

FELISCRATCH by FELIWAY® uniquely attracts in three ways

This new liquid formulation combines three complementary attracting effects:

- 1 The pheromone message** directs the scratching to the surface where the product has been applied
- 2 Catnip** contributes to attract your cat to the scratching post
- 3 Blue stained lines** that mimic the visual message of the scratch marks



How to use FELISCRATCH by FELIWAY®

It's simple. Place your scratching post over a sink or on a newspaper and slowly apply the liquid product by drawing 2 or 3 vertical lines on the post. Let dry for 5 minutes and place the post close to the area where your cat scratches or usually rests:

- 1 dose (pipette) daily during the first week
- 1 dose (pipette) at the beginning of week 3 and week 4

Days	1	2	3	4	5	6	7
Week 1							
Week 2							
Week 3							
Week 4							

There's a FELIWAY® solution to every situation

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



FELIWAY® CLASSIC	FELIWAY® MultiCat	FELISCRATCH by FELIWAY®
Helps control signs of stress, such as urine spraying and hiding, due to changes in the environment.	Specifically helps reduce tension and conflict between cats in the home.	Redirects scratching onto your scratching post.
Diffuser & Refill	Diffuser & Refill	9 x 5 ml pipettes
20ml & 60ml sprays		

For more information, go to feliway.com

Find us on facebook



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Happy Together with FELISCRATCH by FELIWAY®



It's natural for cats to scratch...

Scratching on various surfaces is a natural behavior in cats. It occurs both indoors and outdoors and on vertical and horizontal surfaces. Cats do this to mark their territory and condition their nails, keeping them sharp. FELISCRATCH by FELIWAY® assists them in choosing the appropriate areas to scratch..

Indoor scratching can also be a sign of your cat's stress and anxiety

Common causes of stress include:

- **Changes in the home** – introduction of new furniture or simply rearranging the existing furniture
- **Tension and conflicts** between cats

...but more than
50%
of cat owners in the
US have experienced¹
their cat scratching
in unwanted
locations²

All cats are unique and results may vary. Please be advised that optimal results will be obtained with additional environmental modifications. Ask your veterinarian for more advice.

1. FELIWAY Brand Equity Study, Burke, 2014
2. Places other than cat scratching post in the last 12 months.

FELISCRATCH by FELIWAY® is proven effective

- With unwanted scratching on both vertical and horizontal surfaces
- In cats exhibiting unwanted scratching or newly adopted cats/kittens
- With single or multiple cats in the same household

Results seen within 7 days:

- In **8/10** cats already scratching
- In **9/10** newly adopted cats³



Managing cat resources is important too

Having the right resources, such as litter boxes, food bowls, etc., in place to meet your cat's natural behavioral needs is important too.

Veterinary behaviorists recommend the following resources for cats:

1. Have a litter box per cat plus one. Place them in multiple areas.
2. Have at least one food bowl per cat
3. Have at least one water bowl per cat. Place these in different areas than the food bowls and litter boxes.

3. 2015 In-Home Insight Track study.



For cats that have been destructively scratching for a long time:

FELISCRATCH by FELIWAY® combined with FELIWAY® CLASSIC is recommended. Apply FELISCRATCH by FELIWAY® to the scratching post following the recommended protocol. Apply 8 sprays of FELIWAY® CLASSIC where the cat is exhibiting unwanted scratching at least once daily until the behavior resolves.

FELISCRATCH by FELIWAY®

Redirects cat scratching onto the scratching post

- Available in 9 x 5 ml pipettes



FELIWAY® CLASSIC Spray

Spray on location where unwanted scratching is occurring

- Available in 20 and 60 ml sprays



HELP YOUR CAT BEHAVE BETTER WITH FELIWAY.®



Best behavior starts here.™

feliway.com/us

Feliway® can help take a cat from stressed out to chilled out.

You have things that cause you stress - so does your cat. Stress can lead to what we consider unwanted behaviors, such as urine spraying, scratching and hiding. Feliway® is a synthetic pheromone that helps reduce stress-related behaviors by mimicking the feline facial pheromone cats produce naturally. That familiarity breeds comfort and confidence so your cat can feel more relaxed.

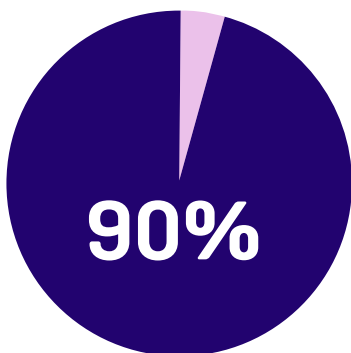


Feliway® may help reduce stress-related behaviors brought on by situations such as:

- Moving to a new home
- Rearranging furniture
- Veterinary visits/Hospitalization
- Transportation/Travel
- Boarding
- Introducing or Adopting a new pet

All cats are unique, results may vary. For best results use continuously for 30 days.

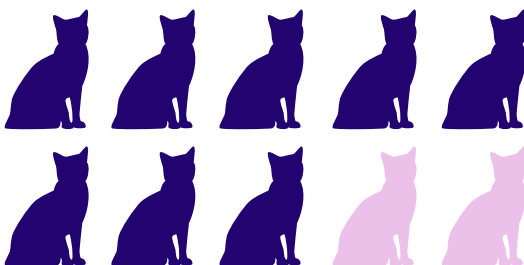
Here's clinical proof that Feliway® works.



