

 **PURINA**[®]
PRO PLAN[®]
VETERINARY
DIETS

Understanding your cat's

FOOD ALLERGIES

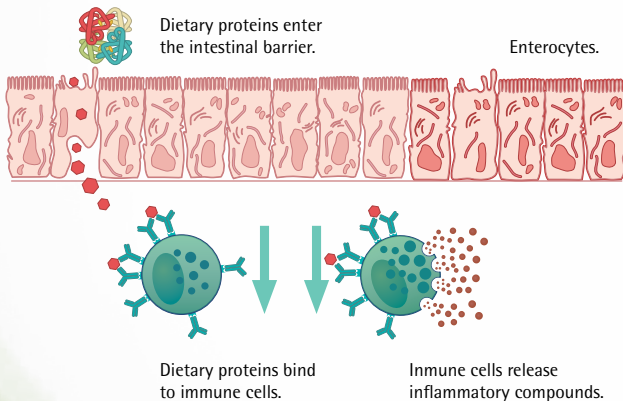


What are food allergies?

Diagnosing if your cat has a true food allergy can be very difficult. In this leaflet we will help you to recognise common signs of food allergy and explain why diet plays such an important role in its diagnosis and treatment. We will explain how you can feed a clinically proven diet designed to reduce food allergies, which will very quickly improve your cat's quality of life.

A food allergy is an over-reaction of the immune system against proteins in the food that would normally be considered harmless. Some cases may be due to abnormalities in the intestinal tract resulting in the immune system being exposed to proteins normally not absorbed across the intestines. The intestine normally keeps dietary proteins and the body's immune cells separate. In very rare conditions, dietary proteins manage to move from the intestine and bind to the surface of the immune cells, causing them to burst and release chemicals that cause inflammation and the clinical signs of allergy.

How food allergies develop:



Food allergy and food intolerance – important differences.

Food intolerance is different to a food allergy as it does not involve the cat's immune system. Food intolerance in cats is caused by intolerance to specific nutrients in the diet. An example of this is intolerance to lactose (a milk sugar) where cats can, just like people, lack the ability to digest lactose, causing diarrhoea.

Although caused by different mechanisms, food allergy and food intolerance can sometimes be difficult to tell apart. However, their dietary management is very similar.



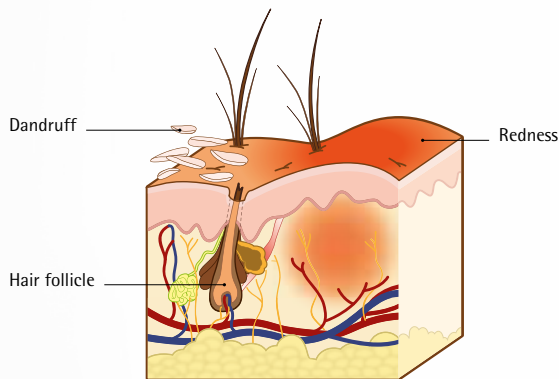
What are the signs of food allergy?

The most common signs are either itchy skin (pruritus) or gastrointestinal signs such as vomiting or diarrhoea. An allergic reaction to flea bites is the most common form of skin allergy in cats. Unlike flea bite allergies or allergies to pollen, which are often seasonal, a food allergy will be evident all year round.

Skin signs include:

- Itchiness (ears, face, feet, tail, abdomen)
- Redness
- Loss of hair
- Skin infections

Diagram of the skin of a cat with food allergy:



Gastrointestinal signs include:

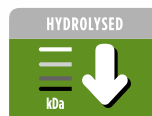
- Flatulence
- Chronic and intermittent vomiting and/or diarrhoea
- Weight loss and altered appetite

How does your vet determine food allergy?

The only reliable method of confirming your cat's food allergy is to feed an "elimination diet" such as PURINA® PRO PLAN® VETERINARY DIETS HA S_T/Ox Hypoallergenic.

If your cat has a real food allergy then the signs should disappear when fed Feline HA S_T/Ox Hypoallergenic as it is a "hypo-allergenic diet". Hypoallergenic means it contains carefully selected proteins that have been specially treated (hydrolysed) to break them down into tiny fragments that are highly unlikely to provoke an immune response or be recognised as foreign by the cat's immune system. Carbohydrate sources have also been carefully chosen to be very pure and with negligible protein content.

Benefits of feeding Feline HA S_T/Ox Hypoallergenic to your cat:



Single hydrolysed proteins

Broken down into tiny components, too small to cause any immune response.



Purified carbohydrates

To reduce the likelihood of an allergic response occurring.



High palatability

Achieved through high quality ingredients and a specially added hydrolysed feline palatability booster.

Long-term management of your cat's food allergy.

Once food allergy has been confirmed, your vet will advise on the appropriate treatment, which may include medication as well as a permanent change in your cat's diet:

- 1. Avoidance strategy: if the specific protein causing the reaction was identified, your vet may recommend a diet that avoids this protein.
- 2. Long-term feeding of a hypoallergenic diet: another approach is to simply continue feeding the same hypoallergenic diet (such as Feline HA St/Ox Hypoallergenic).

PURINA®: a name you can trust.

PURINA® PRO PLAN® VETERINARY DIETS are backed by strong science, and the latest nutritional findings are applied to bring you some of the most innovative and effective formulas. With PURINA® PRO PLAN® VETERINARY DIETS HA St/Ox Hypoallergenic you can be confident that your cat will benefit from a diet that provides optimum nutrition whilst their food allergy is also being managed.

St/Ox – a reassurance for urinary health.

Up to 10% of cats admitted to veterinary hospitals show some signs of urinary conditions such as urinary stones, crystals or cystitis. Feline HA St/Ox Hypoallergenic has been specially formulated to help reduce the risk of urinary conditions occurring, so whilst your cat's food allergy is being managed, you can also be reassured that the diet helps maintain urinary health of your cat.

Feeding guidelines for Feline HA St/Ox Hypoallergenic.

The feeding programme is recommended as a guideline only. You may need to adjust the feeding amounts to maintain your cat's optimal weight. Provide fresh water daily.

Elimination diet trial: where possible use a short transition period followed by exclusive feeding of Feline HA St/Ox Hypoallergenic for 8–12 weeks, as directed by your vet. In most cases positive responses are likely to be seen within 3–6 weeks. If clinical signs resolve, this formula can be fed for life. Feline HA St/Ox Hypoallergenic is also suitable for kittens; please ask your vet for the feeding guidelines.

Don't forget! It is very important that you feed your cat only the recommended diet plus fresh water to drink. Exposure to any other food source might be the one that triggers an allergic reaction.

FEEDING RECOMMENDATIONS:

Body weight (kg)	Daily feeding quantity (g/day)
2	35
3	50
4	65
5	80
>5	+15g/kg

For each additional kg of body weight, feed an additional 15 g of food.



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Your veterinary clinic details:

**For more information about PURINA® PRO PLAN® Veterinary Diets,
contact your local sales representative or visit www.purina-proplan.co.uk/veterinarydiets**

Ask the Experts

**UK: 0800 212 161 IE: 1800 509 368 8am – 6pm, Monday to Friday
Nestlé Purina UK Commercial Operations Limited, 1 City Place, Gatwick, RH6 0PA**

Please note that all indications for PURINA® PRO PLAN® Veterinary Diets mentioned in this leaflet are for the dietary support of cats with the listed conditions and do not preclude appropriate medical management. The veterinary diets should be used under veterinary supervision. ®Reg. Trademark of Société des Produits Nestlé S.A.



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