



# How **STRESSED** is Your Cat?

Circle the answers that apply to you and your cat. Then check below to see if your kitty is happy and healthy or how to better help him adapt.

1. How many cats do you have in your home including this cat?

- A) One
- B) Two
- C) Three
- D) Four or more cats

2. Does each cat have a private place to eat their meals?

- A) Yes
- B) No

3. Is there at least one litter box for each cat?

- A) Yes
- B) No

4. How often do you have company in your home?

- A) Never
- B) Occasionally
- C) Once a week
- D) Every day

5. Have you recently moved, remodeled, changed jobs or spent hours away from home?

- A) Yes
- B) No

6. Does your cat have daily play time with toys, people or plenty of climbing spaces?

- A) Yes
- B) No



## Scoring Guide

- 1. A) 0 points B) 3 points C) 6 points D) 8 points
- 2. A) 0 points B) 5 points
- 3. A) 0 points B) 5 points
- 4. A) 0 points B) 1 points C) 3 points D) 5 points
- 5. A) 0 points B) 5 points
- 6. A) 0 points B) 5 points

TOTAL \_\_\_\_\_

### 0-4 Points

Congratulations, you're the owner of a very happy kitty. The risk of feline stress in your household is low. Keep in mind even small changes to your household could create stress for your laid-back cats. Ask your veterinarian how to help your cat if you know that changes are coming.

### 5-14 Points

Some aspects in your home may be starting to unsettle your cat. Now is the time to speak to your vet about managing feline stress. Taking action now may help prevent your cat from developing stress related behavioral problems later.

### More than 14 Points

Your cat is in a high risk category and may be showing signs of stress-related behavior. To make your cat more comfortable, it is very important to take action. Speak to your vet about using Feliway® and other steps you can take in your home to improve your cat's happiness.

VETERINARIAN USED  
#1

CLINICALLY PROVEN

BRAND  
AND RECOMMENDED

 **FELIWAY**®

7 days

Feliway® is clinically proven to significantly reduce urine spraying in 7 days.<sup>2</sup>

8 out of 10

Within one week, Feliway® has been shown to help reduce inappropriate scratching in 8 out of 10 cats.<sup>3</sup>

1 week

Feliway® MultiCat has been proven to help significantly reduce tension and conflict between household cats within one week.<sup>4</sup>



## Feline Stress & Anxiety Explanations

### 1. What kind of things cause stress and anxiety in a cat and why?

Before we took cats into our homes, they lived very different lives. They roamed free and had lots of space available to them. They controlled their resources; where they went to eliminate, eat and rest. This allowed them to avoid interactions with other cats, dogs and people if they chose to do so. It was also easier to escape threatening and stressful situations.

Now our cats live in houses and apartments that may limit their ability to roam. They have little or no control over their resources. Their access to the outdoors is restricted or not allowed. They now share their living space with other cats, dogs, children, etc. While these changes have protected cats and improved their health and welfare, they also can cause stress and anxiety. Stress and anxiety can lead to inappropriate behaviors. In fact 75% of cat owners report experiencing behavior issues, including vertical scratching and urinating outside the litter box.<sup>1</sup>

### 2. What are the behavioral signs of stress and anxiety?

- When they are stressed, cats may mark their territory with urine (urine spraying)
- Stressed cats may also scratch with their claws
- Cats that are stressed may also fight with housemate cats
- Lack of grooming or over-grooming (excessive licking of the body) may be a symptom of stress
- Persistent hiding or vomiting

*Feliway® is clinically proven<sup>2,3,4</sup> to help reduce or eliminate many of the behaviors.*

### 3. What are the medical signs of stress and anxiety?

- Urinary tract disease
- Hair loss
- Over or under eating
- Weight gain or weight loss

*If you notice any of these signs or any other changes in your cat, contact your veterinarian immediately.*

### 4. What can be done to help diminish stress and anxiety in a cat?

- Feliway® can help reduce stress related behaviors. For best results, use for a full 30 days
- Create an environment that utilizes the space in a feline friendly way
  - ◆ Have one food bowl per cat in different locations
  - ◆ Create places for cats to arrange themselves vertically with climbing towers and shelves
  - ◆ Have litter boxes throughout the environment and at least one per cat
- Create an environment that stimulates the cat mentally
  - ◆ Offer a variety of toys that are rotated every few days
  - ◆ Create "treasure hunts" that allow the cat to utilize their inner predator
- Create safe zones so cats that do not get along can avoid each other if they wish and use Feliway MultiCat in these situations
- Interact with your cat daily through play, petting or brushing your cat

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*Written by: Dr. Debra Horwitz, DVM, DACVB. Dr. Horwitz is co-editor and author of the BSAVA Manual of Canine and Feline Behavioral Medicine and Decoding Your Dog.*

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1. Burke, 2014 Brand Equity Quantitative Study.

2. Pageat P, Functions and uses of the facial pheromones in the treatment of urine marking in the cat. Proc of the XXI Cong of the World Sm An Vet Assoc, Israel, 20-23; 101, 1996.

3. Pageat P, Gaultier E, Current research in canine and feline pheromones. Vet Clin Sm Anim 33 (2003), 187-211.

4. DePorter TL, Lopez A, Ollivier E, Evaluation of the Efficacy of a New Pheromone Product Vs. Placebo in the Mgmt of Feline Aggression in Multi-Cat Households. ACVB/AVSAB Veterinary Behavior Symposium, Denver, 2014.

Best behavior starts with  **FELIWAY**®

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