

Insurance – your pet’s best policy

All pets need a visit to the vet every now and again – especially curious cats who like to make the most of all nine lives!

Tesco Pet Insurance could protect your cat for just a few pounds a month, whilst protecting you from unexpected vet bills. We’ll help make it easy, from when you first apply, through to when you claim. Insure more than one pet with us and you’ll receive a discount too.

Get a quote for great value Tesco Pet Insurance.

Call 0845 300 2200 or save 5% when you get a quote online at www.tesco.com



Helpful numbers and websites

If you have any questions at all regarding the health and welfare of your cat, please feel free to call upon the expertise of the Purina PetCare team

or visit www.tesco.com
www.PurinaONE.co.uk
www.catslikefelix.co.uk



Tesco Pet Insurance is underwritten by UK Insurance Limited, a member of the General Insurance Standards Council. Conditions apply. Lines open 8am-8pm Monday to Friday, 9am-5pm Saturday & 10am-5pm Sunday. Calls may be recorded. Tesco Personal Finance is a joint venture between the Royal Bank of Scotland plc and Tesco plc. Tesco Personal Finance Limited, Registered in Scotland No.173199. Registered office: 42 St Andrew Square, Edinburgh, EH2 2YE.



The essential guide to caring for your cat

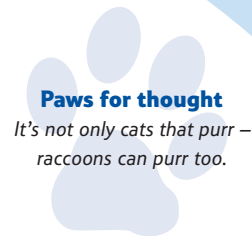
with a little help from Tesco & Purina ONE





Hello

Welcome to this information guide from Tesco and Purina ONE. In these pages, you'll discover some fresh and innovative insights to help you understand your cat better...key indicators of potential problems...and expert advice on how to improve or prolong your cat's health and fitness.



Paws for thought

It's not only cats that purr – raccoons can purr too.

Understanding your cat – Cats may not be as expressive as dogs – it's easy to understand a wagging tail – but look closer and you'll see that your cat is sending clear messages through touch, visual displays and especially tone of voice. Here's a guide to what your cat is trying to tell you:

Murmurs and purring – Soft murmurs, cheerful chirps and deep, throaty purring are all expressions of contentment and pleasure. They're sounds we love to hear, telling us that all is well in our cat's world.

Miaows – The meaning of a miaow can vary from a query to a complaint or command. Check what your cat is doing (standing longingly by a food bowl? Trying to jump onto a lap?) and it should become clear what he or she wants...even if it's simply a chat with you.



High-intensity sounds – Altering the shape of the mouth allows your cat to create more high-intensity sounds, often used to talk amongst one and other (such as the high-pitched mating calls of females to males) and to attract attention in the case of young kittens that can be heard miaowing from quite a distance away.

The importance of interaction

The life of a cat can be a solitary one, especially if family members are out at work or school during the day. You give your cat food, shelter and affection – but what about fun? Playtime helps your cat to exercise every muscle, and enjoy the chance to interact with you too.



Playing with other cats – Rough and tumble with litter mates enables kittens to practice natural hunting manoeuvres, and experience “give and take” for the first time. After the first three months, such behaviour starts to gradually decline but playfulness can be prolonged well into adulthood after a cat reaches sexual maturity.

Playing with toys – Your mature cat may not frolic with other siblings any more, but with a little imagination you can bring out his or her inner kitten! Keep a few toys to one side (a feather on a string, a ping pong ball, a furry toy hung from a pole) so your cat doesn't get used to them, and bring them out for your special playtime sessions together.

Cat claws – Playtime is an important part of your cat's life. But let your cat know where he or she can and can't play by giving your cat a scratching post, and by trimming front claws every 3 weeks.

Paws for thought

In addition to being more playful, neutered toms are less likely to get into catfights



Introducing the Purina ONE 30 Day Challenge

Developed by Purina's vets, new Purina ONE provides optimal nutrition for energy and health. There is a Purina ONE Health Life Formula for every lifestage and lifestyle, each with a high ratio of vitamin E and anti-oxidants to maintain peak body condition year after year.

