

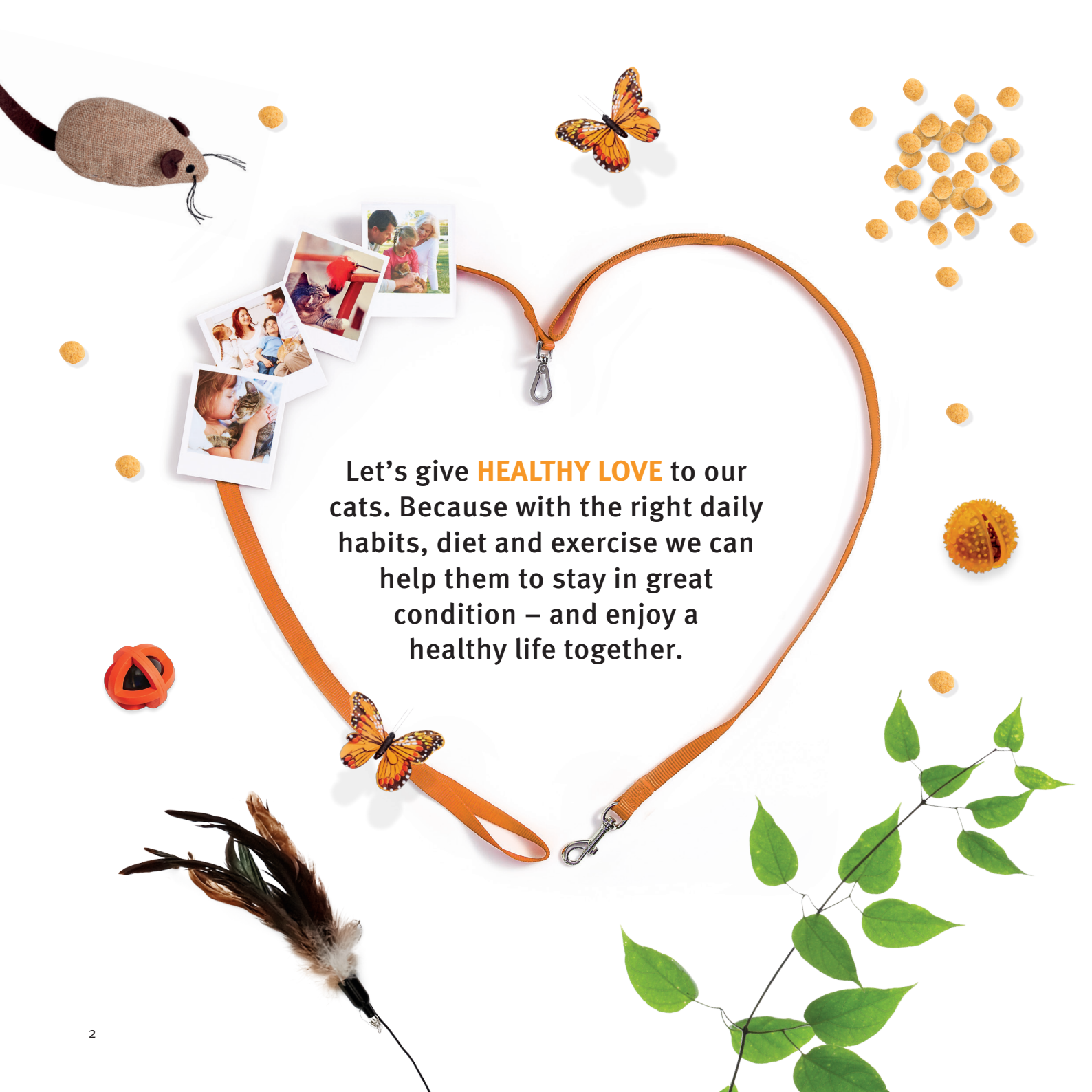
LET'S GIVE THE



OUR CATS REALLY NEED

The **HEALTHY LOVE** programme for keeping cats slim

 **PURINA**
PRO PLAN



Let's give **HEALTHY LOVE** to our cats. Because with the right daily habits, diet and exercise we can help them to stay in great condition – and enjoy a healthy life together.

Introducing the **HEALTHY LOVE** programme

Just like us, our cats can enjoy longer, healthier lives when they are in good shape. By eating the right food and getting the right amount of exercise, every cat can achieve healthy weight.

