



GIVE YOUR
KITTEN AN

**ULTRA
START**



KITTEN



CONGRATULATIONS ON YOUR FURRY BUNDLE OF JOY!

Whether your kitten is your first pet or an addition to your four-legged family, we wish you all the very best.

This handy guide contains all you need to know about your kitten and how to keep him or her as happy and healthy as possible.

The first year of a kitten's life is an exciting but challenging time.

Enjoy the “Ultra-kitten” ride!



WELCOME TO **ULTRA PET**

Thank you for entrusting ULTRA PET to keep your kitten nourished, happy and healthy! We pride ourselves on offering deliciously nutritious products that have been scientifically formulated by a team of leading industry experts, which means that your kitten will be getting all the nutrition they need to live their best life.

WHY **ULTRA PET**?

Our veterinary quality, scientifically engineered cat food is made for South African cats living in our local conditions. ULTRA PET Cat Food is formulated using the combined expertise of both our in-house animal nutritionist and veterinarian to create a range of high-quality cat food that your pet will love.

WHY CHOOSE **ULTRA PET FOR YOUR CAT?**

- ULTRA PET Cat Food is scientifically formulated with South African cats in mind.
- Our brand new Optimal Balance and Special Diet recipes include fresh meat for improved palatability.
- **Our brand new, state-of-the-art factory facility produces world-class products that don't break the bank, making ULTRA PET Cat Food an excellent value for money choice for your kitten.**

ULTRA PET KITTEN RANGE

Healthy Kittens need an optimally balanced food filled with high-quality ingredients, including fresh meat as a better, healthier protein source that will gently support them as they grow into healthy adults.

ULTRA PET Optimal Balance Kitten food is a complete and nutritionally balanced diet that has been scientifically developed by our veterinarian and animal nutritionist.



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Optimal Balance Kitten

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- Sterilisation
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FINDING THE RIGHT **FIT FOR YOU**

Spend time researching

Doing your own research before getting a new kitten is a very important first step in the process. This is because each breed is different, and they each have different needs and requirements.

Obtaining a kitten from a breeder

Once you have done your homework to find the best kitten for your household, seek out a reputable breeder in your area.

Go and talk to the breeder, discuss the family tree, energy levels, behaviour and any additional questions you have.

Go and see the facilities for yourself. Meet the kitten's parents. Spend time with the kittens and see how they interact with you and with each other. Ask for proof of vaccinations and deworming for the mother and your kitten if they are old enough.

We advise you to not support kitten mills. Kitten mills are often low-staffed, so cats receive little human interaction, inadequate exercise and enrichment, and poor socialization. Kittens are often removed too early from their mothers, causing many to be developmentally impaired.

ADOPTING A KITTEN



Various shelters and rescue organizations have kittens up for adoption. The people running these organizations or shelters have a vast amount of knowledge.

Discuss your needs before adopting to ensure you get the right feline fit for you.

BEFORE YOU GET HOME

What you'll need to consider

Can you commit?

Owning a kitten is a lifelong commitment.

Does the specific kitten you want fit into your lifestyle?

The below are some examples you may want to consider:

- A long-haired kitten requires regular grooming and trips to the parlour.
- Some breeds are avid hunters and some estates may restrict the kitten's mobility.

Interview veterinarians

Before you have settled on a kitten that suits you go to a recommended veterinarian. A veterinarian can be an excellent source of information to help you choose a kitten that will fit into your home.

Do your research. Read online reviews of vets in your community, ask groomers for their recommendations and make interview appointments with them.

No impulse shopping:

It is very easy to purchase a kitten on impulse. A new house member must only be introduced after careful consideration. Do not make a hasty decision which you will regret and will be unfair to your kitten.

WHEN YOU GET HOME

The basics: Kitten-proofing your home

Just like introducing a baby to your home, you need to make sure your space is as kitten proof as possible.

- Look around your house first, at high shelves and low cupboards and hidden nooks. Could the kitten get onto a shelf holding valuable or fragile items? Could she become trapped inside a cupboard?
- Remove any plants that may be poisonous to your kitten.
- Use animal-safe insect repellent. Commercial roach and ant poison will kill cats if ingested.
- Store away all cleaning supplies and detergents.
- Put small objects e.g. hair bands and jewellery out of reach.
- Always keep the door to your clothes dryer closed and double-check inside before using it. Cats like to find dark, warm places to sleep, and the results could be tragic.
- Make the pool safe with a cover or net.
- Make sure your dustbins are properly shut and secure.
- All countertops need to be free of clutter.
- Keep the toilet lid closed.
- If it's dangling, it's a cat toy. The most potentially hazardous household "danglers" are electrical cords and drawcords on window coverings.

