
PURINA® PRO PLAN®
CALMING CARE SYMPOSIUM 2026
The Gut-Brain Axis in Practice



Purina Responsibility in Canine Welfare

**Dr. Jean-François Savard, Ph.D, Principal
Animal Behavior Scientist at Purina's
PetCare Center**



**Nutrition is at the heart
of what we do.**

**But it's not all
we do.**



 **PURINA[®]**
C A R E S
H E R E .



 A N D H E R E .



When pets and people bond, life becomes richer

#WeAreBetterWithPets

- › Purina Commitments
 - › Committed to doing more of what matters for pets, communities and the environment
- › Pets @ Work
 - › Pets in the workplace bring many business and health benefits
- › Better with Pets Prize
 - › Recognises the work of organisations and social entrepreneurs who help improve the health and wellbeing of people in vulnerable situations through leveraging the pet-human bond

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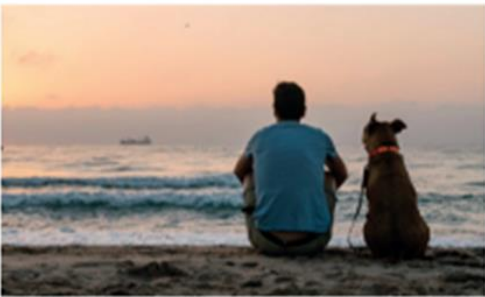





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Committed to doing more of what matters for **pets**, the **people** who love them, and the **planet** we share.



Our Purina Commitments

<p>01 Innovate pet nutrition and source ingredients through regenerative practises</p> 	<p>02 Promote pet adoption by leveraging partnerships</p> 	<p>03 Promote responsible pet ownership programmes</p> 
	<p>04 Foster people's health through the power of the pet-human bond</p> 	
<p>05 Work towards a waste-free future</p> 		<p>06 Advance regeneration of soil and ocean ecosystems</p> 

