



## Cats, Hairballs and Shedding

-  Cat hairball problems are just naturally common in cats, all cats, because of their self-grooming habits. Their rough tongues are made to clean themselves thoroughly and, in doing so, they ingest a lot of hair.
-  Up to 2/3 of a cat's shed hair can be ingested as they self-groom.<sup>1</sup> These loose hairs can pack together in a cat's stomach and form a hairball.
-  Hairballs generally consist of compacted fur, but they often also include food and a coating of mucus.
-  Hairballs aren't just a messy inconvenience but a sign of discomfort and potential serious problems. They can lead to a number of problems including regurgitation and vomiting, constipation or diarrhea, intestinal obstructions and loss of appetite.
-  Hair ingestion equals roughly 0.011 ounces of hair for an outdoor adult short-haired cat weighing 6.6 pounds. This can add up to 1.24 ounces of ingested hair a year.
-  The most important and most effective way to prevent hairball formation is frequent grooming to remove the dead undercoat before it is swallowed.
-  Traditional hairball treatments (lubricants, diets, etc.) address the problem after the hair has already entered the cat's body. A FURminator® de**Shedding** tool PREVENTS the problem by preventing the hair from getting into the cat's body in the first place. FURminator stresses preventative care and that is the true definition of good health!

**Cats and hairballs and shedding problems are all connected. Using a FURminator just 10 minutes twice per week gently removes 90% of the loose hair and undercoat without damaging or cutting the topcoat. This is a safe, effective and non-invasive way to prevent hairballs from forming before they cause serious problems.**

<sup>1</sup>Credited to: Wouter H. Hendriks, Michael F. Tarttelina and Paul J. Moughana. Seasonal Hair Growth in the Adult Domestic Cat (Felis catus) Comparative Biochemistry and Physiology Part A: Physiology Volume 116, Issue 1, 1998: 29-35.