

LET'S GIVE THE



OUR CATS REALLY NEED

The **HEALTHY LOVE** programme for getting 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.

Cat's name:		Start waist measurement:	
Start weight:	Goal weight:	Veterinary surgeon:	
Start Body Condition Score:		Clinic name:	

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 maintain healthy weight.

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

It shows how a healthy diet together with healthy habits and exercise add up to HEALTHY LOVE.

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.

The **HEALTHY LOVE** approach to weight management

HEALTHY LOVE is more than a diet scientifically formulated for safe, effective weight loss. It's also a way of life. It's about making good choices and staying active.

The following pages explain our three-step approach to helping your cat back to healthy weight. You will find tips to help you change your own feeding, treat and exercise habits, as well as a tracker designed to help you and your cat chart progress and celebrate achievements.



Losing weight with **HEALTHY LOVE**



Congratulations on taking the first step towards getting your cat slim. **HEALTHY LOVE** is a fresh approach to weight management that really works. It's a simple to follow programme that looks at lifestyle and habits, not just diet.

Following the **HEALTHY LOVE** programme will help your cat lose weight, giving them numerous health benefits, as well as increasing both quality and quantity of life.

At the start of the programme, your vet will assess your cat and give a recommendation on the changes to make, including a new scientifically formulated diet that will ensure safe and effective weight loss.

During the 12-week* programme, you can track progress using the charts at the back of this booklet.

Although you will want to see results quickly, healthy weight loss should be achieved slowly and steadily. This makes it less likely that your cat will experience rebound weight gain afterwards.

The **HEALTHY LOVE** programme at a glance:



*This is an average minimum duration of the programme. Your vet will be able to advise if you will need longer to reach your cat's goal weight.

Getting slim with **HEALTHY LOVE**

Helping your cat to lose weight 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. Your cat might be in one of these categories so they might need extra help to get slim and stay 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

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**

Give the right food in the right quantities



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 between meals.



Did you know?

- Your cat begging isn't always a sign that she is hungry! Often cats are full and are simply seeking attention.
- 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.
- Remember maintaining optimal weight is not all about food – it is also about energy utilisation, so make sure your overweight cat receives plenty of exercise and extra playtimes.

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

Healthy Eating & Treating



HEALTHY DIET

Treats and snacks can quickly add up to weight gain, but as long as you balance the amount of overall calories consumed with some extra activity, you should be able to get your cat to a healthy weight.

♥ Top healthy treating tips

- Cats are frequently known for stealing food from your neighbours! Make sure your neighbours are aware of your efforts, so at the very least they can notify you if your cat comes to feed from their cat's dinner bowl.
- Although cats don't beg in the same way as dogs, even a vocally loud and plaintive cat may not be asking for food but attention. Consider giving attention by playing with toys or brushing your cat as a treat instead of offering food. Your cat will then feel loved and cared for without consuming any unnecessary calories.
- Carefully measure the amount you feed your cat each day. One of the benefits of feeding dry diets is that you can leave the food down all day and let your cat eat little and often. In fact, this is how cats prefer to eat. Given a choice, most cats will eat up to 20 tiny meals per day, as they would do in the wild.
- If you have more than one cat, but not all are high risk for weight gain, you may need to consider scheduled feedings, and keeping your cats in separate rooms while they eat.



Making **HEALTHY LOVE** a daily habit



HEALTHY HABITS

To help your cat get to a healthy weight, 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.



Getting 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 get 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



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.



...20 MINS OF PLAY A DAY

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.



...A REGULAR GROOM



...A GAME OF CHASE

Your cat is a natural hunter. So show your love by playing games that appeal to her feline instincts. She doesn't need complicated gym equipment for a great workout. A toy or even a ball of paper will do just fine.

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.



...A NEW TOY



...SOMETHING TO CLIMB

Cats love climbing, but it's not always possible in a human home. So if your cat needs more healthy exercise, consider investing in a cat tree. Or simply rearrange your furniture to encourage natural climbing behaviour.

Keeping your cat slim and healthy is a family affair. Make sure everyone is involved in helping your cat stay in optimal condition.



...INVOLVING THE WHOLE FAMILY

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!



HEALTHY LOVE weight loss: getting started

Cats are creatures of habit, so they can sometimes find change unsettling. Give your cat plenty of attention and support as you switch to the new diet. Why not buy a new toy or put aside time for extra play sessions as she gets used to the new routine?



HEALTHY LOVE tip

Keeping your cat slim and healthy is a family affair. Make sure everyone is involved in helping your cat stay in optimal condition.



HEALTHY WEIGHT LOSS

WEEK 1		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 2		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



WEEK 3		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 4		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

Did you know?

- Encourage your cat to exercise by allowing them to chase a toy like a feather on a string. If not possible then provide as enriched an environment as possible with lots of places for your cat to climb and jump.
- You need to regularly play with your cat which may involve changing your routine and habits. Without your help, she may remain sedentary and even bored.
- Remember not to expect or want your cat to lose weight very quickly. Like humans, cats are more likely to regain weight which has been lost quickly. Losing weight will take significant time and effort, but will be worth it in health benefits.

