

Adaptil® - available as:



Plug in diffuser - releases the comforting pheromone into the local environment (up to 70m²) for up to 4 weeks.



Spray (60ml) - can be sprayed directly onto objects or areas that the puppy/dog will be around. Lasts up to 4 hours.



Collars (Puppy and large) - releases the comforting pheromone when the collar is worn by the puppy/dog. Lasts up to 4 weeks.



Stress Relief Now tablets NEW! - Non-pheromone based tablets that provide fast acting relief for up to 4 hours. Ideal for last minute or short-term relief.

Feliway® - available as:



Plug in diffuser - releases the comforting pheromone into the local environment (up to 70m²) for up to 4 weeks.



Spray - (20ml and 60ml) can be sprayed directly onto objects or areas that the kitten/cat will be around. Lasts up to 24 hours.

www.feliway.co.uk www.adaptil.co.uk



international
cat care



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Relax

THIS FIREWORKS SEASON

help them cope with



FELIWAY®
The secret to happy cats

&



ADAPTIL®
The secret to happy dogs



SCIENTIFICALLY PROVEN TO HELP DURING FIREWORKS
KEEPING YOUR PETS **HAPPY**



Firework fears and noise phobias are common problems in pets with at least **80% of pets being scared of fireworks***



Here is some further information to help you understand and recognise dog fears and noise sensitivities and what you can do to help your pets..

Dog fears and noise sensitivities

A dog may show 'fear of a noise' such as a car backfiring, as it may never have heard it before, nor be able to localise where the noise came from and thus show fearful behaviour. However, normally a dog can recognise noises with actions, such as doors slamming and people clapping, and understand what each is and then accept these as part of everyday life.

A dog that has a severe 'noise sensitivity' is actually a dog that is generalising all loud noises, such as claps, doors banging, fireworks and TV sounds, as fearful and thus responds in an extreme physical or irrational way.

The most common noises that dogs have phobias to are: **thunderstorms, fireworks, vacuum cleaners, gunshots and construction noises**

How to recognise the symptoms of a noise sensitive dog:

Signs and symptoms a dog may exhibit, which can range from mild to extreme, may include:

**Urinating or defaecating • hiding
chewing • panting • pacing • digging
trying to escape • drooling/licking of lips
seeking out the owner • flatulence
barking • trembling • dilated pupils**



(Ceva market research, 2010)

Visuals and smells can also become associated with these noises and events that the dog is sensitive to. It is therefore essential that you provide the right treatment and environmental support for your dog.

For all dogs that suffer either noise fears or sensitivities, it is wise to rule out medical reasons first, so visit your vet for further advice. For extreme cases it may be worthwhile taking your dog to see a qualified behaviourist who can advise on a behavioural modification programme.

What treatment options are available?

Immediate treatments

Licensed medication - as prescribed from a vet.

There are many different medications that your vet can prescribe, which can be used alongside **Adaptil®**, to help your dog cope with one-off or long-term events. However, it may not always be possible to completely eradicate any severe noise sensitive behaviour exhibited by your dog through medication alone. In addition, some drugs may have side effects. It is therefore important to discuss with your vet what your exact requirements are, what potential sensitivities your dog may have and any existing medication they are on.

Pheromonotherapy

Pheromones are chemical 'signals' or 'messages' that are secreted from specialised sebaceous glands. Animals release these pheromones as a way of communicating to themselves or others.

They are species specific, so a cat can only detect cat pheromones, and a dog can only detect dog pheromones. They are used to communicate feelings of alarm, sexual status and appeasement, and animals only need to detect the smallest amount to understand their meaning. As this is an innate (and not learnt) behaviour animals automatically know how to react/behave to it!



Feliway® and **Adaptil®** are synthetic copies of cat and dog pheromones. They are specifically created and scientifically proven to help prevent stress-related, inappropriate or abnormal behaviour. They provide comforting support and help calm cats and dogs of all ages, without causing sedation.

For further information on **Feliway®** & **Adaptil®** please speak to your vet or visit www.feliway.co.uk and www.adaptil.co.uk.

Long-term behaviour modification plans

Desensitisation

Involves the introduction and gradual increase of the anxiety-causing stimuli in order to reduce the dog's stress response. For noise sensitive dogs, this could include slowly introducing the sounds of fireworks and building up the intensity level over a period of 3 to 4 months. The aim is to reward the dog when it remains calm.

