

Feliway® MultiCat is clinically proven to reduce tension and conflict in multi-cat households.



Best behavior starts here.

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More cats don't always equal more fun.

Cats can be solitary animals. The introduction of a new cat into the home or a single disturbing event can cause tension and conflict that can be a serious life-long problem for both cats and their owners.

Feliway® MultiCat can help all cats living under one roof feel more safe and secure with their surroundings and ease animosity. It's a copy of the feline appeasing pheromone mother cats produce during lactation. Cats of all ages sense this pheromone and it provides a calming effect that cats can recognize throughout life.

New Feliway® MultiCat

- The only clinically proven cat pheromone to reduce multi-cat tension and conflict*
- Significantly decreases intensity and frequency of tension in multi-cat homes
- Start to see improvements in the first week
- After 1 month, 84% of pet owners reported significant improvement in cats getting along

*As shown in a randomized, double-blinded placebo-controlled trial



Case Study:

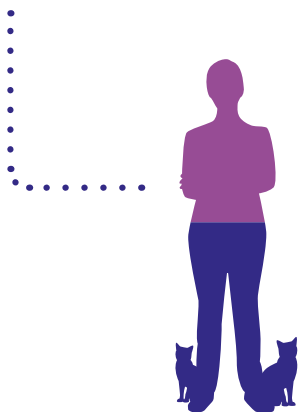
- **History:** Fighting 2.5 years.
Suko adopted as kitten but Cinnamon adopted at 2.5 years of age. They have been aggressive since introduction. Owner reports behaviors including chasing, hissing, swatting and growling. "Their tails twitch, ears go back, their body is tense and they hold up one paw ready to swat."
- **Diagnosis:** Intercat aggression between housemate cats.
Day 28. "While the diffusers were plugged in Suko was much more playful than usual... willing to play with cat toys she normally would ignore, and instigating playtime. Suko was initiating grooming Cinnamon more frequently and for longer periods of time without ending in biting. The fights were cut in half and usually resolved quickly. The cats went back to playing or sleeping next to each other."

Reference: DePorter T, Lopez A, Olliver E. Evaluation of the efficacy of a new pheromone product vs. placebo in the management of feline aggression in multi-cat households. Proc ACVB / AVSAB Veterinary Behavior Symposium, Denver, 2014

The power of pheromones is at your service.

Pheromones are chemical substances produced naturally by animals for communication purposes. They are species-specific and are detected by the vomeronasal organ. Reactions to the pheromones are rapid and interpreted by the cat regardless of their age.

56% of Cat owners in the US have more than 1 cat. Tension and Aggression are serious issues in these households. Feliway® MultiCat is the FIRST and ONLY product clinically proven to help reduce tension and conflict in multi-cat households.



| Behavior | % of Multi-Cat Owners Who Experience the Issue |
|-------------------------|--|
| Tension between cats | 60% |
| Vertical Scratching | 43% |
| Aggression between cats | 42% |
| Urine spraying | 22% |

83% of these consumers are motivated to find solutions.



| Product | SKU |
|---|---------|
| Feliway® MultiCat Starter Kit & 1 Month | D90230B |
| Feliway® MultiCat Refill 1 Month | D90240B |

For more information or to order:

**Call 800.999.0297 or contact your Ceva Sales
or Distributor Sales Representative**



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