

FOOD ALLERGY AND FOOD INTOLERANCE

Food allergy and food intolerance are abnormal reactions to a food or ingredient that is normally considered harmless. In people, allergic reactions can be caused by foods such as shellfish or peanuts. In pets, a common protein, such as beef or dairy, is often the trigger. Eating foods that cause an allergic reaction can result in gastrointestinal (GI) upset and/or skin inflammation that causes the pet to itch and scratch.

WHAT ARE THE SIGNS OF FOOD ALLERGY OR FOOD INTOLERANCE?

- GI upset that causes vomiting, diarrhea, excess gas or weight loss.
- Skin reactions that result in intense itching and scratching, which can involve the ears, face, feet, tail and stomach. Itching can cause red, irritated skin.

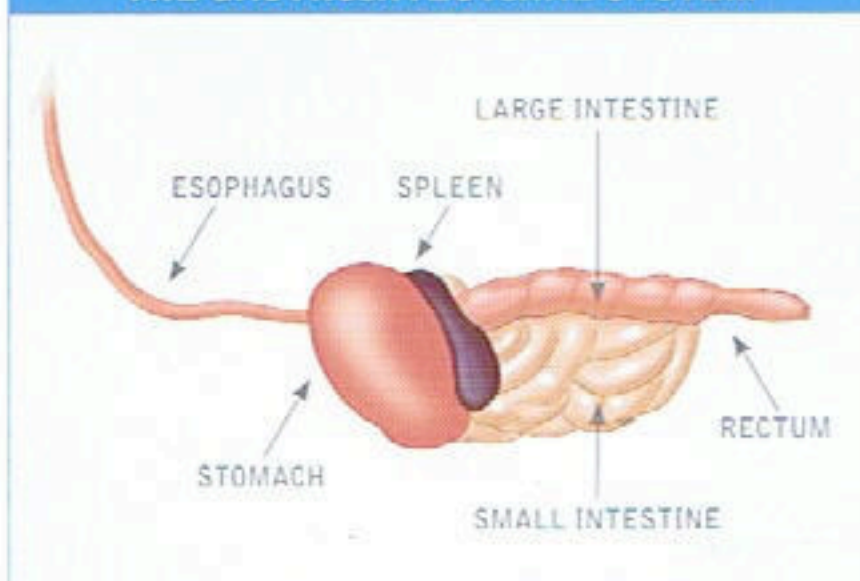
HOW CAN I HELP MY PET WITH FOOD ALLERGY OR FOOD INTOLERANCE?

Pets with food allergy or food intolerance can live normal, healthy lives and stay symptom-free as long as the offending foods or ingredients are avoided. Even minute portions can cause an allergic reaction, so owners must constantly be on guard against exposure, feeding *only* the hypoallergenic diet and treats recommended by the veterinarian.

WHY IS A SPECIAL DIET NEEDED?

For dogs and cats with food allergy or food intolerance, your veterinarian may recommend **Purina Veterinary Diets® HA Hypoallergenic® Canine or Feline Formula**. These diets offer highly digestible nutrition that uses hydrolyzed soy as the protein source. In other words, the proteins in the diet have been broken down into small components called polypeptides that reduce the risk of an allergic reaction. HA also provides a proper balance of total nutrients while meeting the special dietary needs of your pet, whether your pet is a puppy or

THE GASTROINTESTINAL SYSTEM



Allergic reactions can result in gastrointestinal upset that causes vomiting, diarrhea, excess gas or weight loss.

kitten, or a mature dog or cat. **Purina Veterinary Diets® Gentle Snackers® Hypoallergenic Canine Treats** can also be fed to dogs with food allergy or food intolerance.

HOW LONG SHOULD I EXPECT THIS CONDITION TO LAST?

Food allergy and food intolerance are chronic conditions that last the life of your pet. The good news is that they can be successfully managed if you carefully follow feeding instructions from your veterinarian.

Consult your veterinarian about specific questions you have regarding your pet's health, and be sure to follow his or her instructions.

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