

HA

HypoAllergenic™ Feline and Canine formulas

Hydrolysed, low molecular weight hypoallergenic diets for elimination diet trials or long term feeding.



 **PURINA**
VETERINARY DIETS™



To help you effectively manage canine and feline food allergies, Nestlé Purina has developed HA HypoAllergenic™ Feline and Canine formulas, for adult cats, puppies and adult dogs. These formulas contain modified proteins with low molecular weights and carbohydrate sources that contain negligible protein, resulting in truly hypoallergenic diets. These formulas are ideal for elimination diet trials or for long term management of food allergies.

Modified proteins: A revolutionary approach to food allergies

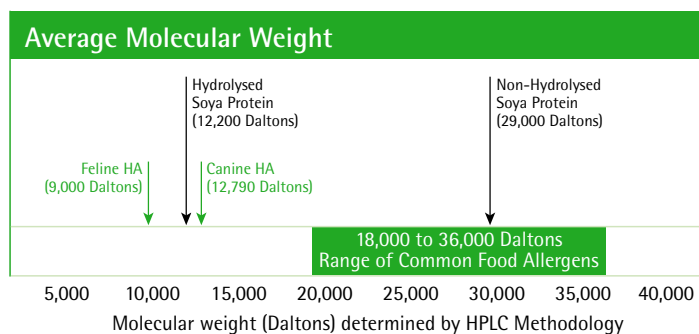
It has been estimated that food hypersensitivity may contribute to pruritus in up to 62 percent of dogs* and is the second most common feline allergic disease. In dogs, food allergy ranks third behind atopy and flea bite allergy. While the clinical signs of food allergies can mimic other conditions, the signs include:

- Intense, non-seasonal pruritus
- Alopecia
- Vomiting, diarrhoea, flatulence
- Weight loss
- Secondary, self-traumatic lesions

Most known food allergens have a molecular weight of more than 18,000 Daltons.¹ A diet containing a single protein source with a molecular weight below 18,000 Daltons is considered to be hypoallergenic. Additionally, the major allergens in soya have been shown to have a molecular weight above 25,000 Daltons.²

Low molecular weight helps reduce the risk of an allergic response

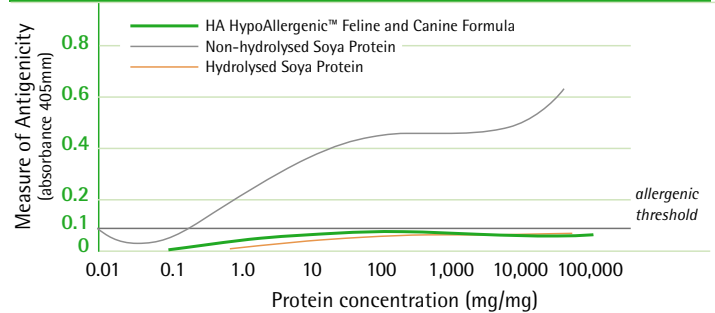
- Modified protein source hydrolysed to an average molecular weight of 12,200 Daltons
- Provides essential amino acids in a form that's less likely to initiate an immune response
- Fractionation further removes components that are detrimental to digestibility of protein
- Results in a concentrated and pure hypoallergenic protein



Non-modified soya protein has a molecular weight of around 29,000 Daltons, but the modified, fractionated soya protein in HA HypoAllergenic™ formulas for cats and dogs, as well as the diets themselves have molecular weights that fall well below the 18,000 to 36,000 Dalton range of typical food allergens

*US data

Antigenicity Plot

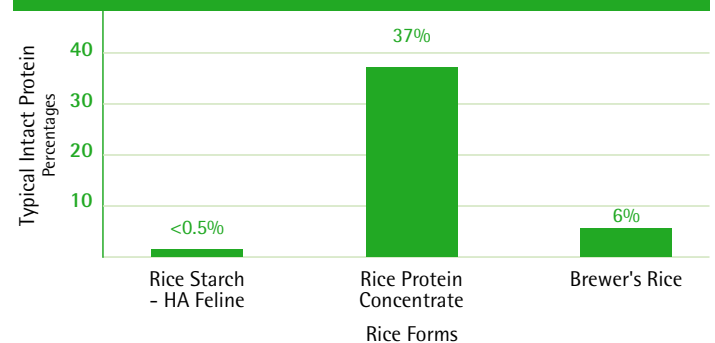


While non-modified soya protein is clearly antigenic, neither the modified fractionated soya protein in HA HypoAllergenic™ Formula nor the diet itself are recognised by antibodies to soya.

Single low-allergen carbohydrate source in HA helps reduce risk of allergic reaction

- Unlike other rice forms, rice starch, the carbohydrate in HA Feline, contains virtually no intact protein
- The carbohydrate in HA Canine, corn starch, contains less than 0.5% intact protein
- Low levels of intact protein dramatically reduce the risk of allergic response

Intact Protein Content in Various Rice Forms Within Feline Formulas



Excellent palatability for patient acceptance

- Helps ensure client compliance

Indications:

- Elimination diet for food trials
- Dermatitis associated with food allergy
- Gastroenteritis associated with food allergy
- Malabsorption
- Inflammatory bowel disease
- Protein losing enteropathy