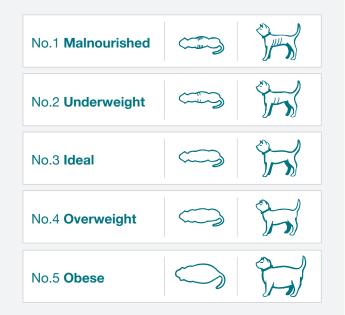


Here is a **simple guide** to tell you whether your **cat** is an **ideal weight** or whether they could **benefit** from losing a bit.

GIVE THEM A STROKE AND SEE

With the palms of your hand **lightly stroke** your cat across their rib cage on either side – **can you feel their ribs?**

Look at them from the above and from the side. Which of the pictures best resembles your cat – can you see a waist?



If you think your cat is overweight then **talk to your vet** – they will design a **weight control programme** specifically suited for **your pet's individual needs.**

BEING AN **IDEAL WEIGHT** WILL MAKE YOUR CAT HEALTHIER AND HAPPIER

Excess weight makes your cat less active, increases the risk of developing joint problems, urinary problems, diabetes, heart problems and many others.

4 STEPS TO IDEAL BODYWEIGHT

1. WEIGHT CHECK Get your cat body condition checked and weighed.

2. PLANNING

Work with your vet to decide a target weight; to choose a weight control food and then calculate the daily feeding amount.

3. WEIGHT REDUCTION PHASE

Implement the feeding plan.

- Measure out the food so, if needed, you can easily and accurately adjust the amount.
- **Don't spoil** the good work with too many treats, especially human food.
- Make sure everyone knows what you are doing so they are not feeding more or over treating.
- **Be patient** it's not going to happen overnight but if you stick with the plan your cat will lose weight and it will all be worth it with a happier healthy cat.

4. KEEP UP THE GOOD WORK

Weight gain doesn't happen overnight and **regularly checking your cat's body condition** using this body scoring system will help you **spot early signs of weight gain and deal with it.**



SPECIFIC – DIETS DESIGNED FOR **EASIER WEIGHT LOSS**

SPECIFIC offers a range of diets designed specifically for **weight management** – highly palatable foods that **help your cat to lose weight** while still getting all the **nutrients they need** and not suffering hunger pangs.

SPECIFIC FRD & FRW – Weight Reduction

A choice of wet and dry foods to help cats lose weight

- Low in calories and fat and high in fibre and protein allowing full portions to be fed letting your cat lose weight without feeling hungry.
- High protein causes the weight loss to come from fat not lean body mass, preserving muscle mass and increasing weight loss.
- Contains L carnitine a fat burning amino acid derivative.
- High levels of **Omega-3 fish oils** help maintain healthy coat, skin and joints.

SPECIFIC FXW & F-BIO-W – Adult and Organic

A choice of wet diets to help prevent weight gain, especially in indoor and diabetic cats

- Low carbohydrate, high protein and high fat diets reflecting the cats natural diet and so helping prevent weight gain especially in indoor and diabetic cats.
- Available in organic varieties.

