

Kitten⁰⁻¹



**Kitten care:
The best start for a
healthy life**



*Vets' No.1 Choice To
Feed Their Own Pets*

Contents

A. Welcome

Congratulations

B. Strong foundations

First things first

- The basics
- At home
- Kitten-proofing your home

C. Feeding your kitten

The right nutrition

- Superior Antioxidant Formula
- Balanced nutrition

D. Exercise & training

The importance of exercise and training

E. Grooming

The importance of good grooming

F. Health

Veterinary care

- What's normal?
- Vaccinations
- Parasites & Prevention
- Spaying & Neutering

G. Moving on

Different lifestage. Different needs

H. Product Information

Congratulations

You're ready to start learning the ABCs of caring for the newest member of your family.

This guide is designed to help you provide a healthy, happy life for your kitten.

Your vet is the best source of information about your kitten, so please consult your veterinary healthcare team if you have any concerns about your kitten's health or behaviour.

We hope this guide continues to be a resource for your pet's health and happiness for years to come.



First things first

Okay. You've brought your new kitten home. Now the real fun begins!

The basics

Here are some essentials you'll need for your new arrival:

A name

Short names are easier for your kitten to recognise.

Identification

Every year, thousands of pets are lost, so identification is a must. Include your name and phone number on an easily readable tag. You should also consider microchip identification. Ask your vet about this.

Food & water dishes

Ceramic or stainless steel non-tippable bowl is recommended, but they must be durable and cleaned daily.

Collar

Elasticated safety collars are available. Any collar should fit snugly, but allow for 1-2 fingers width of space between the neck and collar. Loosen the collar as your kitten grows.

Grooming aids

A brush that is appropriate for your kitten's hair length is necessary. Ask your vet for a mild shampoo if you plan on bathing your kitten.

At home

Toys

These should be large enough and

sturdy enough that they can't be swallowed or chewed. They will also enjoy playing with toys filled with Catnip.

Bedding

Soft bedding, like towels or blankets, placed in cosy corners will encourage your kitten to sleep there.

Pet carrier

The safest and most comfortable way to transport and travel with your kitten.

Litter box materials

The box should be located away from your kitten's food but still easy to reach.

Kitten-proofing your home

Cats are, by nature, curious creatures. You don't have to curb this lifestyle but you do have to be prepared for it.

Store all poisonous or dangerous materials in a tightly closed cabinet.

Keep toilet lids down. Your kitten could fall in.

Store plastic bags in a drawer where your kitten can't get to them, so they pose no threat of choking or suffocation.

Keep household odds and ends like string, needle and thread, rubber bands, paper clips, twist-ties and so on away from your kitten as they are easily swallowed.

Electrical cords should either be secured to the wall or wound up and bound to prevent your kitten getting shocked.

Keep blind and curtain cords out of your kitten's reach as well.



Hazardous plants

Some plants can actually pose quite a threat to cats. Many are poisonous. Here is a partial list of some common green dangers:

- Lilies (all kinds)
- Azaleas
- Daffodils
- Leaves & stems of tomato plants
- Foxglove
- Hydrangea
- Philodendrons
- Mistletoe & Poinsettia

Check with your vet for a complete list.

Scratching post

It's in a kitten's nature to want to scratch (this can sometimes include furniture, curtains and so on). But contrary to what you might think, a kitten is not doing this only to sharpen her claws.

Cats scratch for exercise. They also scratch to mark their territory.

A scratching post should be tall enough to let your cat stretch out along her full length. Playing near it or placing the cat's bedding next to it will eventually draw your kitten's attention away from your furniture.

If you do find your kitten scratching an object you don't want her to scratch, place her in front of the scratching post. Instead of punishing her for scratching unacceptable objects, praise your kitten for using the scratching post.

Pouncing on counters and furniture

If you find your kitten jumping on areas you'd rather she didn't, remove her from that area. Place your kitten in an area that you have approved and give them plenty of praise.

Urinating outside the litter box

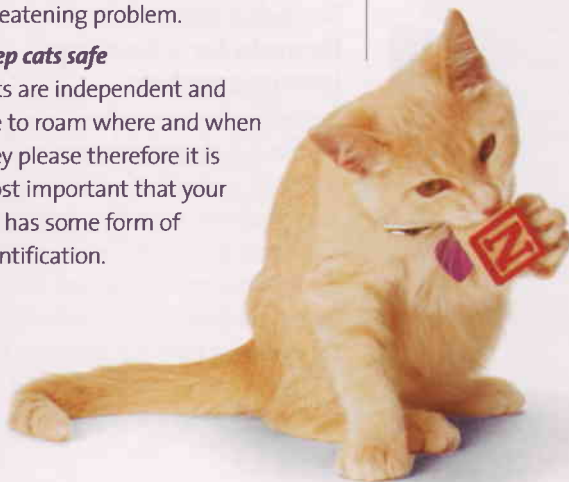
There may be times when your kitten has urinated outside of her litter box.

