Sensitive to Cat Allergens? Take The LiveClear Challenge with Purina Pro Plan and Mayim Bialik

Signing up triggers a donation towards keeping cats in homes through the Petfinder Foundation

ST. LOUIS, April 12, 2021 /PRNewswire/ -- Purina Pro Plan has partnered with actress and neuroscientist Mayim Bialik to kick-off The LiveClear Challenge, encouraging cat owners with cat allergen sensitivities to discover the life-changing power of Pro Plan LiveClear, the first and only cat food that reduces the major allergen in cat hair and dander. For each person who signs up at proplanliveclear.com through the end of the year, Pro Plan will donate $5 to the Petfinder Foundation, up to $25,000, to fund a cat retention grant program that helps keep cats in happy homes – regardless of allergen sensitivities.

Experience the interactive Multichannel News Release here: https://www.multivu.com/players/English/8878251-cat-allergens-liveclear-challenge-purina-pro-plan-mayim-bialik/

As many as 1 in 5 adults are sensitive to cat allergens. While many people think cat hair is the problem, it's actually what's on it—a protein called Fel d 1 that cats produce in their saliva. When cats groom, Fel d 1 gets on their hair and skin through the saliva, then into the environment when they shed. When cats eat Pro Plan LiveClear, the key ingredient – a specific protein sourced from eggs – binds to Fel d 1 and safely neutralizes it in the cats' mouth. By reducing the active allergen in saliva, it reduces the allergen transferred to the hair and dander when grooming, ultimately reducing the allergen in the environment.

"As a neuroscientist and all-around science 'nerd' myself, I appreciate the decade of research that went into developing Pro Plan LiveClear and what it means for cat-lovers like me," said Bialik. "Several people close to me are sensitive to cat allergens, including my boyfriend, and while I take many steps already to manage allergens in my home, it's often not enough. I'm taking The LiveClear Challenge with my three cats so that hopefully those I love can feel more comfortable being in my home and getting closer to my cats."

Current methods for managing cat allergens can impact the relationship between cats and their owners, as owners are often instructed to limit the time or activities with the cat, isolate the cat in the home or even remove the cat from the home altogether. Other methods, like intensive cleaning, are designed to manage the allergen after it gets into the environment.

"With Pro Plan LiveClear, the allergen is neutralized at its source in the cat's mouth," said Bialik. "It's a pretty ingenious way to approach this problem, and one that can help cats and cat owners alike."

While not intended to replace other methods for managing allergens, Pro Plan LiveClear can add another measure to help reduce the allergen burden in cat-owning households.

Pro Plan LiveClear is available at pet specialty and online retailers in six formulas, including Adult Chicken & Rice, Adult Salmon & Rice, Adult Sensitive Skin & Stomach Turkey & Oatmeal, and the newest formulas Adult Weight Management, Adult Indoor and Adult 7+ Prime Plus.

To learn more about Pro Plan LiveClear or to sign up for The LiveClear Challengeand save $8,

visit www.proplanliveclear.com, and discover the freedom you – and your cat – could have by this time next month.

About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 8,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 49 million dogs and 66 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition. Purina Pro Plan is a leader in the advanced nutrition category, with more than 140 targeted formulas to help your pet thrive throughout every stage of life. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, or Facebook.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. Over the past five years, Purina has contributed more than $150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe here to get the latest Purina news.

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For further information: Janette Artea, jartea@golin.com, 214-202-0698; Emily Goldkamp, Emily.Goldkamp@purina.nestle.com, 312-982-1698

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