

HAPPY TOGETHER WITH FELIWAY® CLASSIC



Usage and benefits in the veterinary clinic



How do cats feel in the veterinary clinic?

TRAVEL TO THE VET practice

- Many cats don't like to be put in the carrier nor travelling by car, or in public transportation.

WAITING ROOM

- Cats like to live in a stable territory. Being suddenly removed from their territory is unsettling.
- Cats like routine and quietness. In the vet hospital, they are exposed to unfamiliar movements while in the carrier, new noises and strange smells.



CONSULTATION

- Cats perceive unfamiliar smells.
- Veterinary consultation involves non pleasant procedures which increase stress.

HOSPITALIZATION

- Cats do not like restraint and confinement.
- In an hospitalization room, stress is everywhere: a lot of noise and strangers lead to a sensory overload.
- Cats like to hide and cages do not allow this.
- High number of caretakers maintain high level of anxiety.

➤ **Cats are stressed at every stage of the journey**

What are the consequences for veterinary practice?

STRESS

is a major obstacle to successful veterinary consultation



CLINICAL EXAMINATION

- **Stress modifies:**
 - heart rate
 - respiratory rate
 - blood pressure
 - various biochemistry parameters

➤ Excessive restraint can compromise clinical exam



RECOVERY

- **Stress can cause:**
 - anorexia
 - prostration
 - lack of grooming
 - excessive aggression

➤ Significant impairment on patient global outcome



STAFF MOTIVATION

- **Stress in cats can cause:**
 - injuries for the vets and nurses due to fractious cats
 - stress for the staff
 - demotivation due to poor patient recovery

➤ Negative impact for the veterinary team



CLIENT SATISFACTION

- **Stress in cats can lead to:**
 - stress in cat owners when seeing their cat stressed or restrained by vet staff
 - dissatisfaction of owners when seeing their cat in poor condition after hospitalization (lack of grooming and appetite⇒ stuck hair and loss of weight)

➤ Negative impact on owners' satisfaction and loyalty

What are feline pheromones?

➤ Cats' natural messages

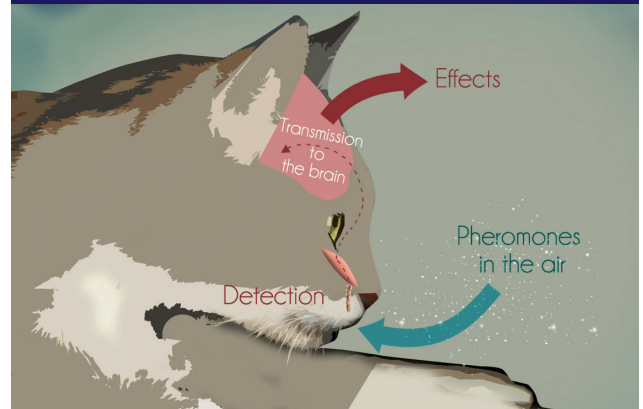
Communication signals

- molecules of lipidic nature
- emitted by one individual
- can affect the behaviour of the same or other individuals
 - ➔ of the same species
 - ➔ no effect on other species

Note:

Pheromones are not Hormones

Instant perception



Pheromones are naturally perceived by the vomeronasal organ, then exert a direct effect on the brain which leads to a specific behavior

The 3 main feline pheromones:

Facial area
Feline Facial Pheromone (FFP)
("happy messages")

Territorial marking, comforting message in the environment

Foot pads
Feline Interdigital Semiochemical
("territory messages")

Territorial marking, induces scratching behavior

Mammary area
Cat Appeasing Pheromone
("harmony messages")

Promotes peaceful relationship between offspring and adult cats

How does FELIWAY® CLASSIC work?

- **FELIWAY® CLASSIC** releases FFP (Feline Facial Pheromone - « happy messages ») and make cats feel more comfortable.
- **FELIWAY® CLASSIC** helps cats adjust to the stress of the veterinary hospital.



2 presentations of FELIWAY® CLASSIC



FELIWAY® CLASSIC Spray

Targeted use

- Advice cat owners to spray in carrier before coming to the clinic
- Spray on your consultation table
- Spray on blankets to wrap the cats and do examination
- Spray in cages to make cats feel better in hospital



FELIWAY® CLASSIC Diffuser

Constant diffusion

- Plug in the waiting room to make cats feel more at ease when arriving in your clinic
- Refill every month
- No consequences for humans or other animals (dogs,...)