This may be because your cat may consider the litter box not clean enough to use. So clean and change the litter. If you have more than one cat, make sure you are providing enough litter boxes for each cat to use.

Urinary accidents may also indicate that your cat is suffering from feline lower urinary tract disease (FLUTD), a common and potentially serious problem. The symptoms are discomfort and straining, blood stained urine, urination in small amounts and frequent trips to the litter box. This condition can be managed effectively if caught during the early stages. However, if your cat doesn't pass urine within two days contact your vet immediately as it could be a life threatening problem.

Keep cats safe

Cats are independent and like to roam where and when they please therefore it is most important that your cat has some form of identification.



The right nutrition

The food you choose to feed your kitten during the first year is critical to her adult development, health and growth.

Hill's™ Science Plan™ is specially formulated to provide all the nutrition your kitten needs. It is complete nutrition, without excesses or deficiencies to help avoid health problems.

Science Plan is the number one choice of vets to feed their own pets and your vet can help you choose the formula that's right for your kitten. If your kitten is currently fed another food, your vet will explain how to gradually change your kitten over to Science Plan.

Hill's offers a complete range of Science Plan™ Kitten foods to meet your kitten's unique nutritional needs, and enrich your pet's life. Here are a few reasons why:

Superior antioxidant formula for a healthy immune system

Antioxidants such as vitamin E, vitamin C, beta-carotene and selenium are natural cell-protectors. They neutralise harmful substances that cause damage to cells, including those of the immune system. These harmful substances (free radicals) are produced from the wear and tear of normal energy production and from external sources such as

pollution and UV light. All dry Science Plan Kitten foods are enhanced with Hill's Superior Antioxidant Formula to help strengthen your kitten's immune system during the vulnerable first year.

Vitamin E:

Vitamin E, along with other natural antioxidants, helps protect the immune system. A strong immune system helps defend against disease and the effects of stress caused by new surroundings and socialisation. Vitamin E also promotes a good response to vaccinations.

Vitamin C:

Regenerates vitamin E and also works to boost the power of vitamin E in the body to fight the damage caused by toxins and pollution.

Beta-carotene:

Helps build a strong immune system and is considered a powerful tool in the fight against many diseases.

Selenium:

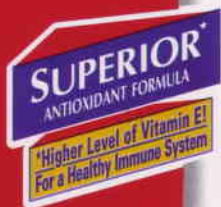
An essential trace mineral that works with vitamin E and is an essential constituent of an antioxidant enzyme. These enzyme systems help protect against cell damage.

E
Vitamin E

C
Vitamin C

β-c
Beta-carotene

Se
Selenium





Feeding your kitten

Balanced nutrition

High quality ingredients and a balanced nutritional profile help to keep teeth, bones and their immune system strong and healthy. That's why Science Plan is formulated to provide just the right levels of the important nutrients to ensure they get all the nutrition they need to grow healthy and strong.

Great taste

Hill's has an on-going commitment to providing great tasting nutrition. In fact, we're so sure that your kitten will love Science Plan that we offer a full money-back guarantee.

Science Plan™ Kitten (Up to 1 year)

Your kitten has very specific needs to develop properly. The Science Plan Kitten formulas are complete and balanced nutrition for all breeds.

Product benefits

- High Quality Protein: Includes all 11 essential amino acids, including taurine; critical in building strong bones and muscles
- Omega-3 & Omega-6 Fatty Acids: Support the proper function of nervous and immune systems; promotes healthy skin and coat
- Digestible Carbohydrates: Supply energy
- Calcium: For strong teeth and bones
- Vitamin D: To properly absorb calcium

- B Vitamins: For metabolism and appetite
- A choice of chicken or tuna varieties

Science Plan Nature's Best™ Kitten

New Science Plan Nature's Best Feline for kittens gives cats up to 12 months old the best start in life. The unique blend of natural ingredients with added vitamins and minerals helps ensure that your pet receives the right balance of nutrients to keep her happy and healthy.

