



SPECIFIC

Nutritional advantage
for a healthier, happier kitten



Veterinary pet nutrition

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IMPORTANT INFORMATION

Cat Details

Cat name Date of Birth

Breed

Sex Colour/description

Vet Details

Microchip Details

Microchip number Date of microchipping

Microchip brand

Password for database

Database web address



PREPARING YOUR HOME FOR YOUR KITTEN

A kitten usually leaves its mother between 6-8 weeks of age. This separation is a big change for your kitten but with love, care and attention, your kitten will feel at home in a couple of days.

The following tips will help the transition:



Carrying case:

Look for robust cases, big enough to let an adult cat lie comfortably inside. Try to leave the carrier out with some tempting toys or treats so your kitten doesn't associate the case with visits to the vet.



A safe bed:

Cats and kittens need a den where they can feel safe when resting – often high up places. Find them a suitable space and furnish it with an old sweater or cushion.



House training:

Before vaccinations, kittens will need to be kept indoors and so will need a litter tray. If you have more than one cat in the house, it's best to have separate litter trays, kept apart. The litter tray should be in a quiet place, away from food, water, cat flaps or full length windows. Trays should be regularly emptied and cleaned with hot water and detergent as some disinfectants are harmful to cats.



Food and water bowls:

Shallow bowls are best. Cat and kitten whiskers act as highly sensitive touch receptors, so avoid bowls where their whiskers brush the sides. The ideal feeding place is a quiet, safe place. Have a separate water bowl, away from their food and regularly refresh it.



Scratch post:

Cats and kittens sharpen their claws and mark territory by scratching. They will use furniture if you don't provide a scratching post.



Threats around the home:

Cats climb onto or into anything, so keep doors closed on appliances like fridges, washing machines and tumble dryers, and don't leave the hob unattended. This also applies to small holes around the home - kittens can squeeze into the smallest of spaces including the chimney. Check that all exits to your home are secure, especially whilst your kitten is housebound before their vaccination treatment. Kittens may also try to eat small household objects so be careful of choke hazards, and be aware of the danger caused by some plants.



Tips for feeding kittens:

Kittens have small stomachs so can't really eat much at any one sitting. At first, feed four or five small meals a day and gradually reduce the frequency, so that by 6 months of age they are down to two meals a day.

Leave wet food in a bowl for no more than 20-30 minutes. Opened trays can be kept in the fridge for up to 3 days. However, serve at room temperature – kittens much prefer the taste.



FLEA AND WORMING TREATMENTS

All cats are at risk of getting worms and cats that hunt are at particular risk.

There are two main types of worm that affect cats – roundworms and tapeworms. Roundworms are very common in kittens as they can be infected from the mother’s milk so it’s important to treat kittens even if they have not been outside. Tapeworms are usually only found in adult cats.

Some worming treatments work for both roundworm and tapeworm, but others are only effective against one or the other. It’s important to choose the right product for your cat.

Worms and fleas can cause discomfort and illness in cats and humans so it’s important to keep up the treatments. All cats – even indoor cats – should be regularly treated.

BE AWARE

NEVER use a flea product on a cat that has been formulated for use on a dog – some of these contain ingredients that can cause serious harm to cats.

APPOINTMENT

Worming

- + Kittens aged 3-8 weeks
Treat every 2 weeks
- + Kittens aged 8 weeks to 6 months
Treat every 8 weeks
- + Young cats aged 6 months+
Treat every 1-3 months – with cats that hunt being treated every month

Flea treatment

- Every 4-6 weeks
- Every 4-6 weeks
- Every 4-6 weeks

WORMING TREATMENT			FLEA TREATMENT		
Date of check 1	/	/	Date of check 1	/	/
Date of check 2	/	/	Date of check 2	/	/
Date of check 3	/	/	Date of check 3	/	/
Date of check 4	/	/	Date of check 4	/	/
Date of check 5	/	/	Date of check 5	/	/
Date of check 6	/	/	Date of check 6	/	/
Date of check 7	/	/	Date of check 7	/	/
Date of check 8	/	/	Date of check 8	/	/
Date of check 9	/	/	Date of check 9	/	/
Date of check 10	/	/	Date of check 10	/	/



VACCINATIONS

Core vaccines are essential for all cats, including indoor cats. They protect against diseases that are either very serious – some potentially fatal – or widespread or both.

Core vaccines provide protection against:

Feline panleucopenia (also known as feline parvovirus or feline infectious enteritis): which can cause potentially fatal haemorrhagic gastroenteritis. This disease is both common and serious.