FELIWAY® CLASSIC facilitates the journey to the clinic



RECOMMENDED PRODUCT FELIWAY® CLASSIC Spray

HOW TO USE?

- spray directly on bedding, inside the carrier, or in the car
- wait 15 minutes before allowing the cat into the carrier

Advice to cat owners

TRAINING THE CAT

- **Carrier habituation:**
 - If possible, train the cat to do short trips in his carrier from young age
 - Let the carrier out and visible a few days prior to vet visit
- **Travel preparation:**
 - Make the carrier comfortable and tempting for the cat by placing known object (toys) and a favorite blanket inside
 - Spray **FELIWAY® CLASSIC** in the carrier upon the blanket
 - Gently invite the cat to enter the carrier

GETTING THE CAT TO THE VET CLINIC

- **For a safe trip:**
 - Secure the carrier in the car with the seat belt or by placing the carrier on the floor
- **For a stress-free journey:**
 - Cover the carrier with a blanket to isolate the cat from visual stimuli

➤ **FELIWAY® CLASSIC Spray makes travel to the vet clinic less stressful**

FELIWAY® CLASSIC reduces stress in the waiting room



RECOMMENDED PRODUCT FELIWAY® CLASSIC Diffuser

HOW TO USE?

- Plug into the waiting room
- Leave the diffuser switched on continuously
- Avoid plugging in the diffuser under shelves, behind doors, behind curtains, behind furniture, as it will not work
- Renew refill every month

How to create a feline friendly waiting room

• Feline spots:

- If possible provide a specific area for cats (separated from dogs)
- Cats will feel safer on an elevated surface: provide shelves, chairs to wait

• Comfortable environment:

- Plug in **FELIWAY® CLASSIC Diffuser** to release constantly reassuring messages (Feline Facial Pheromone)
 - ➔ FFP is only perceived by cats and will not affect dogs or any other species coming to the vet clinic



➤ Using FELIWAY® CLASSIC Diffuser provides a comfortable environment in the waiting room

FELIWAY® CLASSIC improves clinical examination



RECOMMENDED PRODUCT FELIWAY® CLASSIC Spray

HOW TO USE?

- Spray on the consultation table 15 minutes before each feline consultation
- 8 sprays on the table

Clinical Evidence

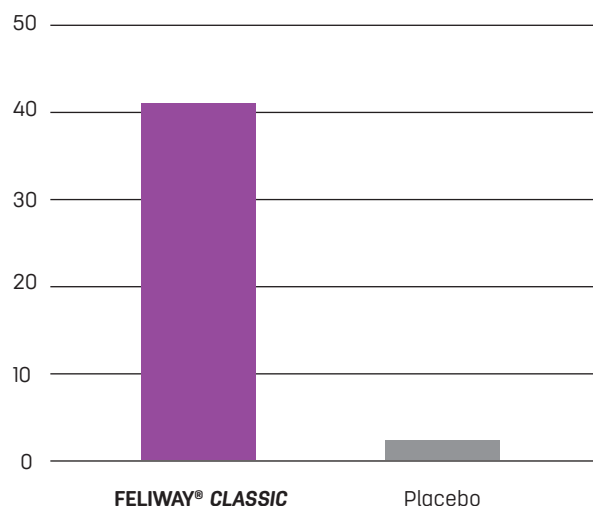
• Methods

- 87 cats during routine consultation
- **FELIWAY® CLASSIC** or placebo, sprayed on the vet clinic table
- Cat's behaviour & handling assessed after a 15-min examination

• FELIWAY® CLASSIC results:

- Cats easier to handle according to owners: **41% versus 3%**
- Significantly lower Cat-Stress-Score ("weakly tense" versus "very tense") ($p < 0,01$)

% of owners reporting their cat was easy to handle



Cats easier to handle with **FELIWAY® CLASSIC Spray** compared to placebo

- **FELIWAY® CLASSIC Spray minimizes cat stress for a smooth consultation**
- **Helps reduce anxiety of future visits**

References: Improving the feline veterinary consultation: the usefulness of Feliway spray in reducing cats' stress. Pereira J.S. et al. Journal of Feline Medicine and Surgery, 2015; July.

Improving the feline veterinary consultation: Pereira and Al, Journal of Feline Medicine and Surgery 2016, Vol. 18(12) 959–964.

FELIWAY® CLASSIC helps during hospitalization



RECOMMENDED PRODUCT FELIWAY® CLASSIC Spray

HOW TO USE?

