

Q.

What can I give my cat to ensure a longer healthier life?

Cat owners want their cats to live longer, but only if their cats can enjoy a healthy quality of life



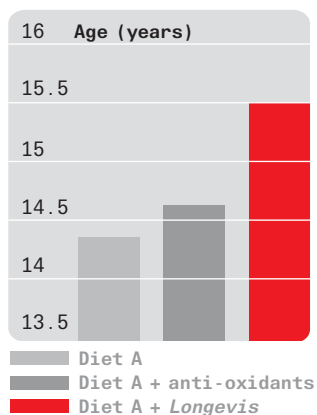
# A.

## New Pro Plan Vital Age 7+ with Longevis

### Pro Plan Vital Age 7+ with Longevis: Proven to extend a mature cat's healthy life

**Understanding cat owners**  
Cat owners have a very close relationship with their pets. Cats are part of the family, but they live a short life. It's understandable that their owners will do what they can to help their pet live longer. But as cats get older, their quality of life begins to suffer. Quality of life is as important as length of life.

From understanding to actionable insight  
Purina scientists, vets and nutritionists know more about cats and pet nutrition than anyone. They realised that any product they developed to help cats live longer should also have to ensure a healthy life into "old age".



Nestlé Research Center has recently proven that cats aged 7 years plus, when exclusively fed Longevis live up to 1 year longer

From insight to product  
A cat's nutritional needs change with age. As they become "seniors", many of them are less able to chew and digest food. Ageing also affects the heart, kidneys and digestive system, and lowers the protective effect of their skin and coat. Any new product would need to address all these age-related issues.

From concept to production  
Nestlé Research Center scientists and Purina nutritionists developed a nutritional strategy covering all aspects of longevity and health. They were looking for a unique blend of ingredients that would prolong life and enhance its quality. They identified the key ingredients; they determined the optimum quantities of each needed in the food; they developed processes to ensure ingredient stability during manufacturing and storage, as well as to guarantee product consistency and effectiveness.

**Unique Branded Active Benefit**  
The proprietary Longevis "BAB" is an exclusive Purina blend of ingredients that helps delay the first signs of ageing. It was specially formulated for Pro Plan Vital Age 7+ cat food products. Longevis helps to maintain a balanced microflora for better intestinal health, and enhances a cat's immune response.

**How it works**  
With age, a cat's body cells lose the ability to repair and regenerate themselves. This effect is

accumulative and can shorten the cat's life. The antioxidants in Pro Plan Vital Age 7+ increase cell defences and speed up repair. They also help to protect skin against damaging external environmental factors.

Prebiotics supply nutrients to the intestinal microflora and encourage healthy digestion. The polyunsaturated linoleic acid improves skin and coat quality and further protects the body during ageing. The product is completed with protein and phosphorus to maintain muscle mass and kidney function.

**Palatability**  
Mature cats often lose interest in food. Taste and texture are vital in getting them to eat and stay healthy. Pro Plan Vital Age 7+ has appetising easy-to-chew and easily digestible nuggets that also contribute to oral health and reduce tartar build-up on teeth.

**The ultimate satisfaction**  
Purina's longevity study has proved that cats aged seven years or more live significantly longer and in good health when they are fed exclusively on a diet enriched with Longevis. Now, thanks to Purina R&D, and the launch of Pro Plan Vital Age 7+ across Europe, many more cats are happily living longer. There are also many more very contented owners.

