



SPECIFIC®

**Nutritional advantage
for a healthier, happier kitten**



Superior nutrition from the veterinary experts

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TO BE COMPLETED BY PET OWNER

OWNER NAME |

ADDRESS |

TEL |

KITTEN NAME |

DATE OF BIRTH |

KITTEN AGE |

MALE



FEMALE



NEUTERED

YES



NO



COLOUR/DESCRIPTION |

BREED |

TO BE COMPLETED BY VET PRACTICE

VETERINARY NURSE |

PRACTICE NAME |

PRACTICE TEL |

MICROCHIP NO. |

DATE OF MICROCHIPPING |

MICROCHIP BAND |

PASSWORD ON DATABASE |

DATABASE WEB ADDRESS |

ADDITIONAL NOTES |



PREPARING YOUR HOME FOR YOUR KITTEN

A kitten usually leaves its mother between 6-8 weeks of age. This separation is a big change for your kitten but with love, care and attention, your kitten will feel at home in a couple of days.

The following tips will help the transition:

CARRYING CASE:

Look for robust cases, big enough to let an adult cat lie comfortably inside. Try to leave the carrier out with some tempting toys or treats so your kitten doesn't associate the case with visits to the vet.

A SAFE BED:

Cats and kittens need a den where they can feel safe when resting – often high up places. Find them a suitable space and furnish it with an old sweater or cushion.

HOUSE TRAINING:

Before vaccinations, kittens will need to be kept indoors and so will need a litter tray. If you have more than one cat in the house, it's best to have separate litter trays, kept apart.

The litter tray should be in a quiet place, away from food, water, cat flaps or full length windows. Trays should be regularly emptied and cleaned with hot water and detergent as some disinfectants are harmful to cats.

FOOD AND WATER BOWLS:

Shallow bowls are best. Cat and kitten whiskers act as highly sensitive touch receptors, so avoid bowls where their whiskers brush the sides. The ideal feeding place is a quiet, safe place. Have a separate water bowl, away from their food and regularly refresh it.

SCRATCH POST:

Cats and kittens sharpen their claws and mark territory by scratching. They will use furniture if you don't provide a scratching post.



THREATS AROUND THE HOME:

Cats climb onto or into anything, so keep doors closed on appliances like fridges, washing machines and tumble dryers, and don't leave the hob unattended. This also applies to small holes around the home - kittens can squeeze into the smallest of spaces including the chimney. Check that all exits to your home are secure, especially whilst your kitten is housebound before their vaccination treatment. Kittens may also try to eat small household objects so be careful of choke hazards, and be aware of the danger caused by some plants.

TIPS FOR FEEDING KITTENS:

Kittens have small stomachs so can't really eat much at any one sitting. At first, feed four or five small meals a day and gradually reduce the frequency, so that by 6 months of age they are down to two meals a day.

Leave wet food in a bowl for no more than 20-30 minutes. Opened trays can be kept in the fridge for up to 3 days. However, serve at room temperature – kittens much prefer the taste.

FLEA AND WORMING TREATMENTS

All cats are at risk of getting fleas and worms. Cats that hunt are at particular risk, but even indoor cats suffer too. That's why it's important that you regularly treat your cat for both.

The flea lifecycle: The female will lay its eggs on your cat. The eggs then fall off around the home. Depending on conditions, they can take anywhere from 2 days to 2 weeks to hatch as larvae. The larvae will then develop in pupae encased in cocoons.

When ready, the adult flea will emerge from its cocoon, attracted by vibrations, carbon dioxide, and body heat from your pets. It will then jump onto your cat where it will lay its eggs, restarting the whole process.

This indicates the importance of regular flea treatment.

Removing fleas from your cat is one thing, but they will become reinfected from fleas in the house.

Regular treatment gives you the best chance of removing new fleas from your cat before they get the chance to lay eggs and start the whole cycle again.

NEVER use a flea product on a kitten that has been formulated for use on a cat – some of these contain ingredients that can cause serious harm to kittens.



APPOINTMENT WORMING AND FLEA TREATMENT RECORD

WORMING	FLEA TREATMENT
Kittens aged 3-8 weeks Treat every 2 weeks	Treat every 4-6 weeks
Kittens aged 8 weeks to 6 months Treat every 8 weeks	Treat every 4-6 weeks
Young cats aged 6 months Treat every 1-3 months – with cats that hunt being treated every month	Treat every 4-6 weeks

WORMING TREATMENT

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FLEA TREATMENT

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VACCINATIONS

Core vaccines are essential for all cats, including indoor cats. They protect against diseases that are either very serious – some potentially fatal – or widespread or both.

