
UNDERSTANDING
WEIGHT MANAGEMENT
IN YOUR CAT



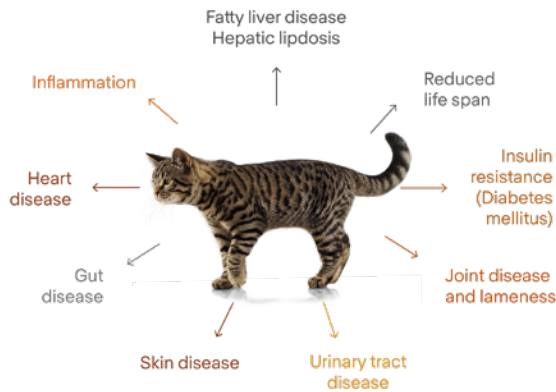
 **PURINA**
PRO PLAN
VETERINARY DIETS



Your Pet, Our Passion®

Why is weight management so important?

Obesity and excess body weight is one of the greatest health concerns in veterinary practices, with almost 40% of cats in the UK now estimated to be overweight or obese. Being overweight or obese can result in both a decrease in quality and length of life, and increase the risk of a number of concurrent disease conditions developing.



Why is my cat overweight?

There are a number of reasons cats may become overweight, and this can happen very easily. Just a 1% overconsumption of food equates to a cat potentially being 20% overweight by the time they are middle-aged, and this can be as little as a several extra pieces of kibble daily. Factors contributing to a cat becoming overweight include:

- Overeating and overfeeding (too much food given; cats eating food elsewhere; too many treats given)
- Feeding high fat or high energy diets
- Lack of exercise or being confined indoors
- Neutering has been proposed as a risk factor for obesity, as neutered cats tend to have a reduction in their energy requirements and may increase their food consumption. However, appropriate and proactive dietary management can prevent weight gain in neutered cats. Consult your vet for guidance if you have a neutered cat or you are going to neuter your cat

Often, food is given as a way to show love. However it is important to realise that there are many other ways that you can show your love that do not need to be in the form of food. Play, affection and grooming are just a few of the things that may really help to strengthen the bond between you and your cat.



What are the signs of weight gain?

Whilst gaining a few hundred grams might not make much difference to our human bodies, for a cat with a comparatively small body these extra grams add a lot of stress to their joints and organs. Weight gain is usually gradual and subtle, but can easily be checked each time you visit your vet (or you can weigh your cat regularly at home).

Signs of being overweight include:

- Being unable to easily feel their ribs
- Not having an obvious waist
- Abdomen is not tucked up when viewed from the side
- Decreased daily activity

Assessing your cat's body condition is important. To help with this, a 9 point body condition score was developed, though it requires getting 'hands on' - you won't be able to tell just by looking at your cat, especially if they have a long coat!



Body conditioning chart

UNDERWEIGHT (Levels 1, 2, 3)

1

- Ribs visible on shorthaired cats
- No fat can be felt
- Severe abdominal tuck
- Lower vertebrae and wing of ilia can be easily felt

2

- Ribs easily visible on shorthaired cats
- Lower vertebrae are clear with minimal muscle mass
- Pronounced abdominal tuck
- No fat can be felt

3

- Ribs easily felt with minimal fat covering
- Lower vertebrae obvious
- Clear waist behind ribs
- Minimal abdominal fat

4

- Ribs can be felt with minimal fat covering
- Noticeable waist behind ribs
- Slight abdominal tuck
- Abdominal fat pad absent

IDEAL (Level 5)

5

- Ribs can be felt without much fat covering them
- Waist can be seen behind ribs when viewed from above
- Abdomen tucked up when viewed from side

OVERWEIGHT (Levels 6, 7, 8, 9)

6

- Ribs can be felt, but slight excess of fat covering them
- Waist can be seen from above, but not clearly
- Abdominal tuck can be seen

7

- Ribs are hard to feel because of heavy fat cover
- Clear fat deposits over lower spine and base of tail
- Waist is barely visible
- Abdominal tuck might be visible

8

- Ribs not palpable with excess fat covering
- Waist absent
- Obvious rounding of abdomen with prominent abdominal fat pad
- Fat deposits present over lumbar area

9

- Ribs not palpable under heavy fat cover
- Heavy fat deposits over lumbar area, face and limbs
- Distension of abdomen with no waist
- Extensive abdominal fat deposits



How can you help your cat achieve an ideal body condition?

There are two ways of ensuring successful weight loss:

- Carefully controlling your cat's diet and calorie intake:
 - the main diet(s) fed, frequency of feeding and amount given at each meal
 - the treats or any other foods given
- Increasing the amount of exercise (though this can be tricky in cats).

The right diet is very important

Successful weight loss can depend on:

- Feeding a diet specially designed and formulated to help your cat lose weight and keep that weight off such as **PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox Obesity Management™**.
- Feed only the recommended quantity of food – weigh out daily rations. Avoid using measuring cups, as these can be quite inaccurate.

The aim is for your cat to lose weight gradually (0.5-1% weight loss per week ideally) – this is both safer for your cat, and more likely to result in long-lasting weight loss. However, even if you don't achieve this rate of weight loss, any weight loss is still a step in the right direction!

Your cat should not lose weight too quickly, otherwise this could predispose them to other diseases, such as hepatic lipidosis (fatty liver), that can damage your cat's health.

Mixed feeding

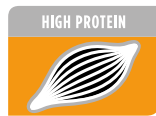
PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox Obesity Management™ wet food can be fed alone as complete nutrition for your cat. It can also be fed in combination with **PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox Obesity Management™** dry food to give the benefits of a mixed diet.