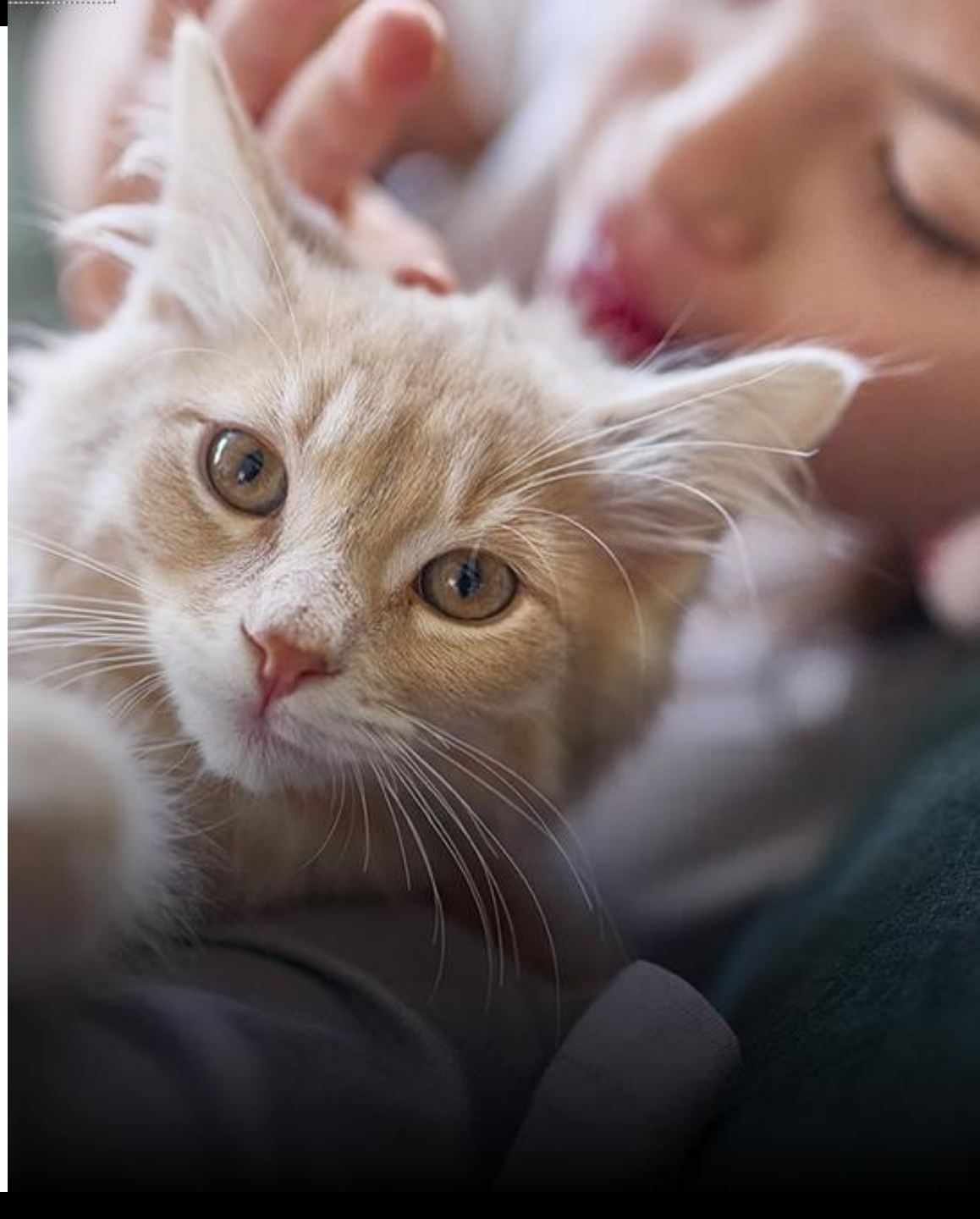
<https://www.purina.eu/our-commitments>

04



Foster people's health through the power of the pet-human bond

“By 2030, we hope to help **1,000,000 people** in vulnerable situations improve their health and well-being”



Our Commitments: Health through the pet-human bond

- › ‘Pets in Hospitals’ initiative in Spain
 - › Supporting therapy dogs to gain access to hospitals
 - › Help facilitate professionals working with people in recovery

- › Villa Samson in the Netherlands
 - › Pets can visit patients at hospital
 - › Samson on Wheels launched in 2025 for mobile interventions



Pets at Hospitals - Health through the pet-human bond



Neurodevelopment disorders & mental health

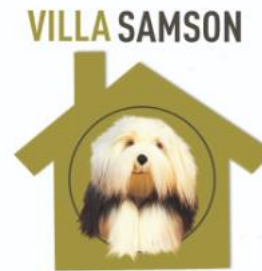


Eating disorders in teenagers



Hospitalized pediatric patients

Villa Samson - Health through the pet-human bond



Over 10,000 patients have seen their pets while at the hospital since 2017

Complementary Therapies in Clinical Practice 31 (2018) 193–199



Contents lists available at [ScienceDirect](#)

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The design of visitation facilities to engage patients with their own cats and dogs



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ABSTRACT

There are voluminous data acknowledging the validity of the animal/human bond. Pharmacologic, endocrinologic, immunologic, and psychologic studies have clearly documented the impact of the companion animal on the health and well-being of patients and families, especially in the medical setting. Our paper is, to our knowledge, the first study outlining the mechanics, engineering concepts, and background of providing the appropriate facility to connect the hospitalized patient with their companion animal. We have summarized the peer-reviewed research in this critical area.

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Scientific publication on design of visitation facilities

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 PURINA

PetsatWork

Pets @ Work – Boosting employee wellbeing



- › Purina's Pets at Work program encourages a pet-friendly workplace culture
 - › Fostering a Pet-Friendly Culture: Promoting a work environment that balances comfort and productivity for both pets and employees
 - › Membership and Resources: Companies can join the Pets at Work Alliance for free and receive a toolkit to help implement pet-friendly policies
 - › Implementation Steps: Providing guidance on how to set up a Pets at Work project, highlighting the benefits for employees and the business

Pets @ Work – Perceived benefits

Benefits for employees

- › Dogs help to reduce workplace stress
- › Pets at Work creates a more relaxed environment
- › It improves collaboration, facilitates connection and motivation
- › Encourages productivity and socialisation
- › Promotes work-life balance
- › Saves money on daily pet care and encourages pet ownership

