

Experience the difference  
in your home



*"I could not function without FELIWAY.  
It's a lifesaver!"*  
Kiff, Animal Rescue, Albuquerque, NM

Calming unwanted behavior with **FELIWAY®** or **FELIWAY® MultiCat** is helping transform life for owners and pets the world over. You can start to see results within 7 days.

- 92% of pet owners are satisfied after using **FELIWAY®**<sup>3</sup>
- 89% of **FELIWAY®** users said they are willing to repurchase<sup>3</sup>
- **FELIWAY®** is safe when used as recommended, easy to use, and convenient

<sup>3</sup>Insight Track 2014

## Happy Together with FELIWAY®

FELIWAY® *MultiCat* can be used alone or in combination with the clinically proven FELIWAY® family of products.

Use for	FELIWAY®	FELIWAY® <i>MultiCat</i>
Urine spraying Scratching Changes in the cat environment Fear (hiding)	✓	
Travel Vet Visits	✓	
<b>Tension &amp; conflicts:</b> • Chasing • Staring • Obstruction		✓
<b>Introducing a new cat:</b> • Helps cats & kittens acclimate to new homes • Urine spraying or scratching • Conflicts WITHOUT urine marking • Conflicts WITH urine spraying or scratching	✓ ✓ ✓	✓ ✓



For more information, go to [feliway.com](http://feliway.com)

We are on facebook and twitter



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## Happy Together with FELIWAY® *MultiCat*



Constant harmony  
between cats at home



## Living with your cat in today's world

We love our cats and kittens and want to do the best for them, but sometimes our busy lives and choices do not always make them happy. This is often reflected in the way they behave.

### Sharing a home does not always make cats happy

Households with multiple cats are very common, but cats tend to be solitary creatures and it can be difficult for them to live together. Aggression between cats at home is a common concern for cat owners.

Signs of obvious conflict:

- Staring at each other
- Obstructing access to another cat
- Fighting
- Chasing each other

Did you know that cats may not get along within a household but you also may not see them directly fighting? Cats have more subtle ways of showing tension and conflict such as:

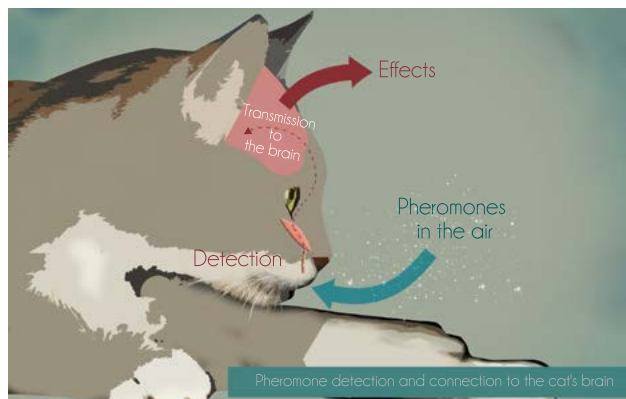
- Remaining hidden
- Staring
- Blocking access to food, litter boxes, door ways
- Stalking
- Crouching
- Tail Twitching

**Over time, all these behavioral changes if remained untreated, may cause health related issues.**

## Transforming behavior, transforming lives

### How does FELIWAY® MultiCat work?

Mother cats communicate with their kittens through natural messages released into the air. These "harmony messages" are called cat appeasing pheromones. **FELIWAY® MultiCat** mimics these natural cat appeasing pheromones. These "harmony messages" helps maintain a harmonious bond between cats of all ages. These odorless messages are only perceived by cats. Dogs and people are not affected. **FELIWAY® MultiCat** is proven to help reduce tension and conflicts between cats in households with more than one cat\*.



*"It really, really works! My cats seem much happier and calmer!"* **Laura, US**

\*Data on file.

## FELIWAY® MultiCat is proven to help



Using **FELIWAY® MultiCat** encourages harmony among the cats in your home. It is the first and only product clinically proven to help reduce tension and conflicts between cats in households with more than one cat.\*

*"The cats seem to be getting along much better. Previously they could not even be in the same room, but now they will lay together without being mean to each other"* **Cathy, US**

- **20% of multicat households within the US have experienced tension and conflicts between their cats in the past 12 months<sup>1</sup>**
- **More than 50% of the cat owners consider aggression between their cats as bad or inappropriate<sup>1</sup>**
- **70% reduction in conflicts in 3 weeks<sup>2</sup>**
- **84% of cat owners using FELIWAY® MultiCat reported a significant improvement in cats getting along after one month<sup>2</sup>**

<sup>1</sup> FELIWAY® brand equity research, Burke 2014.

<sup>2</sup> Data on file.