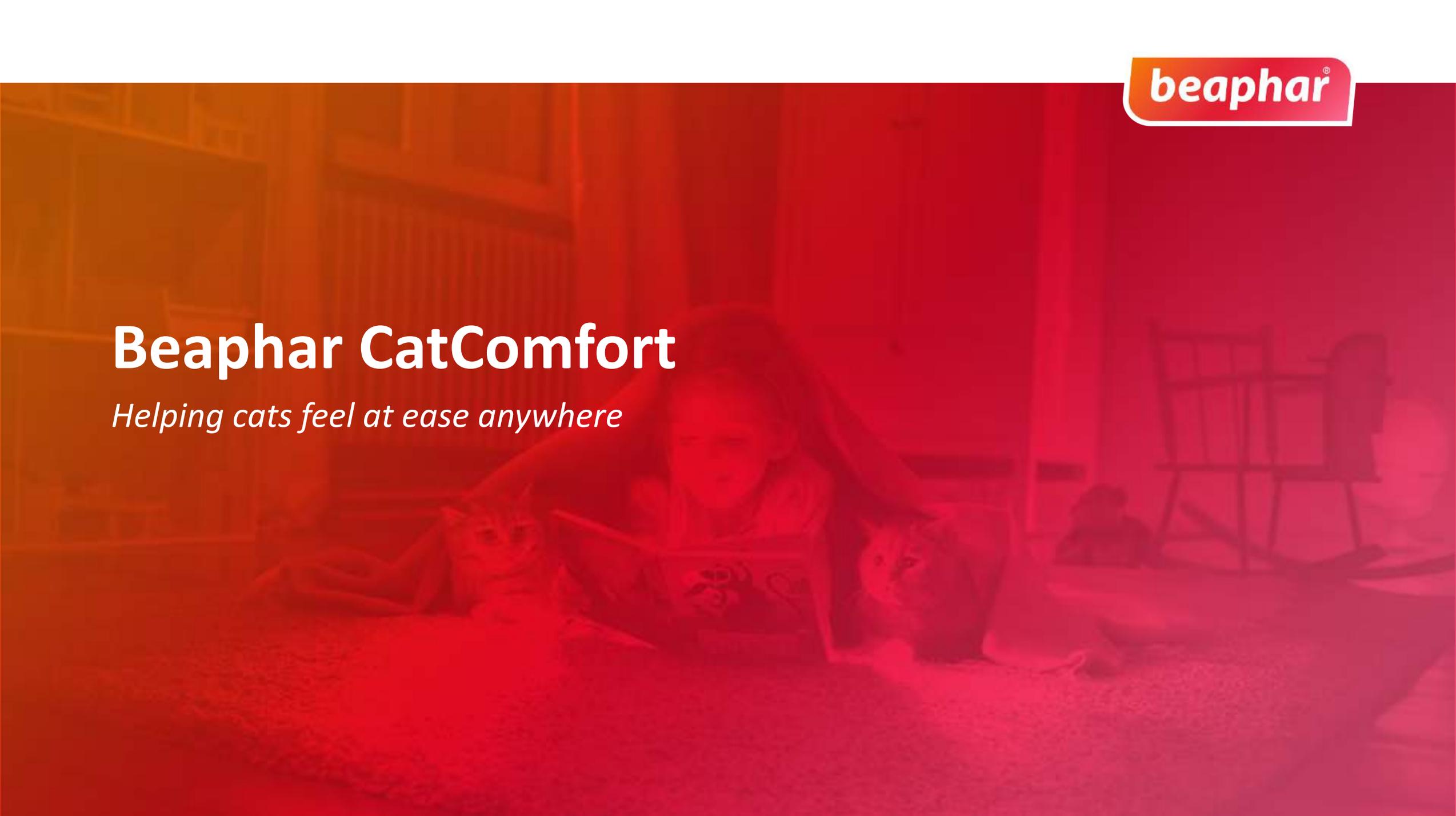


Beaphar CatComfort

Helping cats feel at ease anywhere



Cat Behaviour

Behaviour

- Just like humans, cats suffer from fear, nervousness and anxiety, all of which can arise for a number of reasons.
- The first time of stress an animal will go through is the re-homing process, especially if the pet has been taken away from his litter mates and mother. It is important to behave in a calm and relaxed manner around all new pets and to let them get used to their surroundings. Times of stress in an animal's life can often result in problem behaviour and unnecessary upset for both pet and owner.
- Gradual socialisation and introduction to new things (surroundings, people, pets, etc.), especially from an early age, is an important process in helping to alleviate any associated behavioural issues. It is also extremely important to keep behavioural training positive and fun to make sure the pet stays relaxed and confident.

