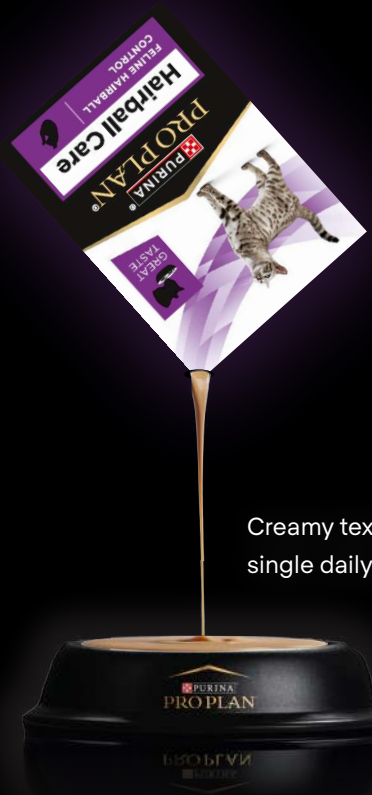


Hairball Care is tasty and easy to feed. Your feline patients will enjoy it!



Creamy texture in a single daily pouch.

Quick and convenient to serve in a separate bowl, any time, once a day – either at mealtime or as an addition to your feline patient's daily care routine – to support hairball reduction.

At Purina® PRO PLAN®, our nutritionists and veterinarians are dedicated to supporting pets by creating advanced nutritional solutions for your patients.



\*Complementary pet food

PURINA®  
PRO PLAN®

Hairball Care

35 g gravy pouch.



NEW

PURINA®  
PRO PLAN®

Hairball Care

FELINE HAIRBALL CONTROL

Scan the QR code to learn more about the PRO PLAN® Hairball Care 4-week program.



References

1. Cannon M. 2013. Hair balls in cats: a normal nuisance or a sign that something is wrong? J. Feline Med Surg. 15(1):21-9.
2. Zoran DL. 2006. The cat with signs of acute vomiting. Problem-based feline medicine. P 862-96.
3. Barrs VR, et al. 1999. Intestinal obstruction by trichobezoars in five cats. J. Feline Med 1: 199-207
4. Understanding the hairball market in Italy & France (n=1614). 2024. Purina internal report.

NEW

FOR VETERINARY USE ONLY

A nutritional approach to help reduce hairball formation in cats



PURINA®  
PRO PLAN®  
Hairball Care

## Key insights into feline hairball formation

Hairballs can be a normal result of grooming as cats often swallow loose hair. Most hair passes without discomfort, but in some cases, they can irritate the stomach or block the digestive tract<sup>1</sup>.

Frequent hairballs may indicate excess hair ingestion or altered gastrointestinal motility<sup>2,3</sup>.

Recognising signs of cat hairballs and changes in their frequency can help owners to seek timely guidance, allowing veterinarians assess their patients' digestive health:



Coughing



Gagging

# 85%

of cat owners express concern when seeing their cat struggle to expel a hairball<sup>4</sup>.



Retching



Hairball regurgitation

### VET INSIGHT

Nutritional support can help ingested hair pass through the digestive tract.



## Introducing new PRO PLAN® Hairball Care supplement\*



\*Complementary pet food

Hairball Care helps support the natural elimination of ingested hair and reduce excess shedding, thanks to:



**Cellulose:** an insoluble fibre that fully spreads through the digestive tract, helping move ingested hair along the gut, reducing accumulation and regurgitation, whilst supporting a healthy digestion.



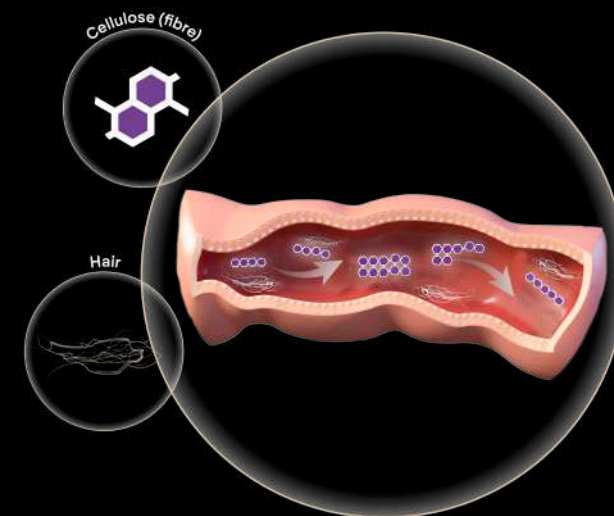
**Vitamin B6 and Zinc** to help limit excessive seasonal shedding.



**High moisture content.** Creamy texture and great taste that encourages cats to enjoy every bit.

## Support your feline patients with our 4-week program

We recommend giving one pouch daily. Some benefits may be noticed within the first week. Suitable for long-term use as part of a grooming routine.



### WEEK 1

# 1

Existing hair in the gut should be eliminated, and little by little carried away thanks to cellulose.

### WEEK 2&3

# 2&3

Newly ingested hairs should be eliminated. Hairball formations are less likely to happen.

### WEEK 4

# 4

Cats should experience less regurgitation.