New Survey Shows Cat Owners with Cat Allergen Sensitivities Go to Extraordinary Lengths to Manage Cat Allergens

Purina Pro Plan LiveClear, the First and Only Allergen-Reducing Cat Food, Now Available to Help Nurture the Human-Cat Bond

ST. LOUIS, May 14, 2020 /PRNewswire/ -- For the as many as 1 in 5 adults globally who are affected by cat allergen sensitivities, the daily effort to manage cat allergens and coexist with the cats they love can be a struggle. From excessive cleaning around the house to spending less time with the cat, there are no easy choices. Despite these daily struggles, cat owners are willing to do whatever it takes to keep their cats, going as far as ignoring doctor's orders. If told by their doctor to give up their cat to help manage cat allergens, 84 percent of cat owners would dismiss the advice. Twenty percent even said they would keep the cat and get a new doctor, showing the need for better management methods. These statistics are from a new survey[1] of 2,000 U.S. cat owners from Purina Pro Plan, a leader in pet nutrition, in partnership with the Human Animal Bond Research Institute (HABRI), which sought to understand the impact of cat allergens on cat-owning households.

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The survey confirmed that the bond that owners share with their cats is strong – a universal truth for all cat owners regardless of cat allergen sensitivities. Ninety percent of cat owners feel their cats are members of the family, and three in four owners say their relationship with their cat is important to and a core part of their health and well-being. But it's not always easy for those with cat allergen sensitivities; 37 percent say they've had to change their lifestyle to accommodate their cat, significantly higher than those without sensitivities (22 percent).

In an effort to help, Purina Pro Plan has introduced Pro Plan LiveClear, the first and only cat food that reduces the allergens in cat hair and dander. Backed by more than a decade of research, Pro Plan LiveClear is shown to safely and effectively reduce allergens in cat hair and dander in as little as three weeks of daily feeding. The key ingredient is a specific protein sourced from eggs. When cats eat LiveClear, the protein binds to the major cat allergen, Fel d 1, and safely neutralizes it in the cat's mouth. By reducing active Fel d 1 in the cat's saliva, it reduces the allergen that is transferred to the cat's hair and dander when they groom, ultimately reducing the allergen in the environment. [2,3]

"Cat owning households are trying a variety of ways to manage cat allergens – but ultimately 62 percent say their current methods are only somewhat effective or not effective at all," said Dr. Kurt Venator, DVM, PhD, Chief Veterinary Officer at Purina. "Pro Plan LiveClear offers a revolutionary new approach to managing cat allergens, with the power to help cat owners be closer to the cats they love."

The Impact of Managing Cat Allergens

Managing cat-allergens isn't just a challenge for owners – cats feel the effects as well. Eighteen percent of cat owners have relinquished a cat at some point in the past, with cat allergen sensitivities cited as the top reason why (32 percent). Other methods of managing allergens that impact the cat include restricting the cat to/from specific places in the home (17 percent), making the bedroom a cat-free zone (12 percent),

reducing the time spent with the cat (10 percent) or moving their cat away from them (9 percent).

Personal relationships may also be impacted. About one-fourth of households with cat allergen sensitivities say their personal relationships have been strained due to cat allergens. In addition:

- 13 percent have had to choose between their cat and a personal relationship.
- 12 percent have considered not living with a partner due to someone's cat allergen sensitivities.
- 11 percent have had to end a relationship/friendship due to the strain of cat allergen sensitivities.

"Reducing the impact of cat allergens can significantly strengthen the human-animal bond, as well as human relationships," said Steven Feldman, executive director of the Human Animal Bond Research Institute. "Changing how owners interact with their cats will keep more cat families together."

Pro Plan LiveClear Available Now

Pro Plan LiveClear is a 100-percent complete and balanced dry cat food with outstanding taste and nutrition designed for daily feeding. It is now available in the U.S. at Chewy, PetSmart, Petco, Pet Supplies Plus and other pet specialty retailers in three formulas – Adult Chicken & Rice, Adult Salmon & Rice, and Adult Sensitive Skin & Stomach Turkey & Oat Meal.

Additionally, after a rigorous evaluation process, Purina Pro Plan LiveClear recently earned the prestigious Good Housekeeping Seal, a trusted and highly regarded emblem for millions of consumers. The emblem signifies the product has been evaluated and approved for Seal use by the scientists and engineers at the Good Housekeeping Institute.

For more information on Purina Pro Plan LiveClear, visit www.proplanliveclear.com or follow @ProPlanCat on Twitter and Instagram or @PurinaProPlanCat on Facebook.

About Purina Pro Plan

Purina Pro Plan is a leader in the advanced nutrition category, with more than 70 formulas in dry and wet pet food to help meet a variety of needs. Its science is backed by 500 Purina scientists globally, including nutritionists, veterinarians and behaviorists, who continuously rethink what nutrition can do. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, or Facebook. The brand is manufactured by Nestlé Purina PetCare, which 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.

About HABRI

HABRI is a not-for-profit organization that maintains the world's largest online library of human-animal bond research and information; funds innovative research projects to scientifically document the health benefits of companion animals; and informs the public about human-animal bond research and the beneficial role of companion animals in society. For more information, please visit www.habri.org.

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[1] Human Animal Bond Research Institute/Purina Pro Plan online survey of 2,062 cat owners age 22 or older, fielded Dec. 2019 by data and analytics consultancy, LRW.

[2] Satyaraj, E., Gardner, C., Filipi, I., Cramer, K., & Sherrill, S. (2019). Reduction of active Fel d 1 from cats using an antiFel d 1 egg IgY antibody. *Immunity, inflammation and disease*, *7*(2), 68–73. doi:10.1002/iid3.244

[3] Satyaraj, E., Li, Q., Sun, P. & Sherrill, S. (2019). Anti-Fel d 1 immunoglobulin Y antibody-containing egg ingredient lowers allergen levels in cat saliva. *Journal of Feline Medicine and Surgery, 21(10*), 875-881. doi: 10.1177/1098612X19861218

SOURCE Purina Pro Plan

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