Feline herpes virus and feline calicivirus: the main causes of upper respiratory tract infections in cats (cat flu). These viruses are widespread in cat populations and can be severe for younger cats.

Rabies: where rabies is present in a country or in a region, it is recommended that all cats should be vaccinated against this disease.

There are also non-core vaccines that are only given if there is a genuine risk of exposure to a specific infection. This will depend on factors such as the presence of the disease in a region, lifestyle and contact with other cats. Your vet will be able to advise you.

When to vaccinate

The initial vaccination should be around 6-8 weeks old with a second vaccination 3-4 weeks later when the kitten is at least 12 weeks old. It is recommended that your cat then receives annual boosters. Please note, many boarding catteries require up to date annual boosters because of the higher risk of infection at catteries. Your kitten will not be fully protected by the vaccinations until 10 days after the second vaccination.

NEUTERING

Kittens are capable of breeding from around 4 months old. If you are not planning on breeding then neutering is a good idea.

Neutering a cat prevents unwanted pregnancies occurring, but also can moderate behavioral patterns associated with sexual maturity whilst reducing the risk of some diseases. Historically, neutering took place from age 6-10 months once kittens reached sexual maturity, but today, most vets recommend neutering from 4 months of age.

MICROCHIPPING

Microchipping is the easiest way of reuniting lost cats and their owners.

The microchip is a small computer chip with a unique number. When the microchip is registered, that number is stored on a database along with the registered owner's address and phone number. The police, vets and rescue centres have scanners that can read the chip. If your cat is found, and scanned, they will be able to find your details and contact you.

Remember ...

If you move house or change phone number you will need to update your details on the database.

VET APPOINTMENTS

APPOINTMENT RECORD

Initial vaccination: age 6-8 weeks

Date of check	Time	Vaccine & batch	Signature
/ /	:		

2nd vaccination: age 12-13 weeks

Date of check	Time	Vaccine & batch	Signature
/ /	:		

3rd vaccination: if required – age 16 weeks

Date of check	Time	Vaccine & batch	Signature
/ /	:		

Annual booster due:

Date of check	Time	Vaccine & batch	Signature
/ /	:		

Annual booster due:

Date of check	Time	Vaccine & batch	Signature
/ /	:		

Annual booster due:

Date of check	Time	Vaccine & batch	Signature
/ /	:		

WHEN DOES YOUR CAT NEED A TRIP TO THE VET?

Kittens are very active and grow fast during the first months of their lives. At 6-8 weeks, a visit to your vet for a preliminary health check and initial vaccinations is vital, followed by second vaccinations a few weeks later. But regular check-ups thereafter are equally important.

Cats are masters at hiding pain and discomfort as part of their survival mechanism. This makes it much harder for us to spot if they are suffering. Many conditions that affect cats in later life start in middle age, so it's important to get their foundations right from the start – even as kittens. Catching a problem early is much easier and cheaper to address.

A quick annual visit to your vet will assess the ongoing overall health and well-being of your cat, with a routine check of alertness, appearance, weight, muscle condition, heart rate, respiratory function and lymph activity being standard tests your vet will make.

AGE OF CAT	HOW OFTEN TO VISIT THE VET
Kittens	Initial vaccinations from 6-8 weeks old. Will also include a preliminary health check and advice on flea treatment, worming, neutering and microchipping
	Second vaccination from 12-13 weeks old
	Neutering from around 16 weeks old
	Third vaccinations if recommended at around 16 weeks
Adult aged 1-10 years	Once a year
Senior aged 11-14 years	Once every 6 months
Senior aged 15+ years	Once every 3-6 months

HOME HEALTH CHECKS

Routine health checks at home help monitor the welfare of your cat. You will quickly spot any changes that need observation or the attention of your vet. We suggest checks every 4-6 weeks.

HOME HEALTH CHECK SCORECARD

Date of check 1	Date of check 2	Date of check 3	Date of check 4
/ /	/ /	/ /	/ /

Eyes

should be bright and clear with no signs of redness, watering or discharge.

Notes

Ears

signs of bleeding, wax or odour, lumps or bumps?

Notes

Teeth and gums

pink and healthy looking? Signs of bleeding, swelling, tartar? Lumps, bumps, swelling around mouth?

Notes

Skin and coat

coat shiny? Signs of dandruff or hair loss?

Notes

Hydration

gently pull up the skin on the shoulder and release. It should spring back immediately. If not, your cat may be dehydrated.

Notes

Weight

what is the Body Condition Score – see page 14.

Notes

Feeding

any changes in feeding? Eating more or less than usual? Watch them eat – are there any problems chewing/swallowing etc?

