

Private Company 

Addressing periodontal disease in cats

 MEDICINE

Background

Periodontal disease is a prevalent yet often overlooked health issue affecting cats, with studies showing that 70% of cats develop this condition. This request aims to tackle this significant problem, which can severely impact a cat's quality of life, leading to oral discomfort, tooth loss, and other serious health complications. Existing products for feline periodontal disease can be difficult for pet owners to use effectively. Cats often resist teeth brushing and reject specialized diets or water additives due to their selective nature. Additionally, many treatments can be messy to apply and require frequent application to be effective, making consistent adherence a barrier to successful prevention. The palatability of products and consistent consumption by cats are also significant issues. We are seeking innovative solutions to help prevent periodontal disease in cats through groundbreaking products that can address these challenges. We invite experts, researchers, and industry innovators to collaborate with us in developing effective, safe, and user-friendly products that can make a real difference in feline oral health. Your contributions will play a crucial role in improving the quality of life for cats, reducing the prevalence of periodontal disease, and enhancing overall feline health. Selected solutions will have the opportunity to be developed and implemented on a larger scale, making a tangible impact on the well-being of cats worldwide.

What we're looking for

We are looking for innovative solutions that can be seamlessly integrated into products to address the challenges of periodontal disease in cats and significantly enhance their oral health. The ideal solution should demonstrate both perceived and measurable efficacy against periodontal disease and encourage cat owners to regularly use oral care products for their pets.

Solutions of interest include:

- Unique product structures for simplified use or enhanced plaque-removal
- Unique delivery technologies for improved application, reach, and/or cat acceptance
- Designs that promote frequent use of oral care products
- Novel product format providing functional effectiveness (e.g., through mechanical action)
- Ingredient or formulation (combinations of ingredients) that alleviate periodontal disease
- Other solutions that could address the mentioned challenges

Our must-have requirements are:

- Ingredient solutions must comply with the [European Food Safety Authority \(EFSA\)](#) guidelines pertaining to animal feed safety and quality
- Evidence or strong rationale indicating the potential to obtain approval for use in the USA and EU markets
- Minimal impact on palatability for cats
- Easy to use for cat owners

Our nice-to-have's are:

- Ingredient solutions that meet AAFCO guidelines
- Raises awareness about the importance of feline oral care
- Clinically proven
- Comprehensive solutions that integrate ingredient formulation, innovative product formats, and relevant technological advancements

What's out of scope:

- Solutions classified as pharmaceutical or medicinal interventions

Acceptable technology readiness levels (TRL): Levels 6-9

1. Basic principles observed
2. Concept development
3. Experimental proof of concept
4. Validated in lab conditions
5. Validated in relevant environment
6. Demonstrated in relevant environment
7. Regulatory approval
8. Product in production
9. Product in market

What we can offer you**Eligible partnership models:**

- Co-development
- Licensing
- Material transfer
- Supply/purchase
- Capstone project

Benefits:**Expertise**

Partners will gain access to the internal teams and experts for co-development, mutual learning, and broader business collaboration opportunities.

Tools and Technologies

Partners may have access to pilot and production scale equipment for solution implementation.

Please contact the University of South Florida Technology Transfer office representative for submission – Karla Schramm at kschramm@usf.edu.