YOUR KITTEN'S SHOPPING LIST

- Bag of ULTRA PET Kitten Food
- Free ULTRA PLUS Pet Accident Cover
- Treats
- Food and water bowls
- Bed and blanket
- Veterinary approved toys
- Scratch post
- Litter box and scoop
- Kitten friendly grooming brush
- Collar with tag
- Vaccinations & dewormer
- Tick & flea treatment
- Pet Medical Aid



Interactive Toys

These toys keep your cat busy and will help them to practice their hunting needs. This ranges from small little balls, feathers on a stick etc.



Scratch Posts

Different sizes and different types to meet your cats territorial marking needs.



Confined spaces

Cats love to hide and sleep in dark confined places. This can range from a cat igloo, cat scratch post with a bed, or even a simple cardboard box.



TYPES OF **IDENTIFICATION**

There are 2 types of identification for your pet



Tag and collar for your cat



Microchipping your cat

Pet identification is one of the most important things that you can do to keep your pet safe

Tag and collar:

A collar and tag are a simple way to identify a pet. With a name and telephone number on the tag a pet can easily be reunited with their owners if they are ever lost or injured. Collars and tags can fall off and are not a permanent method of identification.

Microchip:

Microchips are implants that provide permanent pet ID for your furry friend. Microchips are small transponders with a glass coating that is inserted under the skin, between the shoulder blades, of your pet. If your pet is ever lost or injured and ends up at any animal shelter or veterinary hospital the pet will be scanned for a microchip. When the microchip is found, the microchip company is phoned and then the owner of the pet is identified and contacted.

We recommend that even if your pet has a microchip, they should wear an ID tag as well.

LITTER BOX TRAINING

A how to guide

Kittens are naturally inclined to eliminate on soil and dirt. They usually mimic this behaviour by watching their mom. Rescue or adopted kittens will require patience to train them.

Setting the scene:

- Have one more litterbox than the number of cats in household.
- Have a litter buffet. Use different substrates. These include clay litter, fine “clumping” litter, plastic pearls, silica, recycled newspapers, wood shavings and many others. Some have materials added to control odour. “Some studies have found that clumping litter may be preferable to certain cats and that scented litter is aversive to some cats.”
- Place the litter box in a quiet area.



Be Responsible

- Change the litter weekly.
- Empty the litterbox daily.
- Accidents will happen. Never punish your cat! Rather reward them when they eliminate in the litter box.
- **PREGNANT OWNERS:** Do not clean the litter box while pregnant. Ask another family member to clean it. Toxoplasmosis in cats is very rare, but it can cause serious health problems in unborn babies.

ALL ABOUT FEEDING

Your new little kitten

Kittens nutritional needs differ greatly compared to an adult cat.

It is invaluable to feed them a well-balanced diet designed specifically for their needs at this important stage of life.

Transition your kitten from its old food to ULTRA PET:

NO. OF DAYS	ORIGINAL FOOD	ULTRA PET KITTEN FOOD
1 - 2	70%	30%
3 - 5	50%	50%
6 -7	30%	70%

Feeding schedule:

Cats have smaller stomachs than dogs and eat less amounts more frequently. Check 3-4 times daily that your kitten has fresh food available.

2 to 3 months old: 4 meals a day.

3 to 6 months: 3 meals a day.

6 months and older: 2 meals a day.



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Recommended feeding guidelines:

AGE	QUANTITY IN GRAMS	
6 - 12 weeks	25	85
12 - 26 weeks	50	115
26 - 52 weeks	56	115

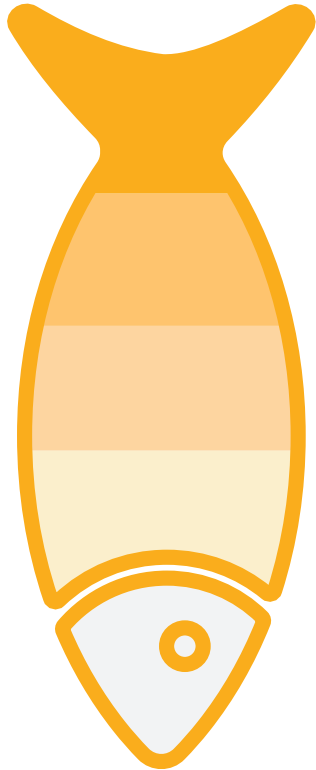


FOODS THAT ARE
DANGEROUS

For your kitten



VACCINATION **RECORD**



6–8 weeks

Feline Herpes Virus, Feline Panleukopaenia virus and Feline Calici virus

9–12 weeks

Feline Herpes Virus, Feline Panleukopaenia virus and Feline Calici virus

12–16 weeks

Feline Herpes Virus, Feline Panleukopaenia virus, Feline Calici virus & Rabies

Over 4 months

Rabies (repeat one year later)

Annually

If pet will travel or you stay in an endemic area vaccinate annually. Alternatively vaccinate every 3 years..

