

New Feline Diet Makes for Happy Cats – and Clients

Royal Canin Calm™ Helps Keep Cats in the Home, and Increase Client Compliance

Household Inter-cat Conflicts:

Behavioral problems, such as stress from the introduction of a new pet, are one of the most common causes of abandoned pets and unhappy clients.

A New Solution:

The new diet from Royal Canin provides an easy and safe alternative to commonly used anxiety medications.

Results:

Initial survey results indicate that 90% of multi-cat households saw an improvement in their cats' behavior and perceived happiness.

Mrs. Bianca Smith is a lifelong pet owner, with a special fondness for cats.

"I've introduced new cats in the past without any issues," reports Mrs. Smith. "Sure, it upsets the balance for a little while, but the cats always got along with each other after a few weeks."

However, that wasn't the case this time. And the situation produced a lot of stress for all members of the family – both feline and human.

Adopting a New Kitten

The Smith family had Bella, a nine-year-old, spayed female tortoise-shell, since she was a kitten.

When they adopted Bella, there was already an older cat in the house, and the two of them got along just fine. Eight years later, Bella's housemate passed away.

After that, the Smiths noted that Bella's behavior changing in subtle ways. She began to follow them around, and she vocalized to get their attention. All in all, she was very clingy compared to her usual self.

They thought Bella might be lonely after the loss of her housemate, and wondered if a new cat might help her get back to her normal routine.

A few weeks later, the Smiths took a trip to the local shelter, where they came across a fiery 16-week-old tabby male named Gizmo.

"The kids just fell in love with Gizmo – we all did," reports Mrs. Smith. "His constant playfulness made us laugh."



Senior Cat Meets New Kitten

Despite the joys and laughs that Gizmo brought, his boundless energy proved to be a challenge.

The Smiths used a standard slow introduction process... letting the two cats sniff each other on opposite sides of a door... switching blankets and toys so they got used to each others' scents... and using pheromone products to help keep the cats feel more relaxed.

After two weeks, Bella was more curious about Gizmo, and it seemed like a good time to begin supervised interactions. Gizmo ventured out to explore his new home.

New Kitten Brings Joy, Love... and Plenty of Mischief!

"Gizmo would run around for hours and hours," says Mrs. Smith. "I've never seen a kitten with so much energy!"

All that energy was fun at first, but then Gizmo started picking on Bella. He would chase her and jump on her. It seemed that he liked Bella a lot and wanted to play... but Bella didn't share those feelings. She would hiss at him and run away to hide.

Soon, Bella's behavior changed again. Instead of clinging to her owners, she spent most of her time hiding. Bella had always been a social cat, so this was a big change for her.

Gizmo followed Bella into her hiding places. Then Bella started having urinary accidents – something that was very unusual for her.

"I was very concerned," says Mrs. Smith, "so I took her in to our veterinarian. I thought she might be ill. My vet ran some tests and assured me that Bella was very healthy for her age – that her symptoms were most likely caused by stress."

"It's common for an older cat to experience stress when a new kitten is introduced."

**Dr. Mike Powers,
Veterinarian**

It's a Common Problem

The Smiths' veterinarian, Dr. Mike Powers, has seen this scenario hundreds of times.

He reports, "It's common for an older cat to experience stress when a new kitten is introduced. Senior cats have less energy, and it can be difficult to handle the rough play of young kittens. Not to mention, older cats are more set in their ways – then along comes this new kitten that completely disrupts their routine. It's understandable that they get upset."

Dr. Powers adds that, while it can take time for the cats to find a new balance, they usually will work it out. Supervision and training are important, so he gave the Smiths further advice and tips.

A Better Option

The Smiths did everything that Dr. Powers recommended in terms of training, but Gizmo continued to harass Bella. Mrs. Smith was growing exasperated... and more and more worried about Bella, who was hiding all the time, and still having frequent urinary accidents.

Things were so bad that they considered giving up Gizmo. It was a heartbreaking thought, but they were running out of options.

Mrs. Smith consulted Dr. Powers again, and they decided it might be time to look at medications for anxiety.

"Of course, I wasn't crazy about the idea," remembers Mrs. Smith. "I didn't want Bella on some anti-depressant... not to mention it's extremely difficult to give her pills. However, it was better than the alternative, which was to give up little Gizmo. My kids were absolutely in love with him by then."

However, before trying medications, Dr. Powers suggested they start with a new diet called Royal Canin Calm.

"Dr. Powers explained that it's safe – it's basically just a supplement in the food," says Mrs. Smith. "That made me happy for two reasons. First, it wasn't an anti-depressant or sedative. And second, I didn't have to give Bella any pills!"

And there was more good news – according to Dr. Powers, Gizmo was old enough to be on an adult diet now. This meant that he, too, could begin eating the prescription food.

"The food doesn't have side effects such as sedation," says Dr. Powers. "The calming effect comes from tryptophan, a natural amino acid involved with serotonin metabolism – that's how it helps with relaxation. So, it can be helpful in curbing extreme behaviors, such as those demonstrated by the rambunctious kitten Gizmo.

"And," Dr. Powers adds, "the food is healthy for both cats – it's nutritionally complete and balanced, and has additional benefits for the skin, digestive, and urinary systems."

Taste is Accepted by 90% of Cats

There was one last challenge – Bella was a picky eater. However, she took to the new food with no problems.

So what happened next? After a few weeks, the Smiths are happy to report that things are much calmer around their house.

"Sure, things aren't perfect," says Mrs. Smith. "Occasionally Gizmo will still play too rough with Bella. However, it's much better than I hoped for! I mean, we don't have to keep Gizmo in the spare bedroom at night anymore. Bella is nearly back to her old self again... it's been a miracle!"

Mrs. Smith reports that, just as Dr. Powers predicted, there are no negative behavior changes, sedation, or other side effects – just two happy cats.

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Bianca Smith,
Cat Owner

Happy Pets, Happy Clients

The Smiths are grateful that they are now able to provide a home for both pets, and to have the peace of mind that there is a safe and effective way to keep them happy and calm.

“We owe a big thank you to Dr. Powers for recommending this option to us! I just can’t thank him enough!” says Mrs. Smith.

About Feline Calm™

Royal Canin Feline Calm™ is available as a complete and balanced dry food for both dogs and cats. It contains tryptophan, a natural amino acid that helps to balance serotonin metabolism. Royal Canin Calm is safe for long term use, under veterinary recommendation and supervision. This veterinary diet is available by prescription.