Cats need to eat a larger volume of wet food compared to dry food to eat the same number of calories. This larger volume helps cats feel fuller for longer and therefore helps keep hunger at bay. This may help some cats lose weight more easily.

Top tips for your cat to lose weight and stay trim:

1. Feed a specific diet designed for weight loss like **PURINA® PRO PLAN® VETERINARY DIETS OM St/Ox Obesity Management™**
2. Feed the quantity of food recommended by your vet, ensuring you weigh this daily.
3. Regularly check your cat's weight and body condition score.
4. Adjust the amount fed if your cat is not losing weight at the appropriate rate (0.5%-1% body weight per week).
5. Try to increase the exercise your cat has by, for example, playing with them or offering their food in feeding enrichment toys.
6. Limit the treats you give to your cat, and ensure that the ones you select are not high in energy content. Some cats really enjoy steamed courgettes, so trialling this rather than high fat or high energy treats may help.

Benefits of feeding FELINE OM St/Ox Obesity Management™ to your cat:



High protein

To help promote loss of body fat whilst maintaining muscle mass during weight loss



Low calorie diet

Reduced levels of fat to help promote effective and steady weight loss



Formulated to promote low RSS

To help minimise the occurrence of struvite and calcium oxalate urinary stones, a more common concern in overweight cats

St/Ox: A reassurance for urinary tract health

Cystitis in cats, commonly known as Feline Lower Urinary Tract Disease (FLUTD), is a common condition presented to veterinary practices. The risk of FLUTD increases further in overweight cats. **FELINE OM St/Ox Obesity Management™** formulas have been specially formulated to help reduce the risk of FLUTD – so whilst your cat is losing weight you can be reassured that the diet is also being kind to your cat's urinary tract.

Feeding guidelines for FELINE OM St/Ox Obesity Management™

Transition across to **OM St/Ox Obesity Management™** from your cat's previous diet gradually, over about 10 days. Gradually increase the amount of OM and decrease the amount of the previous food fed. Most cats prefer the new food to be offered in a separate bowl, rather than the same one. The suggested daily intake for weight loss is based on your cat's current weight, and a desired weight loss of 0.5% to 1% of body weight per week. Daily food intake should be adjusted every 2 to 4 weeks. Feeding guidelines are provided on the product packaging and on the Purina website. Always provide fresh water daily.

Maintaining a healthy weight

Once your cat has reached an optimum weight, they can continue to enjoy **FELINE OM St/Ox Obesity Management™** with an adjustment to the feeding guidelines amount to follow the weight maintenance feeding guide. Alternatively, you may wish to move them onto the appropriate lifestage maintenance product, **PRO PLAN® Expert Care Nutrition Sterilised Adult 1+ or PRO PLAN® Expert Care Nutrition Sterilised 7+**, specifically formulated to help maintain a lean body mass with appropriate protein and fibre levels.



PURINA® PRO PLAN®: a name you can trust

PURINA® PRO PLAN® VETERINARY DIETS are backed by strong science, with the latest nutritional findings applied to bring you some of the most innovative and effective formulas.

With **FELINE OM St/Ox Obesity Management™** dry and wet formulas, you can be confident that your cat will benefit from a diet that helps provide optimum nutrition during their weight loss plan and for maintenance of a healthy body weight longer term.

Please note that all indications for **PURINA® PRO PLAN® VETERINARY DIETS** mentioned on this brochure are for the dietary support of the cat with the listed condition and do not preclude appropriate medical management. The veterinary diets should be used under the supervision of your vet.

Treats calculator

Treats can contribute significantly to the daily energy intake of your cat. You should be aware of the high energy content of some commonly given treats and avoid giving these, replacing them with lower calorie alternatives. You might also like to set up a 'treat pot' to ration the treats you give daily, and ensure these come out of the feeding guide recommended for **OM Str/Ox Obesity Management™**.

Ideally use kibble taken from the daily ration. You might like to sprinkle **PURINA® PRO PLAN® Fortiflora®** on top of this to make the kibbles more exciting and tasty. Alternatively, consider lower calorie treats. A maximum of 10% of the calories consumed per day should be given as treats.

Snack and Treat Calculator*


Give your cat the healthy love it needs.



FOR CATS



 <p>15g PIECE OF CHEESE</p> <p>85 =    </p> <p>KCAL</p>	 <p>100ml OF WHOLE MILK</p> <p>65 =   </p> <p>KCAL</p>	 <p>1 COCKTAIL SAUSAGE</p> <p>25 = </p> <p>KCAL</p>
 <p>25g ROAST PORK</p> <p>52 =  </p> <p>KCAL</p>	 <p>20g OF SALMON</p> <p>42 =  </p> <p>KCAL</p>	 <p>25g OF TUNA</p> <p>25 = </p> <p>KCAL</p>
 <p>25g HAM</p> <p>40 =  </p> <p>KCAL</p>	 <p>28g LEAN ROAST BEEF</p> <p>50 =  </p> <p>KCAL</p>	 <p>20g CHICKEN</p> <p>30 =  </p> <p>KCAL</p>

KCAL ENERGY INTAKE  MUFFIN

*average based on 4kg cat – daily kcal requirement av. 238kcal/day
Muffin based on 250kcal, av. human adult kcal requirement 2,500kcal
Muffin provides 10% of daily kcal need



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PetCareteam

For advice on any aspect of pet care, just ask our experts

UK: 0800 212 161 ROI: 1800 509 368

Monday-Friday 8am-6pm. Or contact us online at
www.purina.co.uk | www.purina.ie

For more information, please speak
to your vet or contact Nestlé PURINA®

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