“

**Lack of socialisation for young pets
can cause lifetime of behavioural
problems.**

Understanding a cat's needs

- Like humans, cats vary temperament.
- Cats are very intelligent animals and need to be stimulated both mentally and physically.
- Cats can develop behavioural problems based on their surroundings.
- Domestic cats are self-reliant, which means that they take responsibility for their own survival.
- Cats are masters of hiding anxiety and weakness. This is a form of self-defence; by doing so they are less vulnerable to predators. However, this also means that they are excellent at hiding signs of illness, pain or stress.



Feline Stress

Signs of stress

Cats can become stressed by other cats, humans or the environment within which they live. Whilst the cause is not always obvious, common signs of feline stress include:

- Widespread vertical scratch marks.
- Urine or scent marking or urinating outside of the litter tray.
- Over - or under - grooming
- Excessive meowing.
- Low levels of activity.
- Aggressive behaviour
- Hiding.
- Not eating or overeating.
- House soiling.
- Withdrawn

What causes stress in cats?

Some cats are easily stressed by different things:

- Arrival of a new baby.
- Loss of a pet.
- Unfamiliar house guests.
- Loud noises
- Firework and the party season.
- Multi-cat households.



Fear of fireworks



Visit to the vet



Spending time alone



New baby or pet



Fear of thunderstorms



Travelling in a car

What causes stress in cats?

It might be possible to decrease a cat's anxiety levels by making changes to their environment in order to increase feelings of security and safety.

- Ensure that the cat has a way to escape
- Provide climbing spaces the cat can hide or perch from - they like to be up high where it is 'safe'.
- In multi-cat households, provide at least one litter tray per cat and offer food separately
- With visiting guests in the home, try as much as possible to create a gradual introduction with a "safe place" for the cat to retreat to, if overwhelmed.

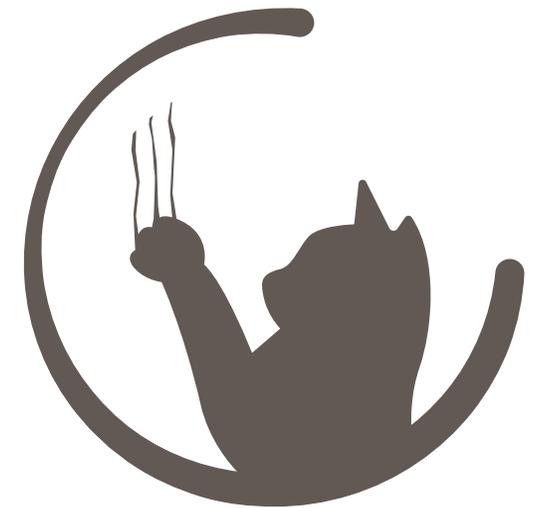


Scratching

Scratching is a natural instinct for cats, they will often scratch vigorously in the presence of their owners or other cats as a sign of territorial confidence. It enables them to stretch muscles, sharpen claws, shed old cuticles and communicate. When they scratch, cats leave scent cues to mark territory with other cats.

Most of the time, cats only scratch a few select objects around the home and will return to them over and over again. Most cats will scratch to some degree, so it makes good sense to introduce scratching posts.

Choose a scratching post that has the same texture as the objects the cat likes to scratch, and locate in the same area.



Introducing a scratching post

It is very important not to punish a cat if it scratches inappropriately. Train the cat to use a scratching post gradually.

