergens is different. Because everyone is different, there is no 'one size fits all' way to manage exposure to cat allergens. Every little bit helps so a combination of management tools often works best to help reduce allergens in your home.



How PRO PLAN® LIVECLEAR® works



All cats produce a common allergen, Fel d 1 in their saliva. When cats groom themselves, they spread the saliva onto their hair and with shedding, it gets into the environment.



When cats eat PRO PLAN® LIVECLEAR®, a specific protein sourced from eggs binds to the Fel d 1 in cat saliva and safely neutralises it.



And when fed daily, PRO PLAN® LIVECLEAR® reduces the allergens on cat hair and dander from the third week of daily feeding*.



Outstanding nutrition for the long-term health of your cat**



The key ingredient
is a specific protein
from eggs



Revolutionary
discovery made
following a decade
of research



Discover a
difference in as little
as three weeks

1. Morris, D. (2010). Human allergy to environmental pet danders: A public health perspective. *Veterinary Dermatology*, 21, 441-449.

2. Bousquet, P.-J., Chinn, S., Janson, C., Kogevinas, M., Burney, P. & Jarvis, D. (2007). Geographical variation in the prevalence of positive skin tests to environmental aeroallergens in the European Community Respiratory Health Survey I. *Allergy*, 62, 301-309.

* Satyaraj E. et al, *Immunity Inflammation and Disease*. 2019; 7(2):68-73

** Matulka, R. A. et al, *Frontiers in Veterinary Science*, 2020; 6, 477. doi: 10.3389/fvets.2019.00477

Advanced nutrition cats need to thrive

PRO PLAN® LIVECLEAR® isn't just an incredible scientific breakthrough in the management of cat allergens. It also offers outstanding and great-tasting nutrition for the long-term health of your cat.

The key ingredient is a specific protein sourced from eggs, and once swallowed, the ingredient is digested like any other protein, so it's completely safe.



Great taste cats love



High quality turkey or salmon is the first ingredient



No added colourants or flavourings

PRO PLAN® LIVECLEAR® Kitten <1 year



Helps support a healthy immune system thanks to high-quality 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

PRO PLAN® LIVECLEAR® Sterilised Adult 1+ year



Helps maintain urinary health in neutered cats thanks to balanced levels of minerals



Helps promote healthy kidneys thanks to a special combination of nutrients including anti-oxidants, arginine and omega-3 fatty acids



Helps maintain an ideal body weight thanks to a high protein level, added fibre and low carbohydrate level

PRO PLAN® LIVECLEAR® Sterilised Senior Adult 7+ years



Helps support key vital functions (immune, renal, digestion) for a longer, healthier life thanks to a proprietary combination of prebiotics, anti-oxidants, omega 3 and 6 fatty acids



Helps maintain 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

“I highly recommend it, because it changes your whole life with your cat.”

— Marion E.

NEW



Our PRO PLAN® LIVECLEAR® range offers products for 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 ADULT 7+ Rich in Turkey (2.8kg)

Feeding Guidelines

How do I introduce my cat to PRO PLAN® LIVECLEAR®?

We recommend introducing PRO PLAN® LIVECLEAR® to your cat's diet gradually by mixing their old food with new over the period of 7 to 10 days to avoid dietary upsets. Serve daily amount over 2-3 separate meals, rather than just one meal. Make clean, fresh water always available to your cat.

Lifestage	Kitten (under 1 year)	Adult (1-7 years)	Adult 7+ (over 7 years)
Feeding guide	Age (weeks)/ Total daily amount (gram)	Cat weight/ Total daily amount (gram)	Cat weight/ Total daily amount 7 to 11yrs (gram)
	4 weeks: 30 gram 12 weeks: 55 gram 26 weeks: 65 gram 52 weeks: 70 gram	3kg: 40 gram 5kg: 65 gram 7kg: 90 gram	3kg: 40 gram 5kg: 65 gram 7kg: 90 gram
			Cat weight/ Total daily amount from 12yrs (gram)
			3kg: 45 gram 5kg: 75 gram 7kg: 105 gram



“To be able to snuggle with my cats whenever I want is the best feeling ever.”

— Marion E.

How to make the most of your PRO PLAN® LIVECLEAR® experience

By itself PRO PLAN® LIVECLEAR® is not intended to replace completely other management practices, but it can be a big extra help in minimising the cat allergens in your home.

PRO PLAN® LIVECLEAR® works best when it's used as part of a consistent and continuous management strategy. Therefore, regularly cleaning to get rid of that sticky Fel d 1 is still very important. However, let's not forget that scent is key for your cat to feel at home, so we recommend cleaning with damp cloth and limiting the amount of chemical detergents.

- **Can I also feed wet food or treats, while feeding PRO PLAN® LIVECLEAR®?** While PRO PLAN® LIVECLEAR® should remain as primary diet, supplementing with occasional wet food or a treat is acceptable.
- **How long does PRO PLAN® LIVECLEAR® take to reduce the allergens?** PRO PLAN® LIVECLEAR® takes around 3 weeks to have a noticeable effect as pre-existing Fel d 1 load will be around your house.
- **What happens if I stop feeding PRO PLAN® LIVECLEAR®?** The allergen-reduction effect will stop.
- **How should I store PRO PLAN® LIVECLEAR®?** In order to ensure the best product performance it is recommended that you store PRO PLAN® LIVECLEAR® in a cool, dry place away from the sun and heat.
- **How do I know PRO PLAN® LIVECLEAR® is safe for my cat?** PRO PLAN® LIVECLEAR® does not affect your cat's overall physiology. In fact, your cat will continue to produce Fel d 1 and shed as normal. The key ingredient in PRO PLAN® LIVECLEAR®, a specific protein found in eggs, simply binds to the Fel d 1 allergen in cats' saliva and neutralises it, safely.
- **Do I need a prescription from my vet for PRO PLAN® LIVECLEAR®?** No prescription is needed to feed your cat with PRO PLAN® LIVECLEAR®.



 **PURINA**[®]

PetCareteam  

For advice on any aspect of pet care, **just ask our experts**

UK: 0800 212 161 ROI: 1800 509 368

Monday-Friday 8am-6pm. Or contact us online at
www.purina.co.uk | www.purina.ie

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Learn more at our website: www.purina.co.uk/proplan/liveclear

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Your Pet, Our Passion.[®]