Are you and your cat feeling stressed out?

Introducing an innovative solution to reduce stress-related behaviours in cats



everyday CARE

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Stressful situations for cats can include[3,4]

Carrier transportation





Multi-cat households

Loud noises





Staying alone

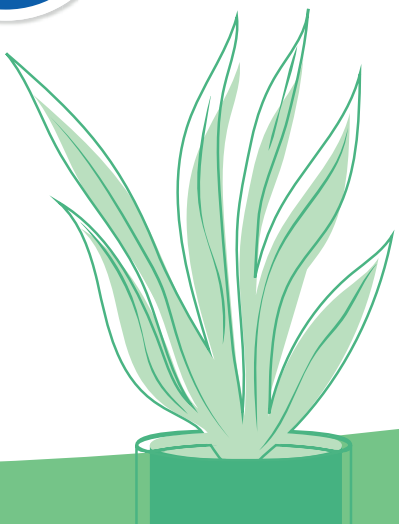
Changes in routine





New home





Help manage **stress-related behaviours** with our range of **calming products**

ZENIFEL® Gel Diffuser:

Our gel diffuser containing feline calming pheromones



- **Lasts up to 2 months: 2 times longer** than other pheromone products[4]
- **ZENIFEL® contains feline facial pheromone and catnip that cats love for higher efficacy[4,5]**
- Shown to **reduce stress-related behaviours** by up to **80%[4]**

- **Significant improvement** of stress-related behaviours as of **day 7[4]**
- **Ideal to use at home,** covering an area up to 70m²
- **Easy to move** to wherever it is needed





ZENIFEL® Spray:

- Contains **feline facial pheromone** and **catnip** for higher efficacy[5]
- Quick and transient effect
- Spray in your cat carrier or areas where your cat **spends the most time** under stress

Supplements: ANXITANE®

A palatable tablet containing green tea concentrate, a natural source of L-Theanine, to help maintain **calm and relaxation** in cats and dogs.[6,7]



Use **2 hours before a stressful event** or **every day** if needed.

> "It's effective and acts very quickly on my cat's behaviour."

- No electricity consumption
- Fewer products needed per year due to longer action
- Recyclable vegetable-based ink box

ELECTRIC FREE & ECO-FRIENDLY PACKAGING

Throughout its life, your cat is likely to display **stress-related behaviour**



...have had behavioural problems **at least once** during their life[1], such as[2]:



Running away or hiding



Vocalising



Salivation



Inappropriate elimination



Lying motionless



Scratching furniture



How do **feline calming pheromones** work?

Pheromones is the name given to the scent that cats naturally produce to communicate with each other. Your cat will release pheromones from scent glands all over their body; many are found around their face, on their forehead and cheeks, under their chin and ears and around their mouth.

When your cat rubs their scent onto you, or onto objects around your home, it's your cat's way of marking you and them as familiar. The scent also helps your cat to feel secure in their environment, reassuring them that they are in a safe place. Cats regularly "re-mark" pheromones as they go around their home.

ZENIFEL® contains an artificial form of feline facial pheromones, to help your cat feel relaxed, safe and secure in their environment and has been shown to reduce stress-related behaviours in cats by up to 80%[4]. Don't worry though, humans can't smell cat pheromones, so whilst your cat will be able to smell the pheromones in ZENIFEL®, you won't.

How long does it take to work?

Each cat is different. Some owners will notice changes in their cat's behaviour within a few days, whilst others won't notice any changes for a couple of weeks.

Behavioural management is complex and ZENIFEL® should be used in conjunction with:

- **Environmental changes**
- **Pet-family relationship adaptations**
- **Behavioural therapy**

Ask your vet or vet nurse for advice and support in managing your cat's behaviour.



For more information on all our products visit uk.virbac.com

References: **1.** Grigg EK et al. (2019) J Feline Med Surg. **2.** Hammerle M et al. (2015) J Am Anim Hosp Assoc. **3.** Amat M et al. (2016) J Feline Med Surg. **4.** Espuña G et al. (2024) Front. Vet. Sci. **5.** Bernachon, N et al. (2015) Int J Appl Res Vet Med. **6.** Chala et al. (2017) Proceedings of the SEVC congress, Barcelona, Spain. **7.** Dramard et al. (2018) Ir Vet J.

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