



Hairballs can jeopardize your cat's health ...

- Cats spend up to one-third of their waking hours self-grooming.
- The tiny barbs on a cat's tongue pull loose hair from its coat and those hairs are swallowed.
- Because hair is very difficult to digest, it compacts with undigested food in the intestines.
- The accumulation becomes a source of irritation if it is not eliminated in the litter box or coughed up.
- The result is messy fur-like, cigar-shaped forms on the floor or furniture.
- Some surgically removed hairballs are almost three inches in diameter.
- Although you may not see hairballs, there may be a significant accumulation in your cat's stomach and intestines!

Signs of hairball problems...

- Fur-like, cigar-shaped clumps of fur found on floor or furniture.
- Dry, hacking cough.
- Vomiting after meals.
- Preoccupation with eating plants or grass.
- Hair entwined with the feces.
- Dry, dull coat and/or excessive shedding.
- Poor appetite and/or weight loss.
- Constipation or diarrhea.

Common treatments ...

- Single focus products ... do not address a cat's entire system.
- Mineral oil or petroleum lubricants ... are petrochemical products.
- Large amounts of fiber ... can decrease intestinal absorption of nutrients and may result in a malnourished animal.
- Enemas for constipation ... requires tranquilization and can be dangerous.

Purr•fectly Natural™ Multi-action Gourmet Cat Treats are effective because they ...

Improve Coat Health so Less Hair is Swallowed During Grooming

- Contains highly digestible animal proteins, which nourish and strengthen hair.
- Contains essential fats, from various sources including flaxseed meal, which provides oils necessary for healthy skin and coat.

Support a Healthy Digestive System for Efficient and Effective Functioning

- Contains *Lacobacillus acidophilus*, a friendly bacteria that provides nourishment for proper intestinal function.
- Contains slippery elm, a special herb that supports the natural moisture found in a healthy digestive system.
- Contains cellulose, a natural fiber that moves hair through the digestive tract.
- Contains *natural* glycerin, which helps lubricate the intestines and delicately move hair through the stomach and intestines.

Taste Delicious and are All Natural

- Formulated for finicky feline palates.
- No corn, wheat, by-products or dyes.
- No chemical preservatives.



Over, for more info



Purr•fectly Natural™

Gourmet Cat Treats

multi-action hairball formula

Supports Healthy Skin & Coat

Supports Healthy G.I. System



COMPARE	Purr•fectly Natural Gourmet Cat Treats Hairball Formula	Popular Hairball Brand #1	Popular Hairball Brand #2
Artificial Colors	NONE	Red 40	Carmel Coloring
Chemical Preservatives	NONE	BHA	---
Lubricants	Natural Glycerin	Mineral Oil & Glycerol	Petroleum Gel & Glycerol
First Ingredient	Chicken Meal	Ground Yellow Corn	Wheat
By-products	NONE	YES	NONE
Friendly Bacteria (Probiotics)	Lactobacillus Acidophilus	NONE	NONE
Herbs	Slippery Elm	NONE	NONE
COST FOR 4 OZ.	\$6.95 Preferred Customer	\$8.21	\$11.40

Ingredients:

Chicken Meal, Rice Flour, Oatmeal, Pearled Barley, Cellulose, Herring Meal, Chicken Fat (preserved with natural mixed tocopherols), Chicken Liver Meal, Glycerin, Brewers Dried Yeast, Flaxseed Meal, Slippery Elm, Lactobacillus Acidophilus Fermentation Product, Phosphoric Acid, Potassium Chloride, Salt, Taurine.

Guaranteed Analysis:

Crude Protein (Min.) 27%
Crude Fat (Min.) 8%
Crude Fiber (Max) 7%
Moisture (Max.) 10%

Suggested Serving:

Feed 5 to 8 daily between meals, adjust as needed. This product is not a substitute for your cat's daily diet.