Notes

Digestion

any repeated vomiting, diarrhoea or flatulence?

Notes

Urination

increased frequency, blood in urine, increased urge but no urine, urination in unusual places, excessive genital licking?

Notes

Activity

sleeping more or not going out as much?

Notes

Mobility

observe willingness to jump up/down and speed going up stairs. Are they avoiding using a limb?

Notes

Resting posture

when they sleep are they curled up in a comfy circle or are they in a more upright, tense position?

Notes

Behavioural changes

more irritable/less willing to interact with others or showing increased dislike of handling.

Notes



GOOD NUTRITION MAKES FOR A HAPPY CAT

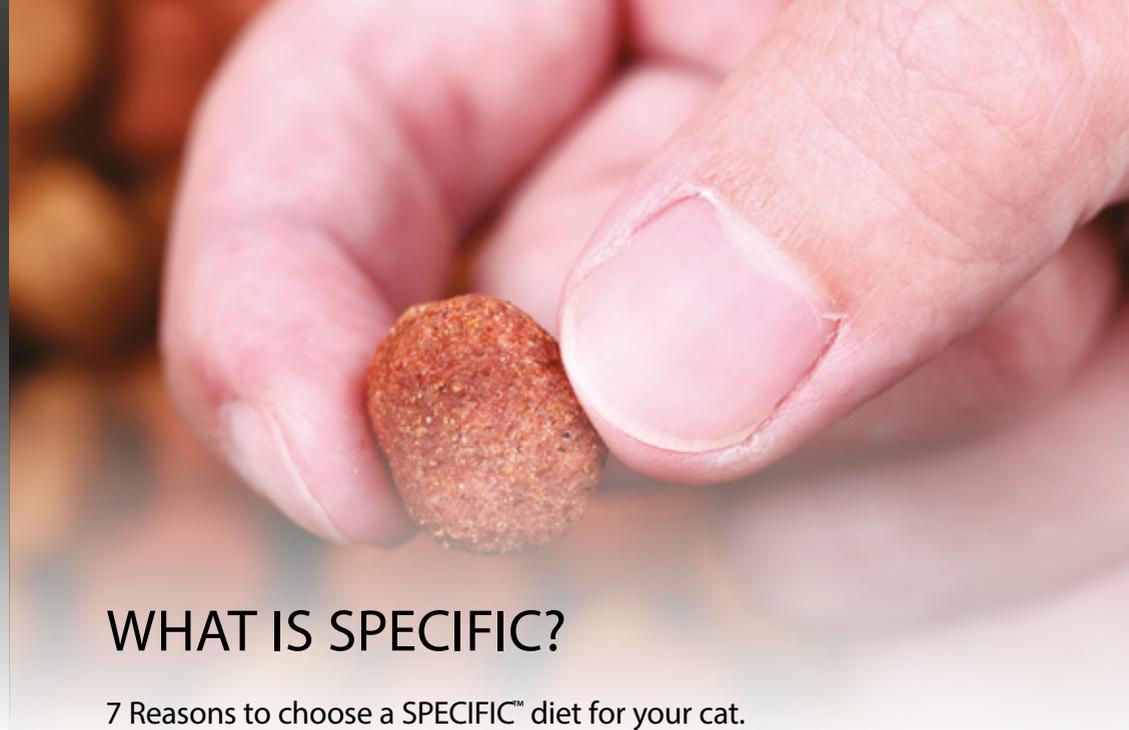
Nutrition is much more than simple cooking. Good nutrition is about providing nutrients appropriate to your cat's specific needs.

In their diet your cat takes in the different nutrients - proteins, carbohydrates, fats, fibres, vitamins and minerals. These nutrients each do a different job and work together in a complex interaction.

However, nutrient needs are not fixed. Different life stages give rise to different nutrient needs – a growing kitten's needs are very different from those of a sedentary elderly cat; a large, highly active cat will have different needs from those of a small indoor cat.

Different stages of health also call for different nutrients – for instance urinary issues will need carefully managed levels of minerals, whilst kidney problems call for lower protein levels and joint problems are helped with increased levels of Omega-3.