Additional South African vaccines

Feline Leukemia Virus:

8-9 weeks of age with a second booster 3 weeks later
Booster at 6months to 1 year old.

If your cat has a sustained risk vaccinate annually.

Bordetella Bronchiseptica:

Administer a single dose intranasal as early as 4 weeks of age.

Annual booster is indicated for cats that will go to cattery or kennel.

TREATING & PREVENTING **PARASITES**

Internal & External

Why is deworming important?

- Worms can be transferred from the mother's milk or through the mother's placenta before birth.
- By ingesting infected fleas that can transfer tapeworms.
- Ingesting contaminated soil, faeces or water.
- Eating raw meat and offal.
- Ingesting infected hosts by hunting and scavenging.

Deworming schedule:

- A kitten requires a deworming tablet monthly with each vaccination. Thereafter for prevention, deworm once every 3-4 months.
- It is advised that all humans in the house in contact with the pets, get dewormed 2x a year. Contact your veterinarian for the correct products to use.



How to combat ticks and fleas

Tick and fleas' infestations are quite common in South Africa due to the warm and rainy summers.



Multiple products are available for prevention

It is very important to follow your vet's instructions. Always buy a product that is safe for your kitten and ensure you buy for the correct weight category.



Important to note: Only use products approved for cats. Never use a dog product.

KITTEN DENTAL CARE

Caring for your kittens milk teeth

Just like humans require regular brushing and cleaning of their teeth, so do cats. This is the only proven way to prevent dental disease in both species.

Ensure you have the correct tools for this task:

- A pet friendly toothpaste
- New, clean washcloth
- Pet friendly toothbrush or one small enough for a child

Initially start slowly when introducing your kitten to teeth brushing.

You don't want to create an aversion to teeth cleaning.

For the first couple of days use only your finger, for applying toothpaste. As soon the kitten tolerates this daily replace your finger with a small, clean piece of washcloth.

Repeat the process until your kitten is comfortable.

Only after this change to a toothbrush.

Aids that you can use in conjunction with teeth brushing

- ✓ **ULTRA PET Kitten Dry Kibbles.**
- ✓ **Dental approved toys**
- ✓ **Oral gels**
- ✓ **Water additives**
- ✓ **Dental approved chews e.g. Greenies**

KITTEN STERILISATION

A straight forward procedure

Sterilisation (or neutering) refers to the surgical procedure to remove reproductive organs. In females the ovaries and uterus are removed, and this is called a spay. In males we do a castration by removing the testicles.

The procedure is straight forward, but a registered veterinarian must do it.



The Benefits of sterilisation

Prevents pregnancy:

- Every year untold numbers of animals end up at Welfare organizations. There is a pet overpopulation and unwanted litters must be prevented.

Prevents complication arising from pregnancy and delivery:

- Caesarean section
- False pregnancy
- Milk fever and injuries during mating

Females may not be subject to the health problems listed below:

- Ovarian cyst
- Tumors of the womb and ovaries
- Risk of pyometra (infection of the uterus) is greatly reduced
- If spayed before the first season, risk of malignant mammary cancer is minimal

In male's, sterilisation reduces the distraction for them to get to the female on heat:

- In short it will make it less likely for your male pet to get lost, run over or into a fight.
- Neutering also eliminates sexual distress, frustration and distraction.
- Reduces the area of roaming significantly.
- Eliminates spraying against furniture and curtains.

KITTEN SOCIALISATION

What you need to know and do

Cats will get used to whatever they were exposed to at a young age. What this means is that if your kitten gets exposed to a variety of sounds, sight, smells and people he/she will likely be a well-adapted adult who is confident in various situations.

Always ensure that your kitten has a bolt hole to escape to if they get frightened. Socialisation is the period where they learn to accept things and circumstances around them, so they are not afraid of them in later life. In cats, this window of opportunity closes at about 16-17 weeks of age.

The best time to focus on this is during 8-16 weeks of age. During this time kittens are like sponges and absorb all the information around them.

It is important to remember the same way they will remember positive experiences; they will also remember negative experiences. That's why it is so important to make this experience a positive, exciting time for your kitten.