Benefits for companies

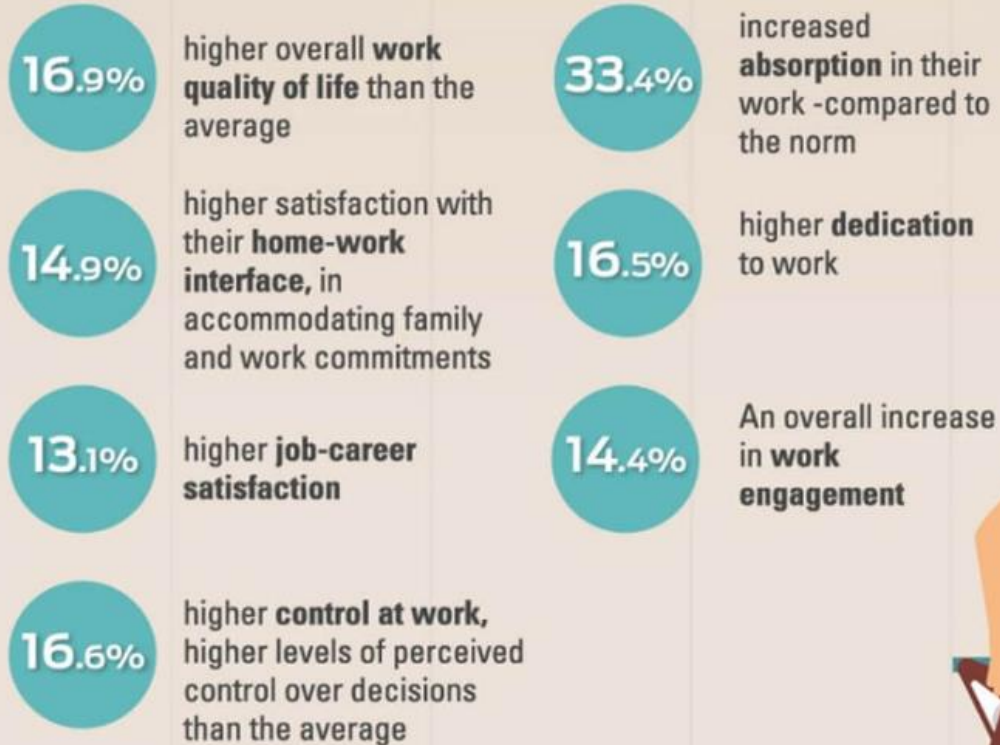
- › Pets at Work is seen as a privilege and benefit
- › It increases attraction and retention of talent
- › Having Pets at Work is perceived as forward-thinking and people-centred
- › It creates an inclusive and interactive atmosphere
- › Proof of higher performance, productivity and inspiration among employees

Pets @ Work – Boosting employee wellbeing

- › We want more people to experience all the amazing benefits that pets bring, from improved health to happier workplaces
- › We've already helped more than 200 companies across Europe to become pet friendly
- › Researches show that having pets in the workplace makes people happier, calmer and more productive

Pets @ Work – Purina sponsored research

22% higher satisfaction with working conditions



*Reference: Hall, S.S., & Mills, D.S. (2019). Taking Dogs into the Office: A Novel Strategy for Promoting Work Engagement, Commitment and Quality of Life. Frontiers (in press).



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PetsatWork

#PetsAtWork

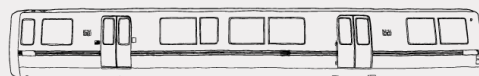
Purina – Renfe partnership: Traveling with large dogs in trains

- › Promoting life with pets by allowing people to travel with their large dogs in high-speed trains
- › To enable this project, we provided Renfe:
 - › Importance assessment for passengers to be able to travel with their pets
 - › Best practices to travel on board safely and comfortably together
 - › Travel guide for pets & pet owners.
 - › Guidance & training for Renfe staff



13.834

Large dogs have travelled since the Purina – Renfe partnership started to Madrid, Barcelona, Málaga, Valencia, Alicante, Zaragoza, Granada, Sevilla and more to come!



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BWPP Winners 2025

100% Life
Dniprov Region
Ukraine

Pet Therapy to support mental health impacted by war



Wag & Company
UK

Dogs visiting lonely elderly people



Acadia
France

Assistance Dogs for Insulin-dependent children



Earlier BWPP Winners



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Thank you