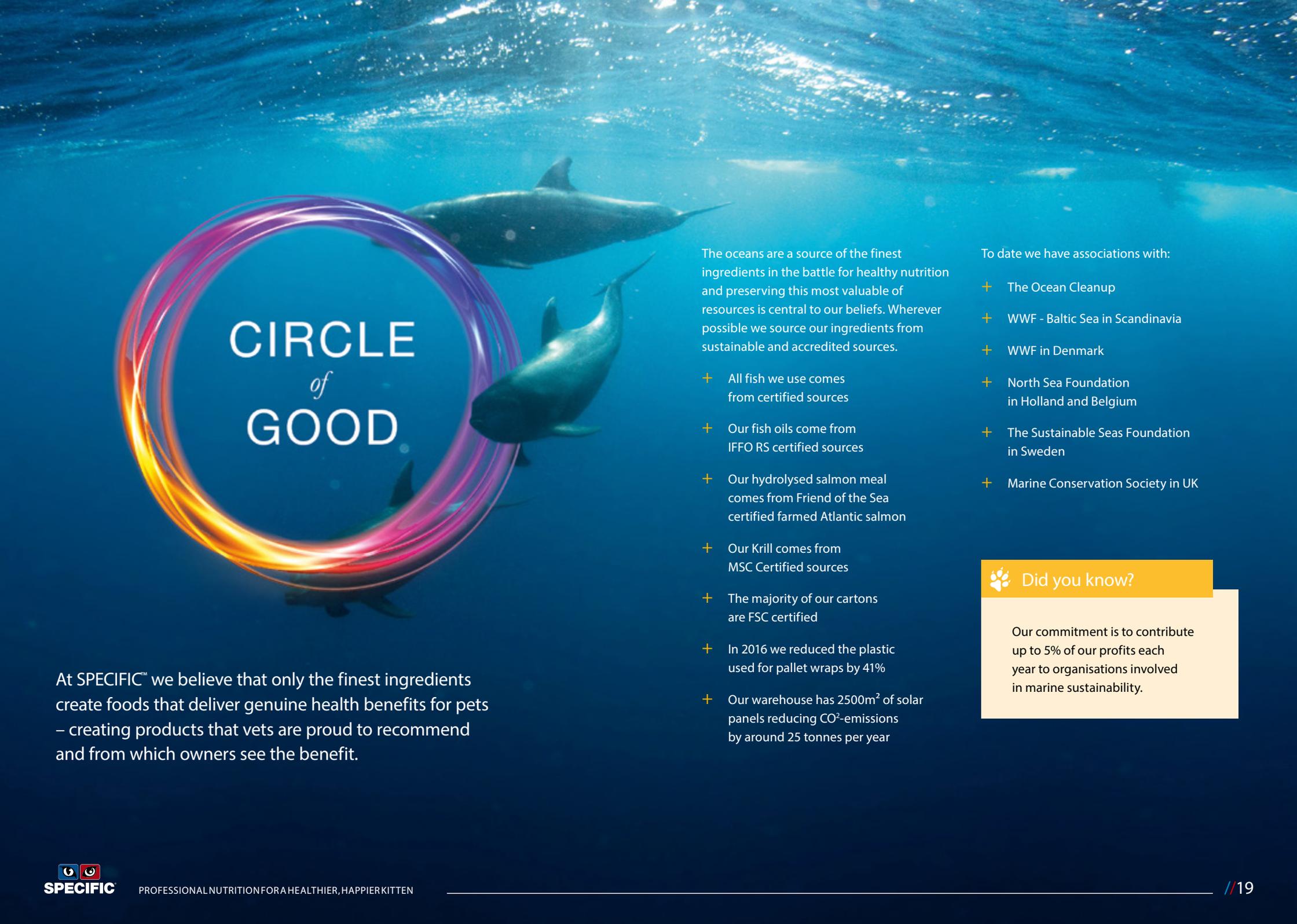
Providing the nutrition appropriate to the needs of each and every occasion will help your cat live a full and active life.



WHAT IS SPECIFIC?

7 Reasons to choose a SPECIFIC™ diet for your cat.

1. SPECIFIC™ diet tailored for age and health condition. We have developed a wide range of products designed to provide the right nutrition for each life stage of your cat.
2. We use the finest quality ingredients. Our products use high quality, easily digestible ingredients to ensure your cat gets all the nutrients it needs.
3. Developed by animal healthcare specialists. We know how to produce foods with the exact nutrient profile to keep your cat healthy and to support them during a range of conditions.
4. Rich in marine sourced Omega-3. Specifically, the EPA and DHA Omega-3 from fish supports coat, skin and joint health as well as strengthening your cat's immune system.
5. Our Circle of Good commitment to sustainability. Our philosophy is to support the environment that produces our extraordinary ingredients by committing to invest up to 5% of our profits in support for sustainability initiatives and environmental organisations.
6. Dedicated to the veterinary profession. We believe your local vet is best placed to give you the right advice for the care of your cat. To support the profession, we provide vets with access to the full range of SPECIFIC™ foods.
7. Guaranteed to be loved by your cat, or your money back. The ultimate test of any food is the taste. Nutrients, however good, will provide no benefit if the food doesn't get eaten.