A kitten socialisation class will aid you in this process

Kitten socialisation classes are a developing trend in South Africa. If you are not able to find a class you can expose your kitten to the following:

Environment:

- Car ride
- Veterinary office (including scale, exam table, handling)
- Cat carrier
- Everyday house situations (e.g.: vacuum, Intercom, telephone)
- Outside (while under strict supervision)
- Groomers (while in carrier or on harness)

Animals:

- Other cats and kittens (all well-socialized and vaccinated)
- Dogs (only cat-friendly ones)
- Farm animals
- Any other animal they may come in contact with

Situations:

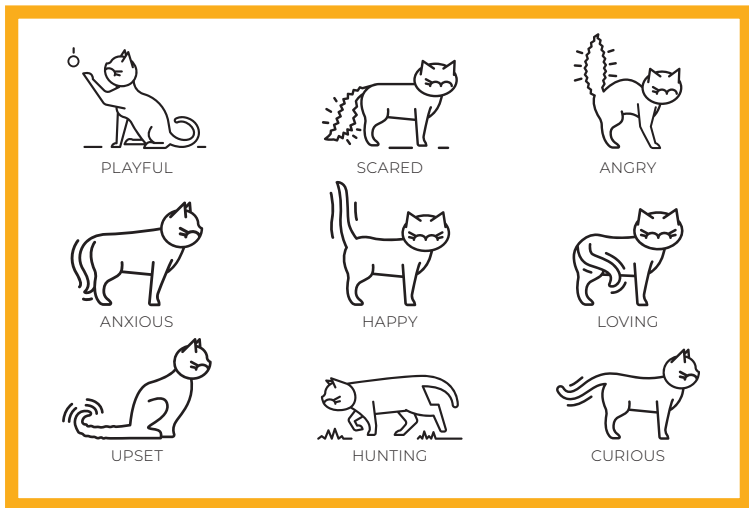
- Guests in the home
- Having a picture taken
- Being held
- Tooth brushing & nails clipped
- Playing with a variety of toys
- Grooming & bathing

KITTEN'S BODY LANGUAGE

Reading your kitten's body language is key!

As an owner it's beneficial to have a healthy bond with your kitten. It is very important to know how to read feline body language and how to interpret it. By recognising your kitten's body language you will understand them better and be able to prevent future behavioural problems.

Some examples of cat behaviour include:



EMBRACE THE JOURNEY

Enjoy this incredible journey with your kitten!

At ULTRA PET we aim to provide the best advice to keep your kitten ultra-happy.

Check out our website for weekly articles and contact our resident veterinarian for any burning questions you may have.





ULTRA PET ADULT CAT RANGE

ULTRA PET Cat Food is a veterinary quality, scientifically formulated cat food made with South African cats in mind.

Our Optimal Balance Adult Range is the perfect everyday cat food, whilst our Special Diet Adult Range caters for cats with unique dietary requirements and both ranges include fresh meat for improved palatability and enhanced taste.

Our brand new, state-of-the-art factory facility produces world-class products that don't break the bank, making ULTRA PET Adult Cat food an excellent value for money choice once your kitten reaches adulthood.

ULTRA PET Optimal Balance for Cats



Adult
V26108



Senior
V21675

ULTRA PET Special Diet for Cats



Grain Free
V12492



Metabolic
V13584



ULTRA PLUS
PET ACCIDENT BENEFIT

Get **FREE** Pet Accident Benefits* with **ULTRA PLUS**

*Claim payout values may differ and are dependent on which ULTRA PET product you purchase. Paid out on approved claims only.

Did you know that just by purchasing Ultra Pet products and joining our free **ULTRA PLUS** program, your loyalty is rewarded? You will receive our unique pet accident benefit **at no additional cost to you.**

ULTRA PLUS helps to reduce the financial burden of medical treatment (subject to our T&C's), in the event that your pet is injured as a result of a sudden, unforeseen or unintended event.

It's all about knowing that if you are an active **ULTRA PLUS** member and your pet was injured in an accident, that you would then be able to **claim back** either the full or part portion of your final vet invoice.

It's that simple!

for more information, please visit ultra-pet.co.za/ultraplus

The image shows a smartphone screen displaying the Ultra Plus login and sign up interface. At the top, there is a hamburger menu icon on the left and the Ultra Plus logo on the right. Below the logo is a banner image of a cat and a dog playing with a yellow ball. Underneath the banner is the Ultra Plus logo and the text 'PET ACCIDENT BENEFIT'. Below this are two input fields: 'Your email' and 'Your password'. At the bottom, there are two buttons: a yellow 'LOG IN' button and a white 'SIGN UP' button with a black border.

Confirm your email address from our welcome mail before signing in. If you did not receive a welcome email, try resending it using the password reset button below.