

**NEW**

**Feliway® MultiCat is the first and only product 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 cats living under one roof feel more safe and secure with their surroundings and ease animosity. It's a synthetic 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 product to reduce inter-cat tension and conflict\*
- Significantly decreases intensity and frequency of tension in homes with 2+ cats
- Creates calm for better socialization and harmony
- Start to see a visible reduction in conflict behaviors within the first week

\*As shown in a randomized, double-blinded placebo-controlled trial <sup>1</sup>

**History:** Fighting 2.5 years. **Diagnosis:** Conflict between housemate cats.

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."

### After Using Feliway® MultiCat.

"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."

## Clinical Study Results

- 45 households (2-5 cats) with average conflict duration of 2-3 years
- Almost 60% of homes with Feliway® MultiCat showed a more than 70% reduction in the global conflict score D21 vs D0
- After 1 month, 84% of cat owners using Feliway® MultiCat reported significant improvement in cats getting along
- After diffusers were removed, placebo group experienced a relapse in behaviors, whereas interactions between cats exposed to Feliway® MultiCat had stabilized

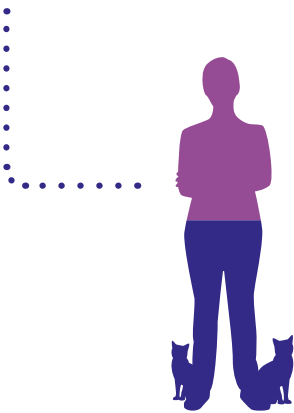
Reference: 1. DePorter T, Lopez A, Olliver E. Evaluation of the efficacy of a new pheromone product vs. placebo in the management of feline aggression in multi-cat households. Proc ACVB / AVSAB Veterinary Behavior Symposium, Denver, 2014



Feliway® MultiCat is clinically proven to provide results by working with a cat's natural physiological system.

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 result in a subconscious behavior change of the cat, regardless of the age.

56% of all US cat owners have more than one 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 households with more than one cat.



Behavior	Behaviors experienced by cat owners with more than 1 cat
Tension between cats	60%
Scratching	43%
Aggression between cats	42%
Urine spraying	22%

83% of these consumers are motivated to find solutions.<sup>2</sup>



2. GfK quantitative study of 400 owners with more than 1 cat in the household. 2014

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

**For more information or to order:**

**Contact your Ceva or Distributor Sales Representative**



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