

As seen
on TV

Adaptil comes in three different forms

Adaptil Diffuser – Plug the diffuser into the room where your dog spends most of its time. Lasts up to 4 weeks.

Adaptil Spray – Spray onto your dog's bedding, in its crate or the car. Convenient formulation for intermittent use.

Adaptil Collar – Available in 2 sizes: small and large. Fitted snugly around your dog's neck, this collar will ensure the appeasing pheromone is with your dog wherever he goes. Lasts for 4 weeks.



Feliway comes in two different forms

Feliway Diffuser – Plug the diffuser into the room where your cat spends most of its time. Lasts up to 4 weeks.

Feliway Spray – Apply daily to areas that your cat scratches or sprays, or to new items of furniture in your house.



ADAPTIL and Feliway are not veterinary medicines. If there are signs of disease, consult your veterinary surgeon.

Three top tips for fireworks

- 1 Provide a den or hiding place where your pet can feel safe.
- 2 Increase the feeling of security by plugging in an **Adaptil** or **Feliway Diffuser** as close to the den or hiding place as possible.
- 3 Ignore fearful behaviour, such as panting, shaking and whining. Dogs may pick up on their owners' anxiety which could make the problem worse.

Further advice

- In the run up to fireworks night walk your dog when it is still light outside. This reduces the possibility of fireworks being let off and your dog becoming worried.
- Make sure all windows, doors and cat flaps are securely closed during fireworks night. This will reduce the chances of your pets escaping.
- Provide extra litter trays for cats. Litter trays will be used more as your cat is confined to the house.
- Provide distractions, in the form of new toys and chews, during periods when fireworks are occurring. Draw curtains and put the TV on to mask the noise of fireworks being let off.
- DO NOT punish your pet! This will only make your pet more distressed.
- Try not to leave your pets alone when fireworks are going off. Your pet may hurt themselves during this time.



Follow **thatpurplecat**
& **dapthedog** for hints & tips
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PHE10

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Fireworks ARE NO FUN FOR PETS

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BANG!

POP!



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WHOOSH!

POP!

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Firework Fears and Noise Phobias

Firework fears and noise phobias are a common problem in pets with at least **80% of pets being scared of fireworks.***

Firework Fears

Normal fears are natural as they protect from harm. Many mild firework fears may be successfully managed by using **Adaptil** in conjunction with behavioural advice. However, if left unaddressed, mild firework fears often progress to become a more serious noise phobia.

Noise Phobias

An animal with a noise phobia will start to panic at the slightest noise and the reaction is always a sudden, extreme and excessive response. Owners of noise phobic pets should speak to their vet about prescription medication that can be used alongside **Adaptil**.

Noise phobias and firework fears can be treated successfully through a process of desensitisation and counter conditioning, in conjunction with **Adaptil** and **Feliway**. However, it is important that this therapy is also carried out when fireworks events are **unlikely** to happen.

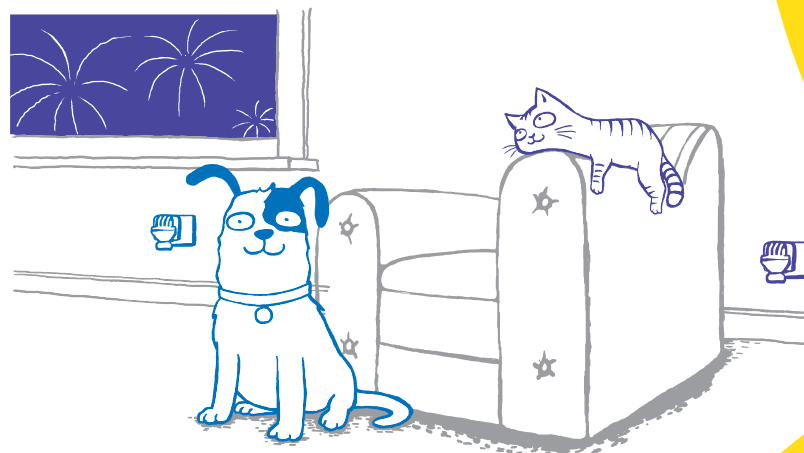
BANG!

What is Adaptil?

Adaptil is a synthetic copy of the natural appeasing pheromone the mother dog produces to comfort and reassure her puppies. It has been scientifically proven to help both puppies and adult dogs cope in stressful situations such as fireworks and loud noises.

Plugging in an **Adaptil Diffuser** during the firework period will help reduce your dog's fearful response to fireworks.**

Desensitisation programmes using **Adaptil** and the Sounds Scary CD has been scientifically proven to be an effective combination for treating fear of fireworks in dogs.



What is Feliway?

Have you noticed your cat rubbing its face against objects in your home? When cats do this they are leaving behind a pheromone which marks their home environment as safe and secure. **Feliway** is a synthetic copy of this pheromone which helps to reassure and comfort cats in their own territory.

Changes to a cat's routine, for example keeping them indoors during fireworks season, can sometimes lead to unwanted behaviours such as urine marking, vertical scratching and inter-cat aggression. **Feliway** is scientifically proven to prevent or reduce these behaviours and help them adjust to their environment.

For more information visit secrettohappypets.com

*Ceva market research 2010
**Sheppard G. Mills D. Vet record 2003