Tools such as the 'Sounds Scary CD for Dogs' are a great way of introducing this type of therapy within your own home. Plugging in an Adaptil Diffuser while playing the CD will also help to support and comfort your dog as they get used to the noises.

For further advice on desensitisation please speak to your vet or visit www.apbc.org.uk to get in touch with a qualified behaviourist for help.

Counterconditioning

This is a form of 'conditioning' where a positive association is provided alongside the fearful stimulus, for example by using rewards such as treats, a favourite toy or activity prior to and/or following a firework period. With repeated reinforcement, the dog should eventually come to associate the noise with the positive experience and be undaunted by future occurrences. Plugging in an Adaptil Diffuser, or using the

Adaptil Spray, on areas that you want your dog to use can help provide support during this learning process.

For further advice on counterconditioning please speak to your vet or visit www.apbc.org.uk to get in touch with a qualified behaviourist.

Environmental enhancement

To support any of the above treatments during fireworks, or any other loud noise events, it is important to ensure you are providing a safe and comforting environment for your pet(s).

- Providing a safe place for your pet to go, which could include a den, or just a warm and comfortable bed. Visit www.adaptil.com/uk/Firework-Fear/Tips-to-cope-with-firework-fear to watch a video on making the perfect den for your dog



Top 10 tips to keep your pets happy during the party fireworks season

For support with making your home cat friendly during the fireworks season visit www.feliway.com/uk to learn where to place resources for your cat(s).

Let's not forget about our furry feline friends!

Although cats do not suffer from noise sensitivities they can certainly be scared by loud noises! During the fireworks season it is advisable to keep your cats in after dark so they are safe and away from the loud fireworks. Remember, cats are sensitive to changes to their environments. Changes to a cat's routine, for example, keeping them indoors, can sometimes lead to stress-related behaviours such as urine marking, vertical scratching and inter-cat tension.

To limit any stress felt by your cat ensure that whilst inside you provide them with a safe, warm and easily accessible bed (this can be an igloo, cardboard box or whatever your cat prefers and feels most comfortable in). Ensure all doors, windows and cat flaps are locked so that your cat cannot escape should they try and bolt. Provide them with plenty of litter trays to use especially for cats that are used to toileting outdoors - we suggest one per cat plus one extra!

Playing relaxing music or watching TV can also help to muffle the loud bang and having fun toys to hand, such as treat balls can certainly help provide a distraction from what is going on outside.

Try plugging in a **Feliway® Diffuser** during the fireworks season. It is scientifically proven to prevent or reduce stress-related behaviours and provide comforting support to your cat(s) while they are being kept indoors.



1. Provide a den or hiding place for your pet whilst fireworks are going off. This can be a crate, carrier, cardboard box or towel over a chair.
2. Provide interactive toys or tasty treats for your pet. If your pet chooses to interact with the family during fireworks, make it fun and provide interactive toys to distract your dog during the fireworks, and tasty treats to help entice and reward them for using their den.
3. Try playing soothing music in the background or have the TV on to help muffle the sounds of the fireworks. Also, by drawing the curtains, you can help mask the noise and disguise the flashes from outside.
4. Use an **Adaptil®** or **Feliway®** diffuser as close to the den or hiding place as possible, or where your pet spends most of its time, to provide comforting support. If this is not possible, try the Adaptil Collar or Feliway spray, which can both provide on-going support during the firework party period.
5. Try and ignore fearful behaviour, dogs in particular may pick up on their owners' anxiety making the problem worse. The best thing to do is to leave your pet to cope independently. Only step in if they are causing harm to themselves or others.
6. Ensure all windows, doors and cat flaps are closed to both prevent pets escaping and reduce the noise.
7. For cat owners - ensure your cat(s) have access to enough litter trays during the firework season, especially if you are keeping them inside. We suggest one per cat plus one extra.
8. For dog owners, walk your dog(s) early in the evening to avoid taking them out during the fireworks
9. Ensure your pet has been micro-chipped, providing identification if your pets does manage to bolt and escape during fireworks.
10. DO NOT punish your pets! Just like humans animals can get scared too and by punishing them you are only making them more distressed.