The HEALTHY LOVE programme from PURINA® PRO PLAN® is designed to help you to give the all-round care that cats need.

Spending quality time together, getting the right balance between calories and exercise, keeping our cats stimulated with play – all of these daily examples of HEALTHY LOVE can make a huge difference to long-term wellbeing.

Prevention is better than cure

Avoiding weight gain in the first place is far easier than losing weight later. It's also much more fun – and your cat will love you even more for it! This brochure is full of ideas for giving your cat the HEALTHY LOVE they need to stay slim, healthy and happy.



Why does healthy weight matter?



Keeping your cat slim can be a challenge at times, but it's worth it for all the health benefits. Some cats have a greater chance of becoming overweight than others.

If your cat is in one of these categories then the HEALTHY LOVE programme could help them stay slim and healthy:

- **NEUTERED CATS:** Despite all the benefits of neutering for both male and female cats, it can be associated with weight gain. This is because the hormonal changes cause a reduced metabolic rate (meaning neutered cats need less calories than before) and an increased appetite. In addition, neutered cats lose the natural urge to roam for a mate. Because they move less and eat more they can put on some extra kilos. Neutering in itself does not cause obesity, it is how we care for the cats afterwards that predisposes them to becoming overweight.
- **HIGH RISK BREEDS:** Interestingly, Domestic Short Haired (DSH) cats (or moggies!) seem to be the feline breed prone to becoming overweight.
- **INDOOR CATS:** Activity level plays a major role in determining the number of calories a cat requires with inactive cats using up fewer calories.
- **OVERFED:** Some cats are happy to eat just what they need. Even if a full bowl of food is put down, they will not consume it all. But others will eat everything they are offered! Cats like this can be prone to weight gain if they are overfed, given an excessive quantity of treats or given food in response to their attention-seeking behaviour.

The great news is there are easy ways of solving these issues, with some of the HEALTHY LOVE tips highlighted in the following pages.

Did you know?



If you let your cat become overweight, not only will they have a reduced quality of life and potentially a shorter lifespan but they will also be more likely to develop complaints such as:

- Diabetes Mellitus
- Lower Urinary Tract Disease
- Stress on joints, joint pain and arthritis
- Heart and lung conditions
- Reduced immune function, and liver function due to fatty liver
- Increased anaesthetic and surgical risk

Some of the **benefits** you can expect once your cat gets to a **healthy weight** include:

- **Greater mobility**
- **Increased playfulness**
- **A trim, slim body shape**

Making **HEALTHY LOVE** a daily habit



HEALTHY HABITS

To help your cat keep slim for life, here are some simple ways you can develop healthy habits.

Top healthy habit tips

♥ Regularly check weight and body shape

The Body Condition Score system on this page is a practical tool developed by Purina. It helps simplify the assessment of a cat's body shape and the amount of body fat they are carrying. You should adjust diet and exercise levels to keep your cat in the ideal range.

♥ Give **HEALTHY LOVE**

When your cat miaows and seeks you out don't be tempted to just pacify her with a food treat. Why not play a quick game or give a grooming session instead?

♥ Involve the whole family

It's more fun and successful with everyone on board! Explain to your children that giving unhealthy treats (especially human leftovers) is not good for your cat. Keep toys and brushes handy and train the family into good habits of playing with or grooming your cat instead! Keep your cat out of the room when the family are eating to avoid temptation to feed her at human mealtimes.

BODY CONDITION SCORE



UNDERWEIGHT (Levels 1,2,3,4)

1. Ribs visible on shorthaired cats. No fat can be felt. Severe abdominal tuck. Lower vertebrae and wing of ilia can be easily felt.
2. Ribs easily visible on shorthaired cats. Lower vertebrae are clear with minimal muscle mass. Pronounced abdominal tuck. No fat can be felt
3. Ribs easily felt with minimal fat covering. Lower vertebrae obvious. Clear waist behind ribs. Minimal abdominal fat.
4. Ribs can be felt with minimal fat covering. Noticeable waist behind ribs. Slight abdominal tuck. Abdominal fat pad absent.



IDEAL (5)

5. Ribs can be felt without much fat covering them. Waist can be seen behind ribs when viewed from above. Abdomen tucked up when viewed from side.