Product benefits

- Natural preservatives such as vitamin E and rosemary for freshness and great taste
- No artificial flavours or colourants added
- Superior antioxidant formula to help maintain a healthy immune system
- Savory chicken helps develop strong muscles
- Wholesome grains including rice help ensure easy digestion and maintain a healthy intestinal tract
- Wheat and gluten free
- Garden vegetables like peas and carrots, provide a natural source of vitamins, minerals and fibre
- Supports urinary tract health by controlling mineral levels and urinary pH



FEEDING YOUR KITTEN

Science Plan Kitten Chicken



Kibbles shown actual size



The importance of exercise and training

Exercise is vital to your kitten's physical and mental health. Staying fit helps prevent obesity and the health risks associated with it. Regular exercise also teaches social skills and helps prevent bad behaviour.

Kittens love exercise — as well as the added attention they get from spending time with you. In fact, most cats get their exercise naturally through play. You'll notice that your kitten enjoys two types of play — attacking objects and interacting with you or a playmate.

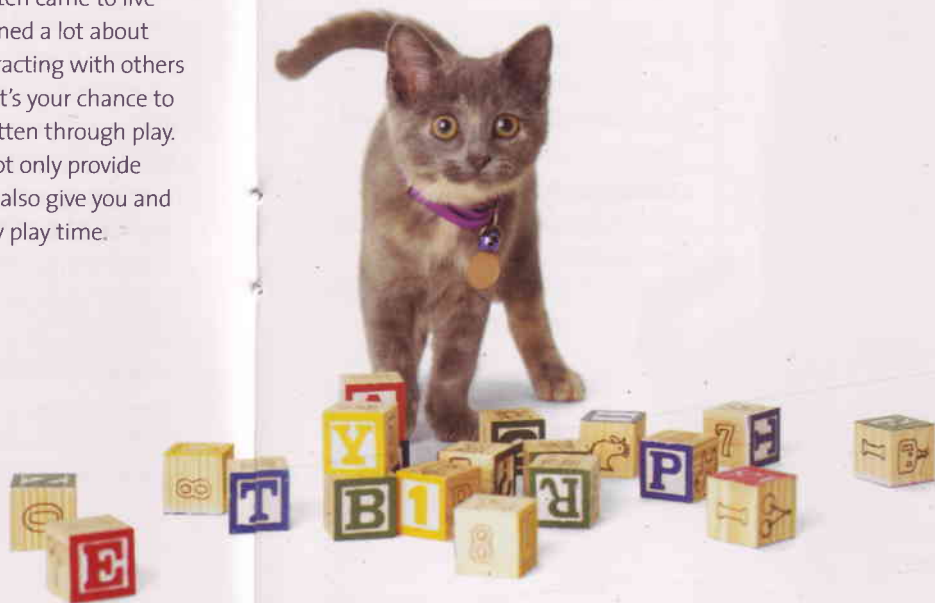
To your kitten, that toy mouse or rolled up sock is live prey for her to hunt and attack.

Before your kitten came to live with you, she learned a lot about playing from interacting with others in the litter. Now it's your chance to bond with your kitten through play. Interactive toys not only provide exercise, but they also give you and your kitten quality play time.

Although they've been associated with cats at play for years, string, thread, and balls of yarn are actually dangerous. If eaten, they can get lodged in the intestinal tract.

Teaching your kitten

Don't ever hit or shout at your kitten. Instead, try squirting her with a squeezey water bottle if she misbehaves, or shake a can filled with pebbles to interrupt the bad behaviour.



The importance of good grooming

Grooming and veterinary care play an important role in both the health of your pet and the bond you share.

Grooming

Keeping your kitten well groomed helps to maintain her overall health. Use this time to examine your cat's coat and skin for problems, such as fleas or lice, tangles or skin irritations.

Tools: A pet brush or comb.
How: Brush in the direction of hair growth.

How Often: At least once a week. Brush longhaired cats daily.

Trimming nails

Tools: Nail trimmers specifically designed for cats.

How: Ask your vet for directions.

How Often: Every six to eight weeks, or as needed.

Cleaning teeth

Good oral health is essential to your cat's overall health.

Tools: Dental kits are available.
How: Ask your vet for brushing instructions. For complete tooth and gum care, a professional cleaning by your vet may be needed.

How Often: Daily brushing is recommended, with a professional examination every six months to a year.

Cleaning ears

Tools: Cotton wool balls and ear cleaning solution (do not use cotton buds).

How: Ask your vet.

How Often: About once every other week, or as needed.

Baths

Cats rarely need a bath because they bathe themselves. But they may need one occasionally to remove dirt or odours.

Tools: A mild cat shampoo, a rubber mat (to stop them slipping), and a towel for drying.

