

# HELP YOUR CAT BEHAVE BETTER WITH FELIWAY.<sup>®</sup>



 **FELIWAY<sup>®</sup>**

**DIFFUSER PLUG-IN: Constant Calming & Comfort at Home**

Proven results in 9 out of 10 cats  
Helps control unwanted behaviors  
Start to see results in a week



Scratching



Urine Spraying



Fears



Changes



**30 DAY STARTER KIT**

Plug-In Diffuser & Refill 48 ml

Covers up to 700 sq ft.

KEEP OUT OF REACH OF CHILDREN. Read back panel and insert prior to use.

**Best behavior starts here.<sup>™</sup>**

[feliway.com/us](http://feliway.com/us)

## **Feliway® can help take a cat from stressed out to chilled out.**

You have things that cause you stress - so does your cat. Stress can lead to what we consider unwanted behaviors, such as urine spraying, scratching and hiding. Feliway® is a synthetic pheromone that helps reduce stress-related behaviors by mimicking the feline facial pheromone cats produce naturally. That familiarity breeds comfort and confidence so your cat can feel more relaxed.

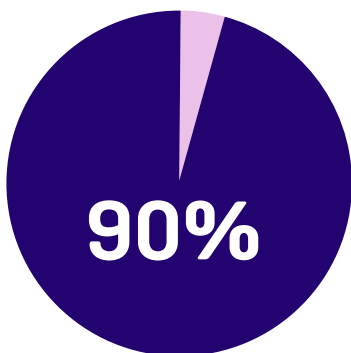


## **Feliway® may help reduce stress-related behaviors brought on by situations such as:**

- Moving to a new home
- Rearranging furniture
- Veterinary visits/Hospitalization
- Transportation/Travel
- Boarding
- Introducing or Adopting a new pet

**All cats are unique, results may vary. For best results use continuously for 30 days.**

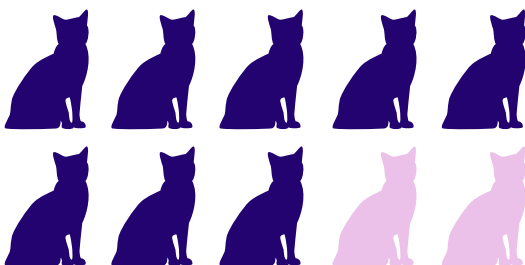
Here's clinical proof that Feliway® works.



### Urine Spraying<sup>1</sup>

Feliway® helped reduce urine spraying in 9 out of 10 cats within 1 month.

### Vertical Scratching<sup>2</sup>



Feliway® helped reduce scratching in 8 out of 10 cats in as little as 7 days.

### Travel Stress<sup>3</sup>

# 14x

With Feliway®, cats exhibited 14 times lower travel stress.

1. Mills DS, Mills CB. Evaluation of a novel method for delivering a synthetic analogue of feline facial pheromone to control urine spraying by cats. Vet Record 2001; 149:197-199.

2. Pageat P, Gaultier E. Current research in canine and feline pheromones. Vet Clin North Am Small Anim Pract 2003; 33:187-211.

3. Gaultier E, Pageat P, Tessier Y. Effect of a feline appeasing pheromone analogue on manifestations of stress in cats during transport. In Proc 32nd Congress of the International Society for Applied Ethology, Clermont-Ferrand, 1998, 198.

The chart below is an easy reference guide to determine the recommended product and usage for your cat's specific stress-related behavior issue.

Situations		Feliway Diffuser	Feliway MultiCat Diffuser	Feliway Spray	Feliway Wipes	Recommended Duration of Use
Boarding				Ideal	Supplement	Daily / Apply 8-10 pumps of spray at least 2x per day
Changes to Environment	<ul style="list-style-type: none"> <li>New Arrivals (Baby, Pets, etc)</li> <li>New / Rearranging Furniture</li> <li>New House</li> <li>Remodeling</li> </ul>	Ideal		Supplement	Supplement	Begin use 24 hours prior to change for a minimum of 1 month
Fighting, Conflict, Tension Among Cats			Ideal			Continuously
New Pet		Ideal	Supplement	Supplement		Minimum 1 month
Recurrent FIC		Ideal		Supplement		Continuously
Stressful Situations	<ul style="list-style-type: none"> <li>Fireworks</li> <li>Thunderstorms</li> <li>Parties</li> <li>Holidays</li> </ul>	Ideal		Supplement		Begin use 24 hours prior to event, continuing until a week after the event
Travel / Transportation				Supplement	Ideal	Every 4-5 hours
Urine Spraying		Ideal	Supplement**	Supplement		Minimum 1 month
Vertical Scratching		Supplement		Ideal	Supplement	Daily / Apply 8-10 pumps of spray 2x per day for at least 1 month
Veterinary Exams				Ideal	Supplement	Apply to carrier 30 mins before trip and/or spray a cloth to keep near cat
Adoption			Ideal			Minimum 1 month

\*Never Spray/Wipe the pet directly and do not spray on food. \*\* Best product if urine spraying is due to fighting.

Ideal = The Feliway® product most suited to the situation.

Supplement = Additional Feliway® product for added support.

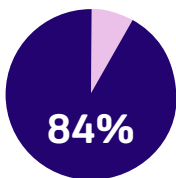


### Additional Tips:

Diffuser:	Spray:	Wipes:	Recurrent Feline Idiopathic Cystitis (FIC):	Urine Spraying:
Plug the diffuser in the room where the cat spends the most time. Covers up to 700 sq. feet and lasts for 30 days.	Apply spray 2x daily to area being scratched or urine sprayed. Can also be used to comfort in specific areas such as bedding. Spray lasts 4-5 hours.	Ideal for travel and spot treatment of hard surfaces. During car travel, re-apply every 4-5 hours.	Feliway® may help reduce stress that contributes to recurrent FIC. It should be used as an addition to the veterinarian recommended treatment plan for FIC.	For best results clean area marked by cat with Urine Away™ to totally eliminate odor. Then treat area as recommended with Feliway®.

## Help for cat conflicts.

Sometimes sharing a home can be hard for cats. In fact, 20% of cat owners with more than one cat in the house report issues of tension. If your cats aren't getting along, use Feliway® MultiCat. It's clinically proven to help reduce tension and conflict in multi-cat homes.\*



**84% of pet owners** report significant improvement in cats getting along using Feliway® MultiCat\*

### Signs your cats may be feeling tension:

- Fleeing from housemate cats
- Tail twitching
- Blocking each other
- Stalking or chasing
- Biting, hissing, growling or spitting

### How pheromones work:



The cat takes in the pheromone through special nerve bundles.



These signals are immediately sent to the brain, where they are interpreted.



The calming message facilitates a more relaxed state.

**Feliway® is clinically proven to help reduce behaviors caused by stress.\***



**1. Urine spraying**



**2. Vertical scratching**



**3. Hiding**



**4. Hissing/Fighting**

\*Data on File

## **When Feliway® won't work:**

- 1.** If the cat has an underlying medical condition. Before trying Feliway®, please take your cat to your veterinarian for a check-up.
- 2.** Behaviors that are not stress-related. Some cats are just introverts or natural talkers because it is their personality.
- 3.** Aggression towards people. Seek advice from a veterinarian before using Feliway®.

Feliway® is available in a spray, home diffuser and wipes for situations in and outside the home.

Feliway® MultiCat is available in a home diffuser.



Ask your veterinarian if Feliway® is right for your cat.



/FeliwayUS



[feliway.com/us](http://feliway.com/us)

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FEL-03-16 02/16