A shinier coat. More energy. Better digestion. Why not make a positive decision today about your cat's health? Take the Challenge and feed her Purina ONE exclusively for a 30 day period. We're so confident you'll see the results for yourself that we'll send you a refund if you don't.*

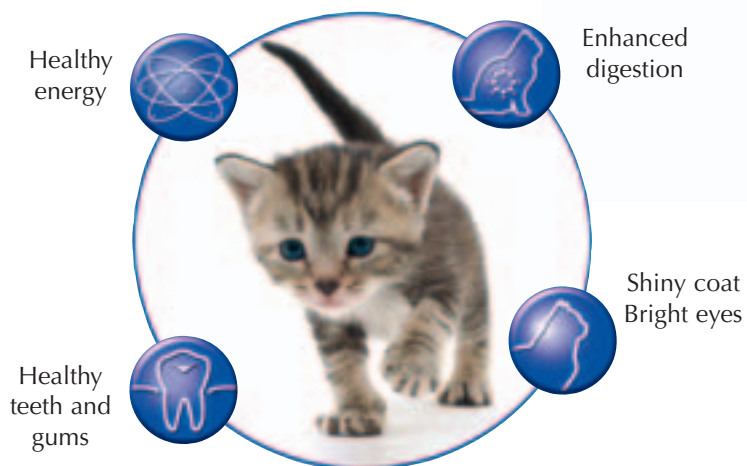
To take the challenge, see enclosed challenge card for details.

Purina ONE tailored to your cat's age and lifestyle

With a wide range of lifestyle and life stage varieties, there's a Purina ONE product to suit the specific dietary needs of every cat. So you can be sure Purina ONE can see her through from kitten to senior in the best of health.



Visible signs that show it's working



"All three cats have become bright eyed and bushy tailed! They love their food and are pictures of health. It's amazing!"

Jane Lovell, Warwickshire took the challenge in July 2004

Take the Challenge and see the healthy difference in 30 days

OR YOUR MONEY BACK*

Take the challenge and you could win one of 30 spa days

Register at www.PurinaONE.co.uk

*Terms and conditions apply. Internet access required. Log onto www.PurinaONE.co.uk for full details of how to claim. Only one claim per household. Offer ends 31.12.05. Till receipts and packaging barcodes required. Your statutory rights are not affected.



Keeping your cat happy and healthy

Being able to recognise the first symptoms of ill-health is key to your cat's wellbeing and will keep vet visits down to a minimum. So what is it

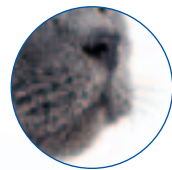
that you need to

know to keep your cat in the best possible good health and brimming with good looks and vitality? measures, a trip to the vet will put your mind at rest and ensure that your cat returns to good health.



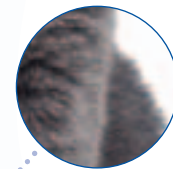
Paws for thought

A domestic cat can sprint at about 31 miles per hour



Mouth care In the same way that humans look after their teeth, cats need good dental hygiene. Try and get your cat used to having their teeth brushed

on a regular basis, as early as possible. (using a child's toothbrush and specially formulated paste). While brushing, check that your cat's gums are a healthy-looking pink.



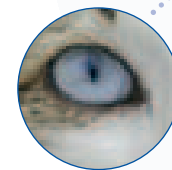
Coat care A cat's skin prevents harmful micro-organisms from invading his or her body, and grooming your pet helps keep coat and skin nicely conditioned.

Use a rubber, bristle or slicker brush (or stroke with a hound glove or chamois), once weekly for short haired cats. Groom daily for long-haired breeds, gently teasing out matted hair. Most cats tend to look after their own coats rather well. You'll know that something is wrong if he or she fails to partake in their usual beauty routine.



Ear care Cats have an amazing sense of hearing and are capable of tuning into

frequencies of 65 Kilohertz, which an entire octave and a half higher than us mere humans. But just like us humans, cats can lose their hearing too, so it is important to check your cat's ears regularly. If you see anything that looks out of the ordinary, contact your vet.

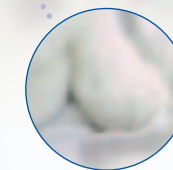


Eye care In gloomy conditions, your cat's pupils will dilate to as much as 90% of the eye

area, to optimise the available light. They also close up to protect the retina from too much brightness, allowing light to pass through two narrow slits. Your cat's eyes should be clear, and the membrane surrounding them a light pink in tone. Contact your vet if your cat's eyes are cloudy, inflamed, bulging, sunken or there is a crusty or leaking discharge around the eye area.

Paws for thought

In the dark, cats see around six times better than humans



Paw care Check your cat's paws regularly, to ensure that the pads are free of thorns or other irritations.

Trim your pet's front claws every 21 days or so, using a guillotine-type clipper, which offers a cleaner cut with less pressure than scissors. Cut the dry, white part of the claw, well in front of the pink (sensitive tissue inside the nail, also known as the 'quick').