OVERWEIGHT (Levels 6,7,8,9)

6. Ribs can be felt, but slight excess of fat covering them. Waist can be seen from above, but not clearly. Abdominal tuck can be seen.
7. Ribs are hard to feel because of heavy fat cover. Lear fat deposits over lower spine and base of tail. Waist is barely visible. Abdominal tuck might be visible.
8. Ribs not palpable with excess fat covering; waist absent; obvious rounding of abdomen with prominent abdominal fat pad; fat deposits present over lumbar area.
9. Ribs not palpable under heavy fat cover; heavy fat deposits over lumbar area, face and limbs; distension of abdomen with no waist; extensive abdominal fat deposits.



Give the right food in the right quantities



HEALTHY HABITS

As with humans, weight gain in cats is almost always caused by too many calories from food, coupled with too little exercise. And as with humans, preventing weight gain in the first place is much easier than losing weight later.

There are simple steps you can take to avoid future problems. Discuss the right amount to feed with your vet and stick to it as closely as possible.

Meal size: Make sure you only give your cat the recommended amount of food each day – with nothing else except plenty of fresh water to drink. The best way to make sure you feed your cat the correct amount of food is **to weigh** your cat's daily ration. This has been proven much more accurate than using measuring cups.

Meal frequency: Splitting the ration into 3 or 4 meals per day means more highlights in your cat's day and less likelihood of hunger.



Diets that help cats stay slim:

- ♥ **LOW FAT** to help ensure your cat doesn't consume more calories than they can burn each day
- ♥ **HIGH PROTEIN** to maintain lean muscle mass and help your cat feel fuller for longer
- ♥ **COMPLEX CARBOHYDRATES AND ADEQUATE FIBRE** to ensure your cat does not feel hungry between meals
- ♥ **FORMULATED TO REDUCE THE RISK OF FELINE LOWER URINARY TRACT DISEASE (FLUTD)** as overweight cats are at increased risk of FLUTD

Did you know?



- Your cat begging isn't always a sign that she is hungry! Often cats are full and are simply seeking attention.
- When on a weight loss programme, feeding more small meals is generally better than one large meal as this gives your cat several highlights to their day
- You can use a separate container for their daily feeding amount. Use this for both her meals and also use the kibbles as treats during the day. This will help keep your cat feeling full without adding extra calories

Keeping your cat fit and active



HEALTHY EXERCISE

It is certainly harder to exercise a cat than a dog, but it's not impossible. There are plenty of fun ways to help your cat burn calories and stay trim.

Outdoor cats often get enough exercise simply by exploring their territory. Indoor cats, though, need extra HEALTHY LOVE to get the exercise they need. Without regular games and play sessions, an indoor cat can easily become sedentary and even bored. Games that stimulate the hunting instincts are often the best way of encouraging exercise. After all, your cat is a natural predator. Even older cats love to chase and catch objects.

Exercise has many benefits for your cat:

- **Helps keep weight down and burns fat**
- **Helps your cat build lean muscles** which in turn raise their metabolic rate so they continue to burn calories even at rest
- **Stimulates her brain** so helps eliminate boredom and behavioural problems
- **Stimulates production of brain chemicals** – serotonin and endorphins which help give pleasure, promote calmness and reduce stress



♥ Top healthy exercise tips

- Stimulating your cat's predatory instincts is a great way to help her exercise. Consider using a toy bird or mouse on a fishing rod-like device. Even a simple crumpled up piece of paper tied to a string and dragged across the floor can stimulate an otherwise inactive, indoor cat. Cats also enjoy chasing the light from a pen torch as you shine it and move it across the floor.
- Change the intensity of activity. Make some play slow and leisurely and some fast paced. This is mentally as well as physically stimulating.
- Make your cat exercise for food - special toys or food dispensers are available which require your cat to play and exercise to obtain her kibble.

HEALTHY LOVE is...



HEALTHY EXERCISE

Whether they are indoor or outdoor cats, domestic cats typically spend up to 70% of their lives sleeping, so it is important that the remaining time involves some sort of exercise every day. There are many fun ways you can keep your cat fit, happy and active with HEALTHY LOVE. Ask your vet for specific advice if you have any concerns. Here are just a few ideas to get you both started.