CIRCLE *of* GOOD

At SPECIFIC™ we believe that only the finest ingredients create foods that deliver genuine health benefits for pets – creating products that vets are proud to recommend and from which owners see the benefit.

The oceans are a source of the finest ingredients in the battle for healthy nutrition and preserving this most valuable of resources is central to our beliefs. Wherever possible we source our ingredients from sustainable and accredited sources.

- + All fish we use comes from certified sources
- + Our fish oils come from IFFO RS certified sources
- + Our hydrolysed salmon meal comes from Friend of the Sea certified farmed Atlantic salmon
- + Our Krill comes from MSC Certified sources
- + The majority of our cartons are FSC certified
- + In 2016 we reduced the plastic used for pallet wraps by 41%
- + Our warehouse has 2500m² of solar panels reducing CO²-emissions by around 25 tonnes per year

To date we have associations with:

- + The Ocean Cleanup
- + WWF - Baltic Sea in Scandinavia
- + WWF in Denmark
- + North Sea Foundation in Holland and Belgium
- + The Sustainable Seas Foundation in Sweden
- + Marine Conservation Society in UK

Did you know?

Our commitment is to contribute up to 5% of our profits each year to organisations involved in marine sustainability.

FISH & OTHER MARINE INGREDIENTS

THE JEWEL IN OUR CROWN

There are few food sources finer than fish. Rich in Omega-3 and a high quality, easily digestible protein. Because of this superb nutrient profile, SPECIFIC™ products contain high levels of fish and other marine ingredients.

- + Naturally rich in Omega-3, an essential unsaturated fatty acid that plays a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. It also promotes a strong immune system
- + The right type of Omega-3 – The beneficial EPA and DHA forms of Omega-3 can only be obtained from fish
- + Fish protein is high quality, low in fat and, due to less dense muscle fibres, easily digested
- + Fish and other marine ingredients are packed with vitamins D and B2 (riboflavin) supporting bone formation, nerve and muscle control and promoting coat and skin health
- + Also a great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium, and potassium



THE SPECIFIC™ RANGE OF KITTEN AND CAT FOODS

Designed to address the key health issues facing kittens and cats.

Weight management: Our foods provide moderate energy levels to help maintain a healthy bodyweight.

Healthy urinary tract: Our foods have a low magnesium and phosphorous content, helping prevent the formation of bladder stones.

Hairball control: Increased levels of fibre help prevent hairball problems.

Odour control: Our dry foods contain added yucca extract to reduce stool odour.

As well as foods for everyday needs SPECIFIC™ also provides a range of foods for the management of a number of health conditions including:

- + Food sensitivity and other allergens
- + Digestive support
- + Joint support
- + Kidney support
- + Skin conditions
- + Post-operative recovery diets

Pregnant and Lactating Queens

A pregnant queen needs around 1.5 times her normal food requirements and during lactation this can rise to 5 times.

To ensure her nutrient needs are met we would recommend she is fed with free access to the nutrient dense SPECIFIC™ FPD or FPW cat food.



SPECIFIC™ KITTEN FOODS

Professional nutrition for a healthier, happier kitten



SPECIFIC™ KITTEN FOODS

With high levels of protein, vitamins, minerals and Omega-3 fish oils, SPECIFIC™ Kitten Foods are well balanced and tailor-made to give your kitten a nutritional advantage.

- + Available as both wet and dry foods
- + Nutritionally concentrated with high levels of protein vitamins and minerals for small stomachs
- + Made with highly digestible ingredients for optimal uptake of nutrients
- + High levels of Omega-3 from fish for optimum brain and eye development
- + Dry food contains yucca extract to minimise stool odour
- + Excellent taste, to encourage even the fussiest kitten
- + No artificial colours or flavourings



SPECIFIC™ NEUTERED YOUNG FOOD

Neutering can significantly lower energy requirements whilst increasing appetite, creating an increased risk of weight gain and/or bladder stones.

A specialist complete dry food for kittens up to 12 months of age with moderate calorific content, to maintain ideal bodyweight, high levels of Omega-3 and specialist ingredients to support a healthy urinary tract and prevent hairball issues.

SPECIFIC™ ADULT & SENIOR FOODS

A complete range of wet and dry foods for adult cats age 1-8 years and senior cats 8+ years including organic foods.



SPECIFIC™ HEALTH CONDITIONS FOODS

From time to time, your cat might need some special care. SPECIFIC™ has a range of diets to help manage a variety of health issues.



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