HEALTHY LOVE weight loss: keep it up

The best weight loss is gradual. Although you might not yet be seeing the difference, your cat will already be feeling the benefit. Her joints will be under less strain and her heart won't have to work as hard as it did just one month ago.

WEEK 1		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 2		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



HEALTHY LOVE tip

Avoid feeding your cat at the table. If it becomes a habit, she will expect extra calories every time you eat a meal.



HEALTHY WEIGHT LOSS



WEEK 3		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 4		
Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

Did you know?

- 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.
- You can show your cat you love them by spending time doing fun things with them.
- Many cats yearn for human attention and simply stroking, brushing or playing with her is as much of a reward as a treat. Getting her slim and healthy is the best way to show you care!

HEALTHY LOVE weight loss: see the results

Congratulations – you are now in the home stretch. It’s time to feel proud of what you have both achieved, but also to think about how to make the weight loss permanent. Talk to your vet about the best ways to avoid rebound and maintain your cat’s new healthy weight.

WEEK 1

Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 2

Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



WEEK 3

Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		

WEEK 4

Weight:	Waist measurement:	Body Condition Score:
Notes on progress (exercise, treats, behaviour, vet queries):		



HEALTHY WEIGHT LOSS

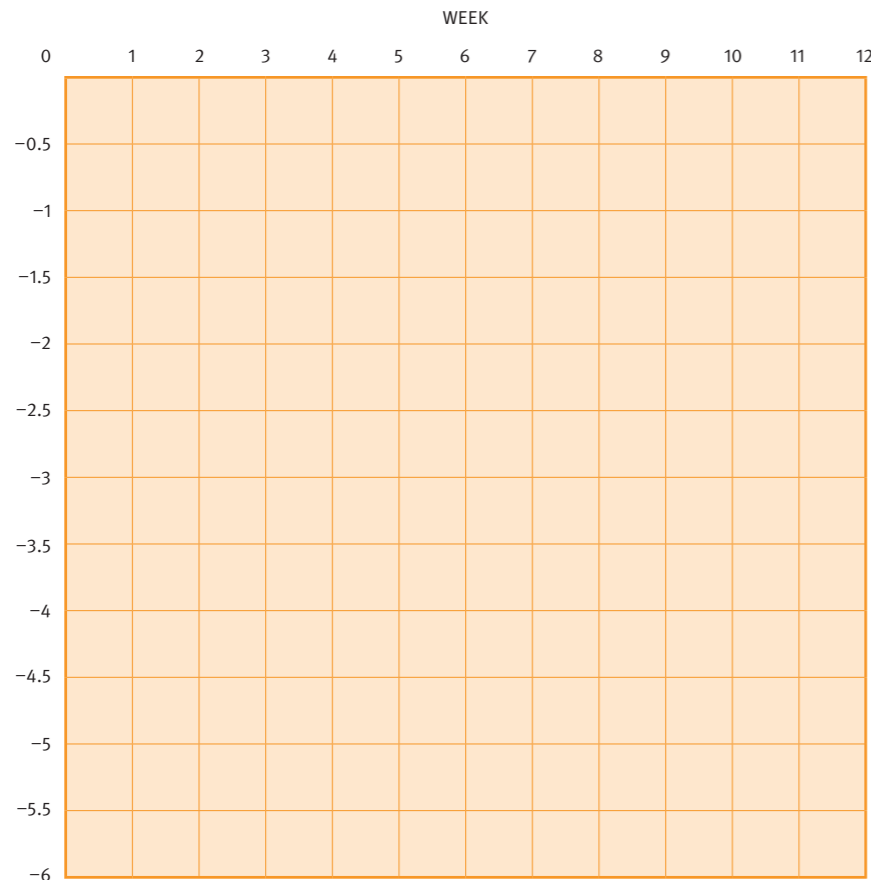
Did you know?



- Cats who have access to the outdoors tend to receive more exercise.
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- 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!

See the difference HEALTHY LOVE can make

It's all about the kilos and the centimetres. Use these charts to record your cat's progress over the weeks. You will be amazed how far you can go together.



The easiest way to weigh your cat is to first stand on the scales together. Then subtract your own weight from the weight of both of you combined.