Urine Spraying¹

Feliway® helped reduce urine spraying in 9 out of 10 cats within 1 month.

Vertical Scratching²



Feliway® helped reduce scratching in 8 out of 10 cats in as little as 7 days.

Travel Stress³

14x

With Feliway®, cats exhibited 14 times lower travel stress.

1. Mills DS, Mills CB. Evaluation of a novel method for delivering a synthetic analogue of feline facial pheromone to control urine spraying by cats. Vet Record 2001; 149:197-199.

2. Pageat P, Gaultier E. Current research in canine and feline pheromones. Vet Clin North Am Small Anim Pract 2003; 33:187-211.

3. Gaultier E, Pageat P, Tessier Y. Effect of a feline appeasing pheromone analogue on manifestations of stress in cats during transport. In Proc 32nd Congress of the International Society for Applied Ethology, Clermont-Ferrand, 1998, 198.

The chart below is an easy reference guide to determine the recommended product and usage for your cat’s specific stress-related behavior issue.

Situations		Feliway Diffuser	Feliway MultiCat Diffuser	Feliway Spray*	Feliway Wipes*	Recommended Duration of Use
Boarding				Ideal	Supplement	Daily / Apply 8-10 pumps of spray at least 2x per day
Changes to Environment	<ul style="list-style-type: none">• New Arrivals (Baby, Pets, etc)• New / Rearranging Furniture• New House• Remodeling	Ideal		Supplement	Supplement	Begin use 24 hours prior to change for a minimum of 1 month
Fighting, Conflict, Tension Among Cats			Ideal			Continuously
New Pet		Ideal	Supplement	Supplement		Minimum 1 month
Recurrent FIC		Ideal		Supplement		Continuously
Stressful Situations	<ul style="list-style-type: none">• Fireworks• Thunderstorms• Parties• Holidays	Ideal		Supplement		Begin use 24 hours prior to event, continuing until a week after the event
Travel / Transportation				Supplement	Ideal	Every 4-5 hours
Urine Spraying		Ideal	Supplement**	Supplement		Minimum 1 month
Vertical Scratching		Supplement		Ideal	Supplement	Daily / Apply 8-10 pumps of spray 2x per day for at least 1 month
Veterinary Exams				Ideal	Supplement	Apply to carrier 30 mins before trip and/or spray a cloth to keep near cat
Adoption			Ideal			Minimum 1 month

*Never Spray/Wipe the pet directly and do not spray on food. ** Best product if urine spraying is due to fighting.
Ideal = The Feliway® product most suited to the situation.
Supplement = Additional Feliway® product for added support.

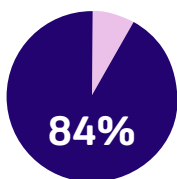


Additional Tips:

Diffuser:	Spray:	Wipes:	Recurrent Feline Idiopathic Cystitis (FIC):	Urine Spraying:
Plug the diffuser in the room where the cat spends the most time. Covers up to 700 sq. feet and lasts for 30 days.	Apply spray 2x daily to area being scratched or urine sprayed. Can also be used to comfort in specific areas such as bedding. Spray lasts 4-5 hours.	Ideal for travel and spot treatment of hard surfaces. During car travel, re-apply every 4-5 hours.	Feliway® may help reduce stress that contributes to recurrent FIC. It should be used as an addition to the veterinarian recommended treatment plan for FIC.	For best results clean area marked by cat with Urine Away™ to totally eliminate odor. Then treat area as recommended with Feliway®.

Help for cat conflicts.

Sometimes sharing a home can be hard for cats. In fact, 20% of cat owners with more than one cat in the house report issues of tension. If your cats aren't getting along, use Feliway® MultiCat. It's clinically proven to help reduce tension and conflict in multi-cat homes.*



84% of pet owners report significant improvement in cats getting along using Feliway® MultiCat*

Signs your cats may be feeling tension:

- Fleeing from housemate cats
- Tail twitching
- Blocking each other
- Stalking or chasing
- Biting, hissing, growling or spitting

How pheromones work:



The cat takes in the pheromone through special nerve bundles.



These signals are immediately sent to the brain, where they are interpreted.



The calming message facilitates a more relaxed state.

Feliway® is clinically proven to help reduce behaviors caused by stress.*



1. Urine spraying



2. Vertical scratching



3. Hiding



4. Hissing/Fighting

*Data on File

When Feliway® won't work:

- 1.** If the cat has an underlying medical condition. Before trying Feliway®, please take your cat to your veterinarian for a check-up.
- 2.** Behaviors that are not stress-related. Some cats are just introverts or natural talkers because it is their personality.
- 3.** Aggression towards people. Seek advice from a veterinarian before using Feliway®.

Feliway® is available in a spray, home diffuser and wipes for situations in and outside the home.

Feliway® MultiCat is available in a home diffuser.



Ask your veterinarian if Feliway® is right for your cat.



/FeliwayUS



feliway.com/us

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