Core vaccines provide protection against:

Feline panleucopenia (also known as feline parvovirus or feline infectious enteritis): which can cause potentially fatal haemorrhagic gastroenteritis. This disease is both common and serious.

Feline herpes virus and feline calicivirus: the main causes of upper respiratory tract infections in cats (cat flu). These viruses are widespread in cat populations and can be severe for younger cats.

Rabies: where rabies is present in a country or in a region, it is recommended that all cats should be vaccinated against this disease.

There are also non-core vaccines that are only given if there is a genuine risk of exposure to a specific infection. This will depend on factors such as the presence of the disease in a region, lifestyle and contact with other cats. Your vet will be able to advise you.

WHEN TO VACCINATE

The initial vaccination should be around 6-8 weeks old with a second vaccination 3-4 weeks later when the kitten is at least 12 weeks old. It is recommended that your cat then receives annual boosters. Please note, many boarding catteries require up to date annual boosters because of the higher risk of infection at catteries. Your kitten will not be fully protected by the vaccinations until 10 days after the second vaccination.



NEUTERING

Kittens are capable of breeding from around 4 months old. If you are not planning on breeding then neutering is a good idea.

Neutering a cat prevents unwanted pregnancies occurring, but also can moderate behavioral patterns associated with sexual maturity whilst reducing the risk of some diseases.

Historically, neutering took place from age 6-10 months once kittens reached sexual maturity, but today, most vets recommend neutering from 4 months of age.

MICROCHIPPING

Microchipping is the easiest way of reuniting lost cats and their owners.

The microchip is a small computer chip with a unique number. When the microchip is registered, that number is stored on a database along with the registered owner's address and phone number. The police, vets and rescue centres have scanners that can read the chip. If your cat is found, and scanned, they will be able to find your details and contact you.

REMEMBER

If you move house or change phone number you will need to update your details on the database.



HOME HEALTH CHECKS

Routine health checks at home help you monitor the welfare of your cat. They will help you to quickly spot any changes that need the attention of your vet and give you important information to pass onto your vet. We suggest checks every 4-6 weeks.

- **EYES** Should be bright and clear with no signs of redness, watering or discharge.
- **EARS** Signs of bleeding, wax or odour, lumps or bumps?
- **MOUTH & TEETH** Pink and healthy looking? Signs of bleeding, swelling, tartar? Lumps, bumps, swelling around mouth?
- **SKIN & COAT** The coat should be shiny rather than dull; are there any signs of dandruff or hair loss? A dull, dry or greasy coat, with flaky skin may be a sign of problems with their diet. Look for sore spots or lumps.
- **HYDRATION** Gently pull up the skin on the shoulder and release. It should spring back immediately. If not, your cat may be dehydrated.
- **WEIGHT** What is the Body Condition Score? (See page 6).
- **FEEDING** Any changes in feeding? Eating more or less than usual? Watch them eat – are there any problems chewing/swallowing etc?
- **DIGESTION** Any repeated vomiting, diarrhoea or flatulence?
- **URINATION** Increased frequency, blood in urine, increased urge but no urine, urination in unusual places, excessive genital licking?
- **ACTIVITY** Sleeping more or not going out as much?
- **MOBILITY** Observe willingness to jump up/down and speed going up stairs. Are they avoiding using a limb?
- **RESTING POSTURE** When they sleep are they curled up in a comfy circle or are they in a more upright, tense position?
- **BEHAVIOURAL CHANGES** More irritable/less willing to interact with others or showing increased dislike of handling.



HOME HEALTH CHECK LIST

CHECK No.1 DATE			EYES			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HYDRATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	URINATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	POSTURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES								

CHECK No.2 DATE			EYES			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HYDRATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	URINATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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NOTES								

CHECK No.3 DATE			EYES			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HYDRATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	URINATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	POSTURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES								

CHECK No.4 DATE			EYES			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MOUTH & TEETH	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SKIN & COAT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HYDRATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WEIGHT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FEEDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGESTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	URINATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ACTIVITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MOBILITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	POSTURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BEHAVIOUR	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NOTES								

CIRCLE OF GOOD HOLISTIC NUTRITION FROM SUSTAINABLE SOURCES

SPECIFIC is committed to a philosophy that we call the Circle of Good.



