

CAT NUTRITIONAL NEEDS

PERFECT FIT

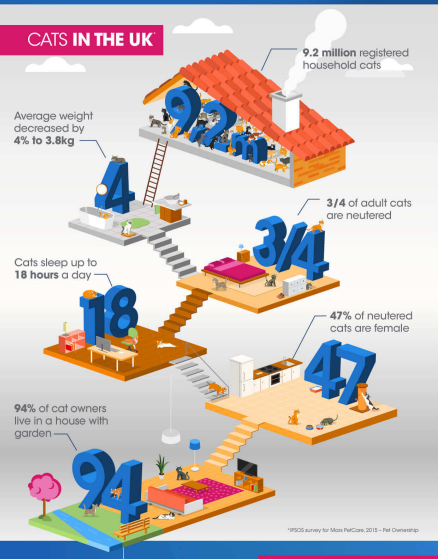
MEETING YOUR CAT'S NUTRITIONAL NEEDS

Your cat's nutritional requirements will change over time, depending on her lifestyle and age.

To help your cat remain fit and healthy throughout her life, here are some basic guidelines on how to tailor her nutritional intake to her specific needs.



CATS IN THE UK*

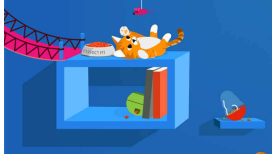


*IPSOS survey for Mars PetCare, 2015 – Pet Ownership

FEEDING YOUR CAT

From weaning to 12 months, the nutritional requirements of a growing kitten are very different to that of an adult cat.

It is important that kittens eat specially designed kitten food. They need 3-4 meals a day and can be fed either wet or dry kitten food.



From 6 to 12 months, neutering may reduce the ability to burn calories.

We recommend monitoring their bodyweight and adjusting portions as necessary.



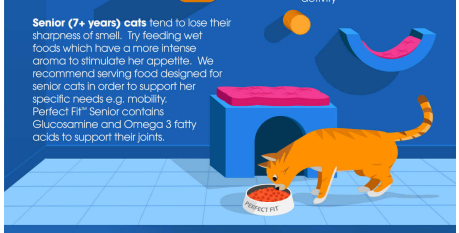
When adult and neutered, the ideal weight for most cat breeds is about 4kg. Your vet can advise you on the ideal weight for your cat.

To maintain a healthy body weight, you can:

- Use feeding toys to encourage activity.
- Feed wet food, which contains fewer calories, yet is filling owing to its high moisture content.
- Ensure treats are maximum 10% of your cat's calorie intake.

Daily Calorie Intake 208-220 kcal / day (for a cat of 4kg) +/- 10% depending on physical activity

Senior (7+ years) cats tend to lose their sharpness of smell. Try feeding wet foods which have a more intense aroma to stimulate her appetite. We recommend serving food designed for senior cats in order to support her specific needs e.g. mobility. Perfect Fit™ Senior contains Glucosamine and Omega 3 fatty acids to support their joints.



THE TIME OF THEIR LIFE

With the average life expectancy of our feline friends on the rise, the good news is that it is never too early or too late to start thinking about your cat's specific nutritional needs to keep her healthy at every stage of her life.

Choosing the right type of food for her age and lifestyle is extremely important, along with making sure that she gets enough physical activity and playtime to keep her fit and stimulated!



PERFECT FIT

NURTURE THEIR YOUTHFUL SPIRIT

Your cat’s nutritional requirements will change over time, depending on her evolving lifestyle and age. To help your cat remain fit and healthy throughout her life, here are some basic guidelines on how to tailor her nutritional intake to her specific needs.

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