

FELISCRATCH *by* FELIWAY™*

NEW

Redirects cat scratching
onto the scratching post



Scratching is a natural behavior in cats...



Indoors and outdoors, cats use scratching on vertical and horizontal surfaces to convey a territorial message to other cats through pheromone and visual marking.

...but more than
50%
of cat owners in the
US have experienced¹
their cat scratching
in unwanted
locations²

% pet owners who experienced cat scratching in the past 12 months	52 %
% pet owners who consider this type of behavior to be bad or inappropriate	64%

Indoor scratching can also be a sign of a cat's stress and anxiety. What can cause stress and anxiety?

- **Changes in the home** - after new furniture is introduced or furniture is moved
- **Tension and conflicts** in multiple-cat households

Scratching is the first reported concern: before urine spraying and unwillingness to get into the carrier¹

1. FELIWAY Brand Equity Study, Burke, 2014.

2. Places other than cat scratching post, in the past 12 months.

FELISCRATCH by FELIWAY™* is proven effective

Results from an independent in-home test including more than 150 households³

Redirects cats to their scratching post and to use it

79.7% of cats exhibiting unwanted scratching started using their scratching post within the first 7 days

87% of newly adopted cats/kittens started using their scratching post within the first 7 days

Results seen within the first 7 days

FELISCRATCH by FELIWAY™* was effective at treating and preventing unwanted scratching from day 1:

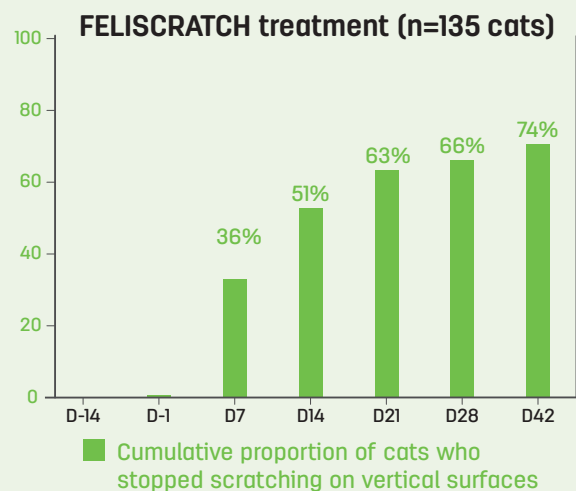
85% of cats exhibiting destructive scratching significantly reduced or stopped their destructive scratching within the first 7 days

91% of newly adopted cats/kittens significantly reduced or stopped their destructive scratching within the first 7 days

Improvements in cats exhibiting unwanted scratching

Scratching on vertical surfaces

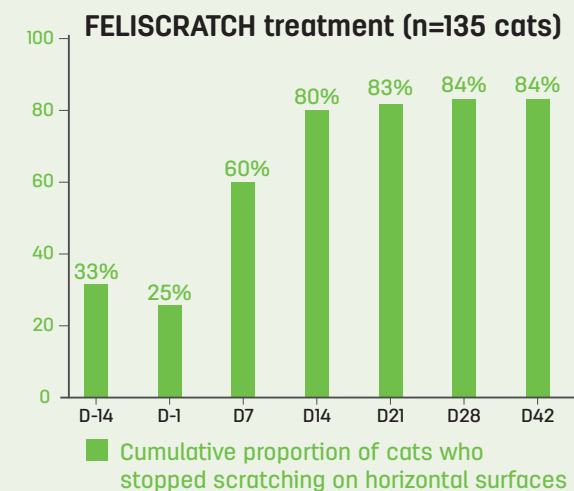
- **36% of cats** stopped inappropriate scratching by day 7
- **66% of cats** stopped inappropriate scratching by day 28



For the cats still scratching, the frequency of scratching dropped from once a day to less than once a week on average by day 28.

Cats exhibiting destructive scratching

- **60% of cats** stopped inappropriate scratching by day 7
- **84% of cats** stopped inappropriate scratching by day 28



For the cats still scratching, the frequency of scratching dropped from once every 2 to 3 days to less than once a week on average by day 28.

Prevents scratching in newly adopted cats/kittens

76% of cats decreased/stopped unwanted scratching following their introduction into a new home



For cats that have been destructively scratching for a long time:

FELISCRATCH *by* FELIWAY™* combined with FELIWAY® is recommended. Apply FELISCRATCH *by* FELIWAY™* to the scratching post following the recommended protocol. Apply 8 sprays of FELIWAY® where the cat is exhibiting unwanted scratching at least once daily until the behavior resolves.