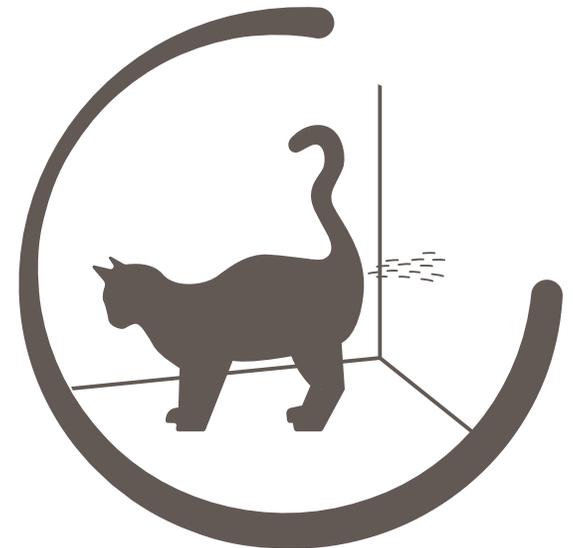
1. Cover the areas they usually scratch with unpleasant materials.
2. Place the scratching posts near these objects. Ensure that vertical posts are secure, so that they don't tip over and scare the cat away.
3. Never take the cat's paw and force them to scratch it. Instead, scent the post with catnip (try **Beaphar Play Spray**), or play with toys around it, and praise them or use treats as rewards.
4. Once the cat has adjusted, the scratching posts can be slowly moved to a location of the owner's choice.



Urine or scent marking (spraying)

Cats leave messages for each other in a variety of ways, one of which is marking with urine (more commonly known as 'spraying'). Spraying can indicate a problem. One of the ways cats deal with stress is by marking their territory. The following situations and characteristics contribute to urine marking:

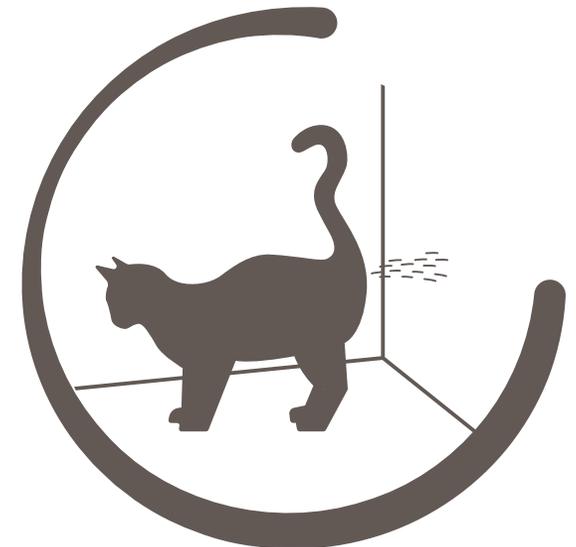
- **Unneutered males** - commonly spray more frequently, often to let females know they are available and to mark their territory from prospective threats.
- **Multiple cat households** - The frequency of scent marking increases with the number of cats in a home. Households with many cats invariably have urine marking problems.



Urine or scent marking (spraying)

- **A change in the household.** Most cats don't like change; it unsettles them. Territory marking behaviour can be triggered by a variety of reasons: the introduction of another animal, going away, having a baby etc.
- **A conflict between cats.** Such conflict is not limited to cats in the same household, but can also occur between neighbourhood cats too. The reaction of spraying is usually anxiety-based.

How to prevent spraying: neuter or spay the cat. Whilst cats don't solely spray to attract a mate, this is one reason that they mark, and neutering or spaying is a proven solution for cats.



Aggressive behaviour

A cat usually displays aggressive behaviour because it is frightened and feels threatened. This can be for a variety of reasons including:

- Cats can often become aggressive when they are in pain, so if a usually friendly cat is showing signs of aggression, it needs to be checked over, calmly and confidently.
- Fear of getting hurt or restrained.
- Resources are in danger (such as food)
- Territorial threat
- Maternal aggression
- Play



Excessive meowing

Some cats like to hear their own voices, whilst others want to have a conversation with their owner. Cats meow for many reasons, from the serious to the attention-seeking. These can include:

- Illness
- Seeking attention
- Hungry
- Greeting
- Lonely
- Stress
- Age
- Cats that want to breed



*The Product Range
& Retailer Support Package*

Beaphar CatComfort

Ideal for use all year round, and for suitable for everyday stresses and events such as fireworks, Beaphar CatComfort® is an effective range of easy-to-use products. The pheromones used are clinically proven to promote feelings of reassurance in cats, and are particularly useful for cats suffering from anxiety, stress and changes in their environment.

The Beaphar CatComfort product range includes:

- Beaphar CatComfort Calming Diffuser
- Beaphar CatComfort 30 Day Refill
- Beaphar CatComfort Calming Spray
- Beaphar CatComfort Pocket Sized Calming Spray

Pheromones: how they work

Pheromones are the invisible markers left by cats to mark an area as a safe, comfortable space, and are often associated with feelings of reassurance and happiness. Leaving these markers is a way of a cat forming a positive connection with an object or space.

