

FELIWAY

Optimum

SINCE 1981 **PENN**
Veterinary Supply, Inc.
Phone: 800.233.0210
www.pennvet.com

THE NEW PHEROMONE DISCOVERY

For
Enhanced
Calming



 **FELIWAY** Innovation

feliway.com



58%
of cats show
visible signs
of stress¹

A concern growing
with the new cat
owner lifestyle and
expectations.

PET PARENTS

Cat considered
as a child

BUSY

Travel, absence,
working days

URBAN

May conflict with
pets' natural needs



To meet your customers' needs **FELIWAY**® has developed **FELIWAY**® *Optimum*

The New Pheromone Discovery...



...for Enhanced Calming

FELIWAY® *Optimum* helps cats
with more signs of stress, in more situations,
and calms cats better than ever.

The New Pheromone Discovery

1 Previous research on feline pheromones

- Deciphering of the composition of major feline pheromones
- Identification of the specific mix and concentration of components required to produce a given message in cats

2 Discovery of a new Feline Pheromone Complex

- Using bioinformatics: assembly of new complexes of pheromone components thought to be capable of activating a new combination of emotions
- The New Feline Pheromone Complex selected provides an enhanced message of social confidence and safety in the environment



3

Discovery of a new **Feline Pheromone Complex**

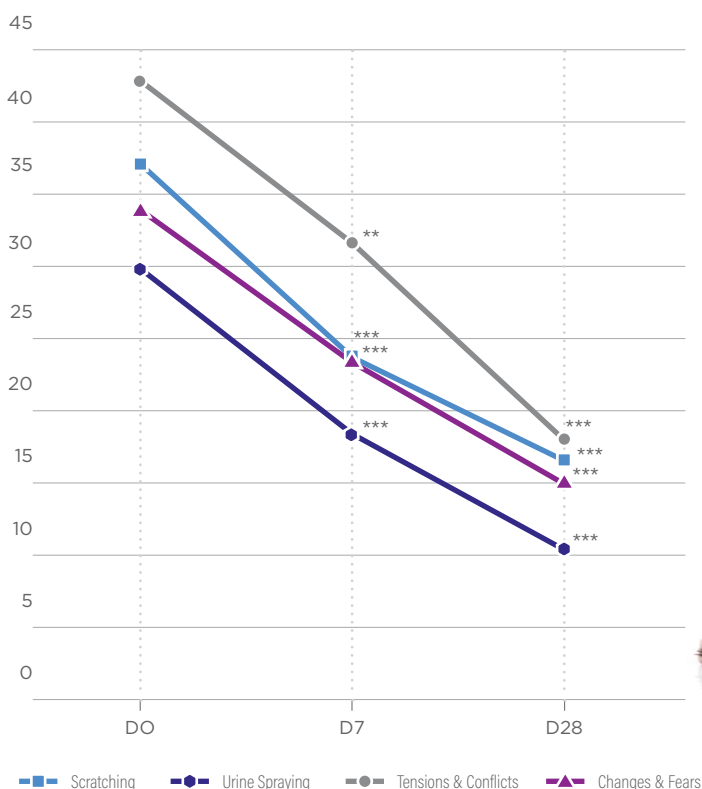
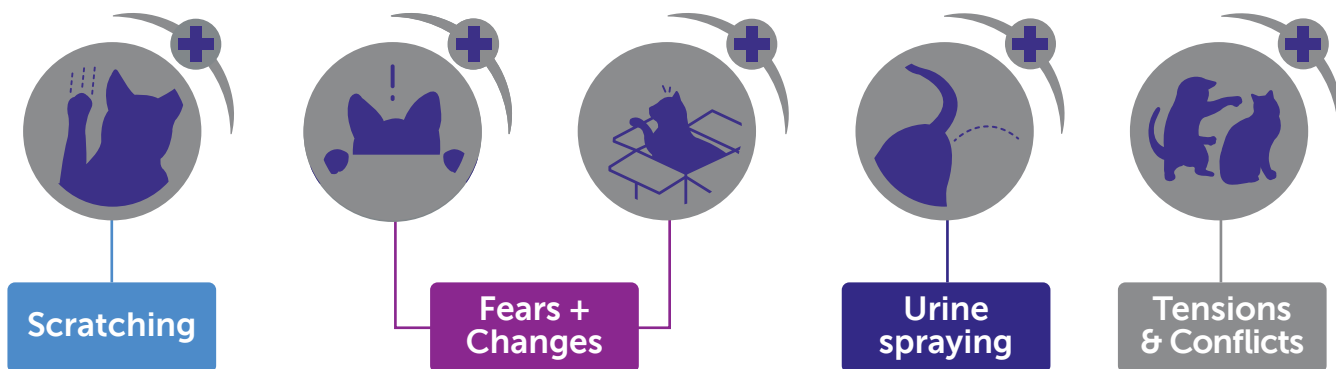
- Research on the major feline pheromones and on the vomeronasal organ has resulted in the opportunity for innovation of pheromone products. The first development is a new Feline Pheromone Complex, which is recognized by all cats and provides an enhanced message of social confidence and safety in the environment.



FELIWAY[®] Optimum

A New Feline Pheromone Complex
to convey more impactful messages

FELIWAY[®] Optimum visibly helps cats with more signs of stress in more situations



All stress signs
show continuous
improvement
until D28, visible
as soon as D7.