FELISCRATCH *by* FELIWAY™*

Redirects cat scratching onto the scratching post

- Available in 9 x 5 ml pipettes

FELIWAY® Spray

Spray on location where unwanted scratching is occurring

- Available in 20 and 60 ml sprays

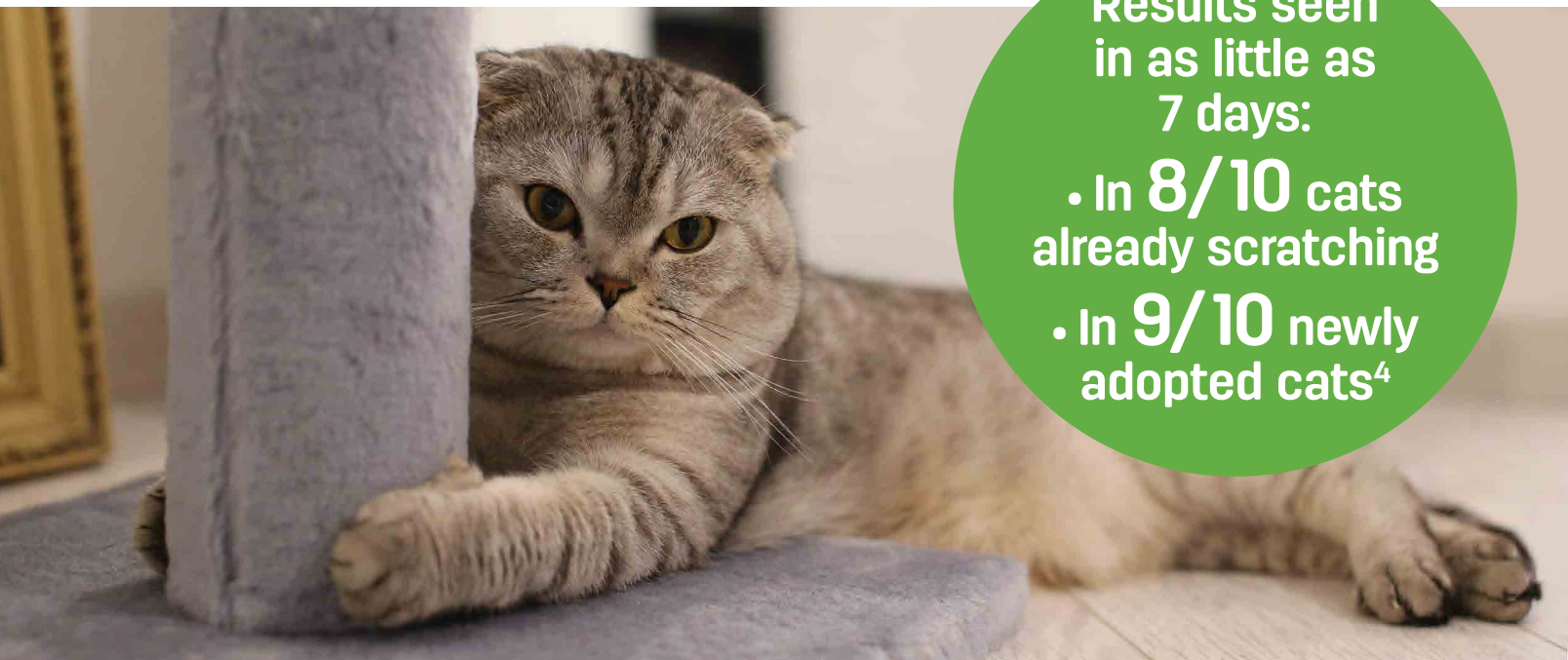
All cats are unique and results may vary. Please be advised that optimal results will be obtained with additional environmental modifications.



FELISCRATCH by FELIWAY™* uniquely attracts in three ways

This new liquid formulation combines three complementary attracting effects:

- 1 **Pheromones** direct cats to scratch on the surface where the product has been applied
- 2 **Catnip** contributes to attracting some cats to the scratching post
- 3 **Blue stained lines** that mimic the visual message of the scratches, the dye fades over time but does not completely disappear



Results seen in as little as 7 days:

- In 8/10 cats already scratching
- In 9/10 newly adopted cats⁴

How to use FELISCRATCH by FELIWAY®

It's simple. Place your scratching post over a sink or on a newspaper and slowly apply the liquid product by drawing 2 or 3 vertical lines on the post. Let dry for 5 minutes and place the post close to the area where your cat scratches or usually rests:

- 1 dose (pipette) daily during the first week
- 1 dose (pipette) at the beginning of week 3 and week 4

Days	1	2	3	4	5	6	7
Week 1							
Week 2							
Week 3							
Week 4							

4. 2015 In-Home Insight Track study.

There's a FELIWAY™* solution for every situation

FELISCRATCH by FELIWAY™* can be used alone or in combination with the clinically proven FELIWAY® family of products



FELIWAY®



Helps control signs of stress, such as urine spraying and hiding, due to changes in the environment.

Diffuser & Refill

20 ml, 60 ml & 219 ml sprays
box of 12 single use wipes

Type of pheromone:
Feline Facial Pheromone

FELIWAY® MULTICAT



Specifically helps reduce tension and conflict between cats in the home.

Diffuser & Refill

Type of pheromone:
Feline Appeasing Pheromone

FELISCRATCH by FELIWAY™*



Redirects scratching onto the scratching post.

9 x 5ml pipettes

Type of pheromone:
Feline Interdigital
Semochemical

For more information, go to feliway.com

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Phone: 800.233.0210

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