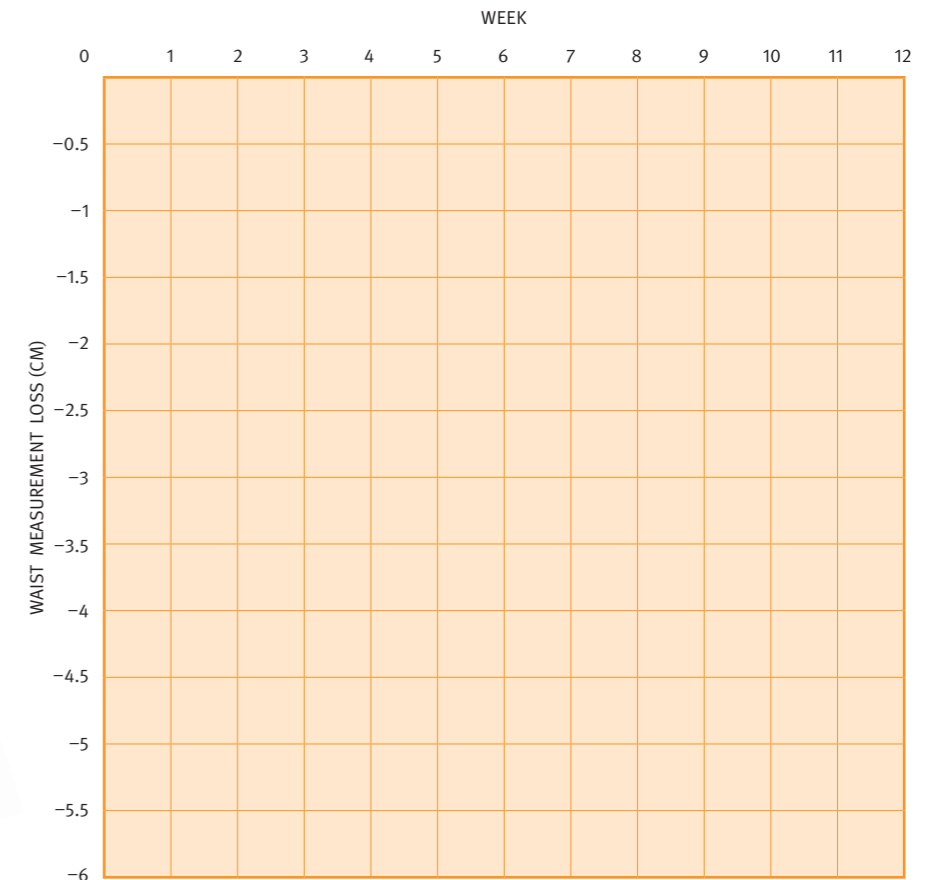


BODY CONDITION SCORE

As well as tracking your cat's weight and waist measurement, regularly check her body shape using the chart on page 8 of this booklet.



Your cat should have a noticeable 'tummy or abdominal tuck' when viewed from the side. The diagram above shows the right spot for measuring your cat's waist.



Keeping the weight off in the long term

Congratulations! You and your cat have completed the 12-week weight loss programme. Your cat may have reached optimal weight, or may still have some to lose (in which case, ask your vet about extending the programme).

Either way, you will certainly be noticing the difference in your cat. Not only will she look different, but she will much more lively and healthy. Even a small weight loss can make a big difference to quality of life.

But now is the time to be careful. In humans and in cats, it is common to go back to bad habits and regain all the weight that has been lost.



Did you know?



To avoid rebound weight gain you should:

- Keep your cat on the same diet for a few months, using the weighed amounts recommended by your vet.
- Regularly visit your vet for weigh-ins – and continue to review your cat's Body Condition Score at home.
- Keep up the good habits of exercise and healthy treats.
- If you do notice your cat gaining weight, get her back on the programme as soon as possible before the problem gets worse.

Advanced nutrition for effective weight loss

The HEALTHY LOVE weight loss programme is designed around the innovative nutrition of PURINA® PRO PLAN® VETERINARY DIETS Feline OM St/Ox Obesity Management. Based on decades of research by PURINA scientists, the diet is expertly formulated for safe, effective weight loss.

PURINA® PRO PLAN® Feline OM Obesity Management

DRY + WET

A clinical diet designed for weight loss and maintenance of optimal weight in adult cats.



Helps promote loss of fat – while maintaining lean body mass during weight loss.



Low fat and low calorie diet – helps promote effective and steady weight loss.



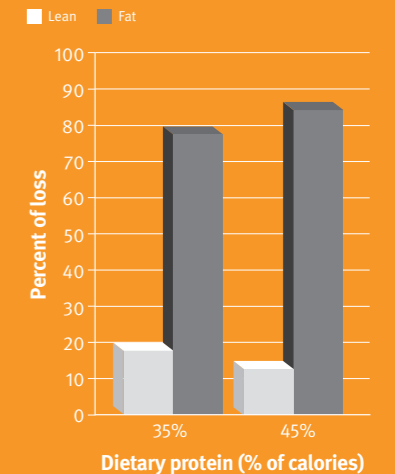
Formulated to promote low RSS and APR – to help prevent the development of struvite and oxalate uroliths (St/Ox urinary security), a more common concern in overweight or obese cats.

CASE STUDY

Increased protein = increased fat loss in cats

PURINA® PRO PLAN® Feline OM St/Ox Obesity Management is characterised by:

- Higher protein levels and high protein:calorie ratio that have been proven to minimise loss of lean weight and encourage loss of fat during weight loss in cats¹



 **PURINA**®
PRO PLAN®

To learn more about the
PURINA® PRO PLAN® range, visit
www.purina-proplan.com

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Your Pet, Our Passion.™