











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?**

No.1 Malnourished		
No.2 Underweight		
No.3 Ideal		
No.4 Overweight		
No.5 Obese		

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**.