We believe it is our responsibility to support the environment that produces the extraordinary ingredients that create our nutritious and healthy foods

- All of the fish in our dry diets now comes from sources accredited as sustainable
- The majority of our cartons are FSC certified and we have a project in place to move the remainder over soon

- 2,500 m² of solar panels on our European factory saves 25 tons of CO₂ per year
- Packaging changes made in 2018 and 2020 reduced plastic usage by 18 tons a year
- In 2020 we introduced one of the first dry pet foods in recyclable bags and are committed to having all of our foods in recyclable packaging by 2023

FISH & MARINE-SOURCED INGREDIENTS THE JEWEL IN OUR CROWN

Fish is an excellent source of the nutrients needed to keep cats healthy. Rich in omega-3 and a high quality, easily digestible protein, it's no wonder we've made fish and other marine ingredients a core component of SPECIFIC:

- Naturally rich in omega-3, essential fatty acids that play a key role in coat and skin health, joint mobility, cardiac and kidney health, brain and eye development. They also promote a strong immune system
- The right type of omega-3 – The beneficial EPA and DHA forms of omega-3 are not found in plant omega-3 and can only be obtained from fish
- Fish protein is high quality, low in saturated fat and easily digested
- Fish and other marine ingredients are packed with vitamins D and B2 (riboflavin) supporting bone formation, nerve and muscle control and promoting coat and skin health
- A great source of minerals including calcium, phosphorus, iron, zinc, iodine, magnesium and potassium



GOOD NUTRITION THE KEY TO A KITTEN'S WELLBEING

Better quality foods made with better quality ingredients support a better quality of life.

Good nutrition is more than just about giving your kitten enough to eat. It is about providing them with a diet that delivers an ideal mix of the nutrients – the building blocks of life that allow them to grow, develop to their potential and stay active and healthy.

The nutritional requirements of kittens are complex and different life stages, breeds, activity levels and states of health all have a bearing on a kitten's unique nutritional needs.

Each nutrient has a different role to play and optimal nutrition is about achieving a balance of those nutrients – one that best suits each kitten's individual needs.

Getting that balance right can have a direct and lasting impact on their appearance, vitality, temperament and overall health.

Good nutrition can help your kitten thrive, whatever their breed and whatever their life stage.



Good nutrition will help your pet live a full and active life from junior to senior.



WHAT IS SPECIFIC™?

SPECIFIC is a range of kitten and kitten nutrition designed to meet the nutritional needs of each different life stage and to provide nutritional support for a variety of common health conditions.

Developed by veterinary healthcare professionals and available through vets, SPECIFIC has been formulated with the highest quality ingredients to deliver a range of feeds with nutritional profiles optimised to help maintain supple joints, support brain and eye development and promote good cardiac health.

SPECIFIC has been built around the unique

nutritional benefits of fish, so many diets within the SPECIFIC range are rich in marine sourced omega-3, essential fatty acids that support a healthy coat and skin.

This unique formulation means that SPECIFIC is a highly effective range of kitten and kitten nutrition that helps keep kittens in the very best of health.



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EVERYDAY NUTRITION FOR A HEALTHIER, HAPPIER KITTEN

SPECIFIC™ Kitten food is a complete and nutritionally balanced diet for kittens. Rich in Omega-3 and made with the finest quality ingredients to maintain a healthy coat, skin and joints.

SPECIFIC™ Kitten food is made with highly digestible ingredients for the optimal uptake of nutrients, thus reducing the amount of feed needed and resultant stool output. Moreover, our dry food contains yucca extract and increased fibre to reduce stool odour and prevent hairball issues.

Our Kitten food contains no artificial colours or flavourings, so it has an excellent taste that appeals to even the fussiest cat. SPECIFIC™ Kitten food is available as dry food and a delicious wet food pâté.

KITTEN FOODS FROM SPECIFIC™

With high levels of protein, vitamins, minerals and Omega-3 fish oils, SPECIFIC™ Kitten Foods are well balanced and tailor-made to give your kitten a nutritional advantage.

- Available as both wet and dry foods
- Nutritionally concentrated with high levels of protein vitamins and minerals for small stomachs
- Made with highly digestible ingredients for optimal uptake of nutrients
- High levels of Omega-3 from fish for optimum brain and eye development
- Dry food contains yucca extract to minimise stool odour
- Excellent taste, to encourage even the fussiest kitten
- No artificial colours or flavourings



NEUTERED YOUNG FOOD FROM SPECIFIC™

Neutering can significantly lower energy requirements whilst increasing appetite, creating an increased risk of weight gain and/or bladder stones.

- A specialist complete dry food for kittens up to 12 months of age with moderate calorific content, to maintain ideal bodyweight, high levels of Omega-3 and specialist ingredients to support a healthy urinary tract and prevent hairball issues.

NOTES



**If you have any questions about the SPECIFIC diets, please talk
to your nutritional advisor or veterinary nurse or contact:**

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Dechra Veterinary Products Limited is a trading business of Dechra Pharmaceuticals PLC



TO FIND OUT MORE VISIT WWW.SPECIFIC-DIETS.CO.UK