



FELIWAY® CLASSIC

FELIWAY® FRIENDS

What is it?	Synthetic copy of the feline facial pheromone	Synthetic copy of the cat appeasing pheromone
What does it do?	When cats feel safe in their territory they will facially mark areas in the home leaving behind the feline facial pheromone. This provides a message of familiarity and security in their home territory.	After giving birth the mother will release the cat appeasing pheromone. This pheromone helps to create a safe environment and promote a bond between her and her kittens.
What type of pheromone?	Territorial pheromone: Cats will mark their home territory with the F3 facial pheromone	Social pheromone: Cats will produce the cat appeasing pheromone to create a social bond with her kittens
When should the product be used?	Creates an environment of security and familiarity and helps in the following situations <ul style="list-style-type: none"> • Urine spraying and vertical scratching • Hiding away • During changes to the home or moving home • New furniture/baby/pet • Cattery stays • Travelling • Veterinary visits 	Creates an environment of harmony and helps multi-cat conflicts and tension in the following situations <ul style="list-style-type: none"> • Fighting • Hissing/growling • Staring • Blocking food/litter trays/cat flaps • Chasing
How long does it last?	Available as a plug in diffuser and up to 30-day refill. Refills can be replaced for long-term usage. Also available as a spray for intermittent use	Available as a plug in diffuser and up to 30-day refill. Refills can be replaced for long-term usage.
What evidence?	Over 30 x published studies	5 x published studies
Extra information	Odourless - does not affect humans/other pets (species specific) Scientifically proven - The efficacy of FELIWAY® has been proven by over 30 clinical studies published in reputable scientific journals or at international conferences Trusted - FELIWAY® has been used by behaviourists, veterinary experts and charities for over 20 years Safe - FELIWAY® is not a drug, is non-sedative and can be used alongside all types of medication	



When to use:

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Urine marking	✓	
Scratch marking	✓	
Changes to the environment (new furniture, building works etc)	✓	
Travel, vet visits, cattery stays	✓	
General anxiety (e.g.hiding away)	✓	
Tension and conflict between cats including: <ul style="list-style-type: none"> • Fighting • Chasing • Staring • Obstructing or blocking 		✓✓✓
Introducing a new cat: <ul style="list-style-type: none"> • To help prevent unwanted behaviour • To help solve unwanted behaviour (spraying, scratch marking) • Conflict WITHOUT marking behaviour • Conflict WITH marking behaviour 	✓✓	✓✓