Field Efficacy study results²:

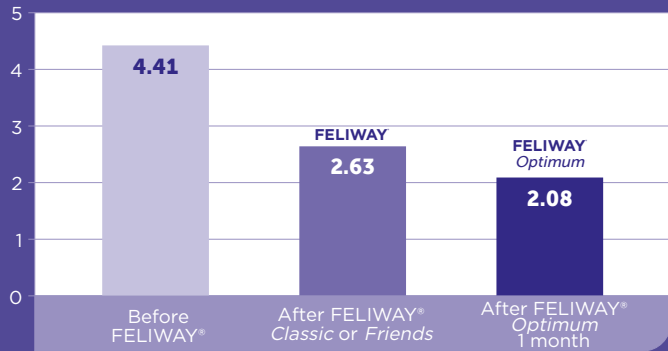
- 145 cats recruited with at least 1 sign of stress: Urine spraying, Scratching, Hiding (in case of fear, changes), Tensions & conflicts for multicat households
- Cats aged between 6 months and 12 years
- Cat behaviour assessment at Day 0, Day 7 and Day 28: frequency and intensity of signs

** p<0,01
 *** p<0,001

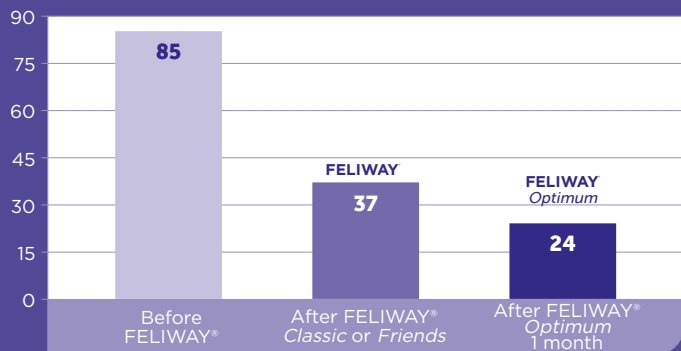
FELIWAY[®] Optimum Calms Cats Better than Ever



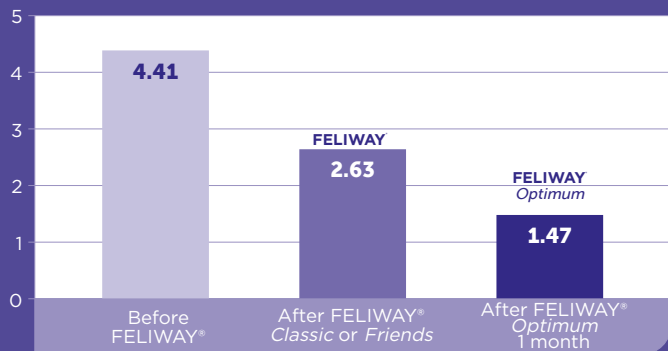
Frequency of scratching*



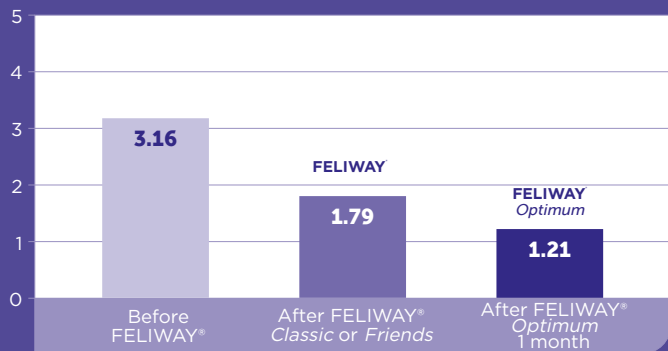
Number of households with cats spraying



Frequency of tensions & conflicts*



Frequency of hiding*



* Mean frequency values

0= never, 1= less than once a month, 2= once a month, 3= once a fortnight, 4=once a week, 5= 2-3 times a week

Field Substitution study results²:

- 187 households with at least one cat recruited
- Cats aged between 6 months and 15 years
- Using either FELIWAY Classic or FELIWAY Friends for at least 2 months continuously
- At Day 0, FELIWAY Optimum plugged in (owners blind to product)
- Cat behaviour assessment before FELIWAY, after FELIWAY Classic or Friends, after 1 month FELIWAY Optimum: frequency of signs

FELIWAY Optimum

Enhanced Calming

ENHANCED CALMING²

observed by

93%

of Cat Parents,
within 1 month

HAPPIER CATS²

Cat Parents saying their
cat is **extremely happy**

x2

HAPPIER TOGETHER²

Cat Parents saying their
relationship with their cat
is extremely good

x1.9



9.1
/
10

CAT OWNERS
SATISFACTION²



References: 1. Ceva Sante Animale Internal report ST-CLT-D957-1907 (2020) | 2. Field Efficacy study: Ceva Sante Animale Internal report 19-DPH-941(2020)
3. Field Substitution study: Ceva Sante Animale Internal report CLT-D921-1804 (2018)
On a scale from 0 to 10, the average rating for satisfaction with the product was 9.1/10

For more information go to [feliway.com](https://www.feliway.com) | Follow FELIWAY on:   
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