Even short bursts of high-energy play can help keep your cat in healthy shape. So make a little time to show your love each day. It's the fun way to ensure your cat gets the exercise she needs to burn excess calories and stay active.



Our cats are happiest when they know that we love them. But instead of showing love with extra food, give your time and attention instead. A grooming session is the perfect way to give HEALTHY LOVE to your cat.



Playtime isn't just great fun for our cats. It's also an important way for them to stay active and fit. Show your love for your cat by encouraging daily play. A new toy can make all the difference.

FAQs

How should I change from my cat's current diet to the new low calorie food?

- Change your pet gradually over five days. Start day one on 1/5 new food and 4/5 old food and gradually increase the amount of new food until he or she is eating entirely new food on day five. Always make sure fresh water is available.

How long will it take for my cat to lose the weight?

- That depends on how much he or she has to lose. A simple rule of thumb is to aim for 1 to 2% weight loss per week. For example, a 6kg overweight cat will take at least 12.5 weeks to reach a target body weight of 4.5kg (2% of 6kg = 120 grams per week weight loss maximum).

How can I exercise my cat indoors?

- You can keep these instincts sharp and your indoor cat fit by creating similar conditions as you play with your cat. Use toys such as mock birds on a fishing pole like device or a table tennis ball rolled across the floor. Additionally, you can purchase a wide variety of "cat trees" that allow the cat to climb and play.

Why do I need a special diet? Can't I just feed less of my cat's normal food?

- In order to achieve optimal health, it is vital that cats eat all the important nutrients in the right proportions as well as the right quantities. During a weight loss programme, it is vital that the diet provides fewer calories without reducing the amount of vitamins, minerals and other essential nutrients. If a smaller quantity of the normal diet is given, the cat will receive fewer calories than before (good) but will also receive fewer vitamins and so on (not good).

My cat is an outdoor cat – How can I control what she is eating?

- Cats who have access to the outdoors tend to receive more exercise. However, when it comes to maintaining optimal weight outdoor cats can present a bigger challenge. An outdoor cat may supplement her diet with a bird or mouse. If you observe this behaviour try attaching a bell to her collar to warn prey of your cat's presence and give them more time to escape. Only use a safety collar though (with an elasticated section).
- Cats are frequently known for stealing food from neighbours. Make sure your neighbours are aware of your efforts so at the very least they can notify you if your cat shows up at their cat's dinner bowl!

I feed my cat treats to show them I love them. If I stop giving them treats how will they know I love them?

- Firstly you do not have to stop giving your cat treats. Just make healthy treat choices and feed treats less frequently. Food does not equal love. It is purely the fuel which allows cats' bodies to grow and function.
- Show your cat you love them by spending time doing fun things with them, not by feeding them to excess. Many cats yearn for human attention and simply stroking, brushing or playing with her is as much of a reward as a treat. Keeping her slim and healthy is the best way of showing you care!



Maintain healthy weight with expert nutrition



If your cat needs extra help to stay at optimum weight, your vet may recommend feeding a maintenance diet from PURINA® PRO PLAN®. The diet is scientifically formulated to help control calories, while giving your cat all the nutrients she needs.

PURINA® PRO PLAN® LIGHT

DRY

For overweight adult cats & cats with tendency to put on weight.



Highly palatable recipe – made with cuts of turkey and a very palatable kibble coating to ensure your cat enjoys the diet.



Protein digestibility above 85% – together with a high protein level, helps promote lean body mass maintenance during weight loss.



Helps maintain hair health and beauty during weight loss – contains vitamin A, essential fatty acids and zinc for silky and glossy coat.

PURINA® PRO PLAN® STERILISED & STERILISED ADULT 7+

DRY + WET

For the healthy maintenance of neutered cats.



Helps limit the risk of feline lower urinary tract disease (FLUTD) – With urine RSS and APR undersaturated or in the low metastable range for struvite and calcium oxalate.



Helps maintain an ideal body weight – Contains a high protein level (41%), added fibre and low carbohydrate level. Feeding guidelines adapted to the lower energy needs of neutered cats.



Helps protect teeth from plaque and tartar build-up* – Crunchy kibbles reducing plaque and tartar deposition by mechanical action.

* Dry only

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PURINA® PRO PLAN® range, visit
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