How: Place cotton wool gently in your kitten's ears to keep out water. Comb out tangles. Use warm water, work as quickly as possible and avoid getting shampoo in your kitten's eyes. Rinse clean. Towel dry completely and comb again.



Veterinary care

Your relationship with your vet is very important. He or she is your best source of information.

What's normal?

Listed below is what is considered normal and healthy. And report any abnormal signs to your vet as soon as possible. Your vet has the most up-to-date advice on all of your kitten's ailments.

Eyes:

Should be bright and clear. Any discharge in the corners should be gently removed using cotton gauze soaked in warm water, wiping away from the eye.

Ears:

Should be clean in appearance and free of discharge and odor. Ear problems are painful and can cause hearing loss if not treated.

Nose:

Should be clean and without discharge or sores.

Mouth:

The gums should be pink and healthy. Teeth should be clean and tartar-free. Bad breath equals poor dental health.

Coat:

Your kitten's coat should be shiny and clean.

Weight:

If you notice your cat has developed a saggy stomach or a fatter face you should consult your vet for nutritional advice as these are signs that your cat could be a little overweight and at risk of health problems.

Litter box:

Any changes in amount or quality of faeces or urine are potential signs of problems. Contact your vet immediately.



Vaccinations

Kittens should begin vaccinations as early as nine weeks. However, a newly acquired kitten should visit their vet immediately. Your vet will advise a vaccination schedule to properly immunise your kitten according to her age. Vaccines are highly recommended even for pets that do not come in contact with other cats. The following diseases can be controlled by immunisations:

Panleucopenia

Also known as feline infectious enteritis, this disease is caused by a virus. Symptoms include listlessness, lack of appetite, vomiting and diarrhea, and blood in the stools.

Feline Rhinotracheitis/

Feline Calicivirus

These are diseases of the upper respiratory system with cold-like symptoms that can become very severe.

Feline Leukaemia

This deadly disease is transmitted by other cats. It is caused by a virus that attacks the immune system, resulting in various types of cancer or other chronic and debilitating diseases in cats. If your cat has access to the outdoors vaccination might be necessary.

Rabies

Rabies can be borne by foxes, bats, dogs and cats. Rabies is transmitted through the saliva of an infected animal. Excellent vaccines give protection to dogs and cats.

Consult your vet for the recommended vaccination programme for your kitten.

Parasites & Prevention

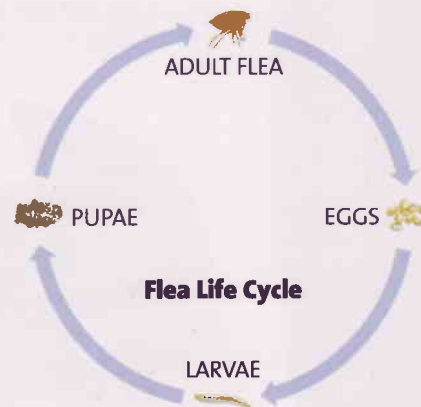
Fleas and intestinal worms are among the most common parasites to infect cats. Some carry serious diseases that can be transmitted to cats, especially young ones.

Fleas

Fleas bite and feed on a kitten's blood, causing itching and irritation. This can lead to medical problems such as:

- Flea Allergy Dermatitis, a common allergic skin disease
- Skin infection
- Tapeworms

Ask your vet to recommend a flea product that stops fleas from biting and eradicates them quickly.



Internal parasites

Parasitic worms such as Roundworms can cause severe illness and can sometimes be life threatening. Tapeworms are often found in kittens when their mothers have fleas. It's important to de-worm your kitten on a regular basis during the first six months. Your vet can provide an appropriate schedule and a broad-spectrum de-wormer that safely and effectively removes intestinal parasites including roundworms, hookworms and tapeworms.

Spaying & Neutering

Every year thousands of companion animals end up in animal shelters. Many of these animals have to be put to sleep. This problem exists largely because cats and dogs are allowed to breed with little regard for the availability of homes for their offspring.

Unless you plan to breed from your kitten, we encourage you to

have your pet spayed or neutered early in life in order to help address the problem of pet overpopulation and unwanted animals.

In fact, research has shown that spayed or neutered pets live longer. Sterilising your pet also reduces the risk of certain types of cancer and other health problems.

You may wish to consider a lower calorie food for your neutered cat as they are more prone to weight gain. Talk to your vet about the spaying or neutering procedure. Make plans to do it today.

Winter tips

- In the winter, keep your cat's paws free of snow and snow melting chemicals like salt. They can irritate footpads and mouth. If your cat is outside, change her drinking water frequently to prevent freezing.
- Pets like the smell and taste of antifreeze, which can be fatal if ingested, even in small amounts.





