

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
- Creates calm for better socialization and harmony
- Start to see results within the first week

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



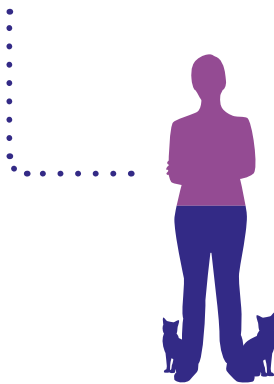
Case Study:

- **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."

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 all cat owners have more than one cat. In addition to scratching, tension and conflict are 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%
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
Feliway® Multicat Refill 2 Months	D90220B

First order February 1, 2015

For more information or to order:

Call 800.999.0297 or contact your Ceva Sales
or Distributor Sales Representative



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