

Your new Iams brush

Daily brushing is recommended for your cat. Your special Iams brush helps with grooming by removing extra fur, and keeping the coat well oiled.

With regular massage sessions:

- Cats often become more affectionate and attentive to you.
- Massage can improve sociability. She'll love the new ways you touch her!
- Massage can alert you to any physical changes in your cat's health.

Your special relationship will also improve as the suggested massage techniques in this booklet will create an even stronger bond between you.



Gliding back loops

Area: Back

Motion: Gliding

Speeds: Slow, moderate

Pressures: Light, mild, deep

Technique: Now we use two hands – one with palms, one with your brush. Gently glide your palm down your cat's back. When that palm is halfway down, glide with your other hand, using the brush.

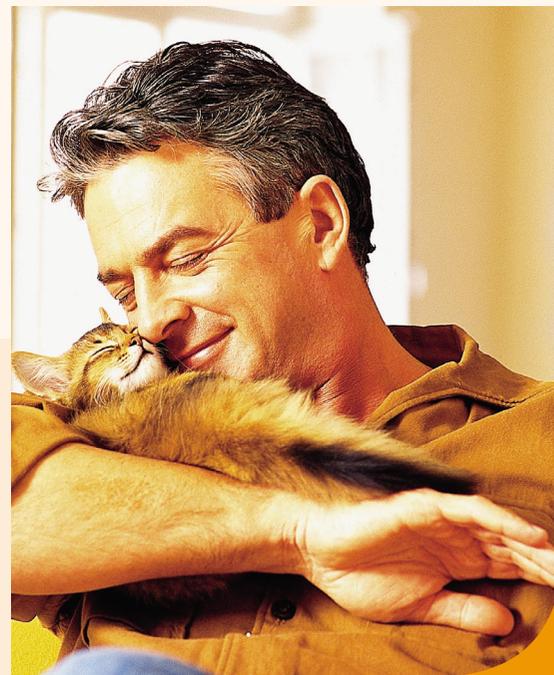
As your palm reaches her tail, glide it off, and continue again at the top. Repeat with your 'brush-hand' to create a wide continuous loop.

Some strokes can be one long glide, or three shorter glides or even six very short glides. Start slowly. Let the brush flow all along the back. Find a comfortable rhythm for you and your cat to enjoy. Experiment with all pressures. If you rub deeper, rub slower. Extra cat fur may appear on your brush. This is good for your cat as it helps with her grooming.



These techniques were created exclusively for Iams and we hope you and your cat enjoy them. For more information on a Cat Massage book or video, please visit www.catmassage.com. The techniques within this booklet have been created by an expert in Cat Massage. All techniques should be undertaken as instructed and attention should always be observed to ensure that your cat is comfortable with the actions. If you have any doubts, or your cat shows any form of distress, you should stop immediately.

Cat Massage Techniques



A long, healthier life together. It's in your hands!

Complete Well-being

Iams dry food offers excellent nutrition for your cat.

Formulated with highest quality ingredients, vitamins and minerals, Iams gives her everything she needs and nothing that she doesn't need.

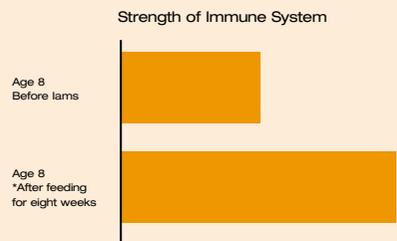
Yet it is more than a complete and balanced diet – Iams works with your cat's immune system. There's even a special Iams formula for when she's older: Iams Senior, the first cat food proven to take the immune system of an eight-year-old cat to the level of a much younger cat.*

As well as high quality nutrition, affection and attention are also important for her well-being. She needs to be happy and relaxed, and one of the best routes to relaxation is through massage.

As world experts in cat health, we at Iams have commissioned Maryjean Ballner, author of 'Cat Massage', to bring you this helpful booklet. These pages outline some techniques for massaging your favourite feline with your free Iams massage brush.

Your massages will help give her the affection and attention she needs for her best health.

Cat massage is a perfect way to bond with your cat.



A healthy, happy life together – it's in your hands.

Chin to chest caress

Areas: Chin and chest

Motion: Rubbing

Speeds: Slow, moderate

Pressures: Light, mild

Technique: Hold your special Iams brush under your cat's chin. Let her rest her head on it for a moment – allow her to sniff it and feel its bumpy texture.

With a light pressure – remember the windpipe is here – slowly pull the brush out to the tip of the chin. Then pull it back down along the chin, to her chest. Slowly repeat up and down.

After a few long strokes, caress just her chin area; next caress just the chest.

Always start slowly – take two full seconds to go up and down. When comfortable with your brush, massage with shorter rubs.

Start with light pressure; vary with mild.

Your cat will often show enjoyment – tilt her head up, chin pointing toward the sky. When she does, you can even support her head with your other hand.



Cheek rubs

Area: Cheeks

Motions: Circling, rubbing

Speed: Slow

Pressures: Light, mild

Technique: Tenderly caress small circles around your cat's cheek.

Repeat with counter clockwise circles. Next, rub back and forth.

Go very slowly; feel the bony contours of the cheek. Count two full seconds to make a single large circle – that's very slow and that's what your cat likes.

Or make your circles very tiny; barely move your brush. Then make them bigger, like the size of your finger pad. Use a light pressure.

Caution: Be careful not to bend her whiskers backward or forward.



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Date 04/10/2001
 Client Iams
 Triangle Job No. ZP0002
 EiiE Job No. 28465(G)
 Job Title Iams Consumer Leaflet
 Trim Size 298mm W x 100mm H
 Flat Size 150mm W x 100mm H
 Proof 7
 Fonts Helvetica Neue (Adobe)
 AlphaMackAOE (Adobe)
 Helvetica Neue Extended (Adobe)

Publication N/A

Spec. 5 colour

Ipi 150 dpi 300

CMYK Cyan Magenta Yellow Black

Specials 168CV

Mono Black Black Black Black

Approval

Proofreader: _____

Account Manager: _____

Studio Manager: _____

Art Director: _____

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