Moving on

Different lifestage. Different needs.

Adult¹⁻⁶



Adult Products

- Superior Antioxidant Formula helps maintain a healthy immune system and contribute to vitality and good health
- Enriched with taurine to help maintain good vision and a healthy heart
- Formulated to support urinary tract health by controlling mineral levels and urinary pH
- Available in a variety of great tasting flavours

Nature's Best Adult

- No artificial flavours or colourants
- Savoury chicken or tuna helps develop strong muscles
- Wholesome grains including rice help ensure easy digestion and maintain a healthy intestinal tract
- A unique blend of natural ingredients with added vitamins and minerals



At around one year old your kitten will reach maturity. The nutritional needs of adult cats are different from those of kittens, so you should change your pet's food. There is a range of Hill's™ Science Plan™ to provide superior nutrition for adult cats, whatever their needs or lifestyle. So by feeding your adult cat with Science Plan you can be sure that you are giving her the best nutrition for lifelong health.

Senior⁷⁺



Senior Products

- Superior Antioxidant Formula helps your pet avoid the effects of premature ageing
- Fatty acids to help maintain proper function of the brain and nervous system
- Easily digestible carbohydrates supply energy

Light



Light Products

- Science Plan™ Feline Light and Feline Light Senior are low fat, low calorie balanced nutrition for cats likely to put on weight
- Contains L-carnitine to help control weight gain resulting from excess body fat
- Available in great tasting flavours

Special Care



Special Care

Science Plan™ formulas for healthy adult cats with special needs

- Feline Oral Care – to help keep teeth clean and fresh
- Feline Sensitive Skin – for cats prone to sensitive skin
- Feline Sensitive Stomach – for cats prone to a sensitive stomach
- Hairball formulas for adult and senior cats – for adult and senior cats prone to hairballs
- NEW Indoor Cat formula – for cats that prefer an indoor lifestyle



Product information

NUTRIENTS	FUNCTION	PRODUCTS		
		Kitten Chicken*	Kitten Tuna*	Natures Best Kitten
Protein	Essential nutrient needed to build all tissues and organs, including muscles	37.8%	37.8%	37.8%
Fat	Supplies energy, and essential fatty acids for nerve function and healthy cells	25.0%	25.0%	23.5%
Carbohydrate	Supplies energy	24.1%	24.0%	24.4%
Fibres	Promotes and regulates healthy digestion	1.4%	1.4%	1.3%
Moisture	Essential nutrient; makes up 70% of a pet's body	5.5%	5.5%	5.5%
Calcium	For strong teeth, bones and nerve function	1.05%	1.09%	1.25%
Phosphorus	For strong teeth and bones and required in energy production	0.85%	0.92%	0.99%
Sodium	For fluid balance and nerve function	0.38%	0.38%	0.44%
Potassium	For fluid balance, nerve function and muscle contraction	0.76%	0.76%	0.77%
Magnesium	For healthy bones, and for nerve and enzyme function	0.08%	0.08%	0.08%
Vitamin A	For vision, healthy skin and organs	13,150 IU ¹ /kg	13,010 IU ¹ /kg	10,800 IU ¹ /kg
Vitamin D	Regulates intestinal absorption and use of calcium and phosphorus	690 IU ¹ /kg	715 IU ¹ /kg	500 IU ¹ /kg
Vitamin E	A major antioxidant that helps maintain a pet's natural immune system	550 mg/kg	550 mg/kg	550 mg/kg
Vitamin C	A key antioxidant that protects against free radical damage and regenerates vitamin E	70 mg/kg	70 mg/kg	70 mg/kg
Omega-3 fatty Acids	For healthy skin and a glossy coat	0.24%	0.34%	0.22%
Omega-6 fatty acids	For healthy skin and a glossy coat	3.69%	3.58%	3.58%
Beta-carotene	Natural antioxidant that works with vitamin E to help maintain the immune system	15 mg/kg	1.5 mg/kg	1.5 mg/kg
Taurine	Essential nutrient in the development of vital organs, especially eyes and heart	0.20%	0.21%	0.19%

*As fed ¹International Units

It is important to remember that the correct balance of all these vitamins and minerals is essential for the long-term health of your kitten



PRODUCT PROMISE

The Best Nutrition

*Formulated by vets at
Hill's Science and
Technology Centre.*

Great Taste

*Improvements in formula
mean our products are
better tasting than ever.*

The Best Choice

*The right product for
pets at each stage of
their life or whatever
their condition.*

Great Value

*The cost per day of
feeding Hill's is less than
owners might think.*



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