- Spray in the cage 15 minutes before introducing the cat
- Or spray a towel or blanket to place in the cage
- Ideally during cleaning procedure
- If needed, respray after 4 to 5 hours

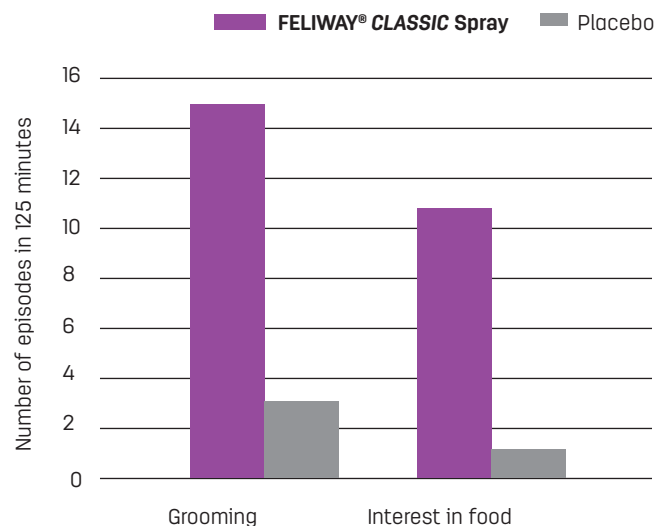
Clinical Evidence

• Methods

- 20 hospitalized cats
- Towels sprayed with **FELIWAY® CLASSIC** or placebo added into cages
- Cats' behaviour video-recorded for 2h

• FELIWAY® CLASSIC results:

- Significant increase ($p < 0.05$) in grooming and interest in food in only 2 hours



- FELIWAY® CLASSIC Spray helps cats maintain eating & grooming despite the stress of hospitalization
- FELIWAY® CLASSIC contributes to a better recovery

Veterinary used and recommended



What experts and users say about FELIWAY® CLASSIC:



"A Cat Clinic does only make sense and is fun, if you create a cat friendly environment. **FELIWAY®** does help us with that."

Angelika Drensler, DVM, Board member of German Cat Group, Cat Friendly Clinic Elmshorn, Germany



"It may be very difficult to make a good assessment of a sick cat that is distressed and so it is essential to use **FELIWAY® CLASSIC** in the veterinary clinic if you want to offer the best possible service to your clients"

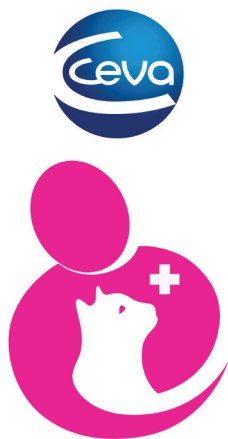
Prof Daniel S. Mills, European & RCVS Recognised Specialist in Veterinary Behavioural Medicine, University of Lincoln, United Kingdom



"At Oakland Veterinary Referral Services we use **FELIWAY® CLASSIC Spray** on towels which are wrapped around or placed near our feline patients to provide a comforting and calming benefit which will help to stress while receiving medical care at our hospital"

Theresa L. DePorter, DVM, MRCVS, DECAWBM, DACVB Michigan, USA

Feline specialists recommended product



Official Partner

isfm

**Cat
Friendly
Clinic**

catfriendlyclinic.org



FELIWAY® CLASSIC is part of CAT FRIENDLY CLINIC recommendations



"As Veterinary Director of International Cat Care and the International Society of Feline Medicine I believe that reducing the stress for cats attending veterinary clinics is of vital importance, both to improve their welfare and encourage more regular veterinary visits. The use of **FELIWAY® CLASSIC** in waiting rooms, in consultation rooms, in hospitalisation wards and elsewhere in the clinic is an extremely important component in helping to achieve this."

Dr Andrew Sparkes, BVetMed, PhD, DipECVIM, MANZCVS, MRCVS

Veterinary Director, International Society of Feline Medicine and International Cat Care, Tisbury, United Kingdom.



FELIWAY® CLASSIC range for your veterinary clinic



**FELIWAY® CLASSIC
Spray**



**FELIWAY® CLASSIC
Diffuser**



**FELIWAY® CLASSIC
Refill**



- More than 11 million cats have benefited from FELIWAY®
- Over 30 published clinical papers and reviews support the use of FELIWAY® CLASSIC
- It has been used by vets and cat owners worldwide for 20 years
- 9 out of 10 cats owners were satisfied after using FELIWAY® CLASSIC

More information on:
www.feliway.com

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