Many cat-owners will recognise this behaviour, as cats often rub up against their owners. By doing this, your cat is releasing pheromones and marking the area as a 'safe-space' which is comfortable for them to be in

By using these pheromones in the Beaphar CatComfort range, it helps cats feel more comfortable and settled, and reduces problem behaviour.



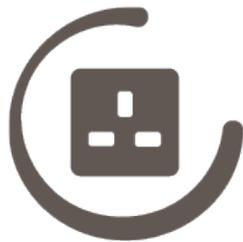
**Pheromone
stress relief**

Beaphar CatComfort Calming Diffuser

Using pheromones recognised by your cat, the Beaphar CatComfort Calming Diffuser is a simple way of reducing stress, and controlling common behavioural problems around the home, such as inappropriate scratching or spraying.



Pheromone starter kit



Easy to use plug-in



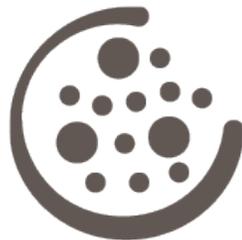
Beaphar CatComfort Calming Diffuser

- To help in stressful situations
- To prevent problem behavior
- For use around the home
- 30 days effective / 70 m² area size
- Tray quantity: 3
- Continuous exposure - ideal to send continuous and reassuring message to let cats know that this is a safe area

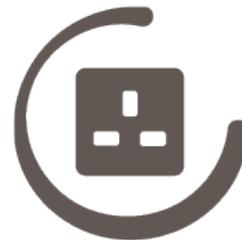


Beaphar CatComfort 30 Day Refill

For continuous reassurance, use the Beaphar CatComfort 30 Day Refill. Each refill is effective for up to 30 days, making Beaphar CatComfort a simple way to provide a long-term solution to reducing your cat's stress and preventing problem behaviour.



Pheromone starter kit

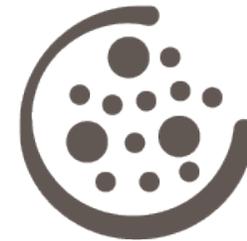


Easy to use plug-in

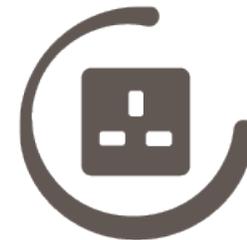


Beaphar CatComfort 30 Day Refill

- 30 days effective/ 70 m2 area size
- Compatible with plug Beaphar 'No Stress' Diffuser
- Tray quantity: 3



Pheromone starter kit



Easy to use plug-in



Beaphar CatComfort Calming Spray, 30ml

This pocket-sized Beaphar CatComfort Calming Spray is ideal for use while travelling. Long-journeys, and visits to the vets or catteries can be a stressful experience for cats, so spraying the inside of the cat carrier 15 minutes before the journey will help your cat feel less anxious.



Beaphar CatComfort Calming Spray, 30ml

- Pocket sized spray
- To help in stressful situations and to prevent problem behaviour
- For use during travel and vet visits
- Can help to prevent marking, by spraying targeted areas
- 24 applications per bottle
- 1 application = 5 hrs effective
- Tray quantity: 3



Beaphar CatComfort Calming Spray, 60ml

Beaphar CatComfort Calming Spray provides instant stress relief for your cat, and is perfect for use around the home. Spraying on your cat's bed will help your cat feel settled and reduce problem behaviour, and it can also be used in cat carriers.



Beaphar CatComfort Calming Spray, 60ml

- To help in stressful situations and to prevent problem behaviour
- For use around the home:
 - To familiarize with newly introduced objects
 - Spraying window ledges can prevent stress caused by neighbourhood cats
 - Can help to prevent marking,
- 50 applications per bottle
- 1 application = 5 hrs effective
- Tray quantity: 3



Marketing Support – The Creative

“Helping cats feel at ease anywhere”

Reduce your cat's stress with Beaphar CatComfort, pheromone-based products which are clinically proven to promote feelings of reassurance and prevent unwanted behaviour around the home.



Marketing Support – Retailer Tool Kit

- Informative consumer leaflets
- Counter display units
- Eye-catching shelf edges, wobblers and posters
- Product training and post-training certificates
- Comprehensive trade and consumer advertising and PR package
- Digital assets



Beaphar CatComfort Product Range

CLINICALLY PROVEN +

