

## Transition from processed food to a raw diet.

Switching to a raw diet allows you to know what you are feeding your cat. You will feel much more comfortable knowing the wholesomeness of each ingredient and the health benefits to your cat. It is ideal to start your kitten on a raw diet at an early age. They can eat the same food as adult cats, just more of it and more often. Kittens need about twice as much food per ounce of body weight as an adult.

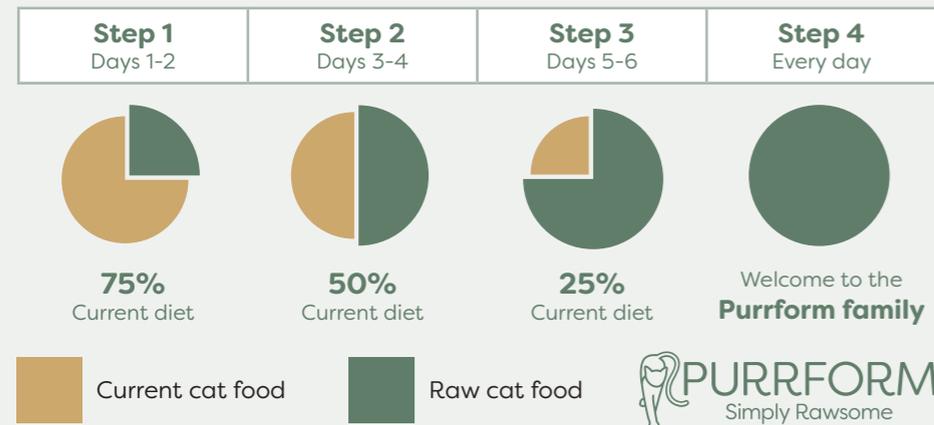
All that growing requires them to ideally eat about every 4 to 6 hours. If you're getting a kitten(s), start them off on the right track with a raw diet, and you won't have to worry about transitioning them later on.

The key to transition for an older cat is patience.

The transition can be fast or very slow. However long it takes, stick with it, it's well worth it.

### Raw Food Transition Plan

Mix your cat's current food with Purrrform complete raw cat food in the proportions shown below. Should your cat reject their food at any point go back to the previous mix.



All cats are different and some will need a longer transition plan than the example above. However long it takes, stick with it, it's well worth it.

Pop this page on your fridge to help you switch your cat onto Purrrform complete raw cat food. You also always have our specialist support on hand to assist you.

## Ready to give your cat a rawsome life?

You can find out exactly how much to feed your cat with the calculator at [www.purrrform.co.uk](http://www.purrrform.co.uk). There's also a range of helpful videos, fact sheets and frequently asked questions such as:

**Q: My cat doesn't normally eat raw, can I immediately give them a completely raw meal?**

**A:** If your cat is new to raw you may need to transition them onto a raw diet by mixing the raw food with what they currently eat. This can take 3 - 4 weeks. See overleaf for a handy transition plan.

**Q: Why do I need to feed so little Purrrform complete raw food compared to other pet foods?**

**A:** Cooking reduces nutrients in meat, causing losses of vitamins, minerals, and amino acids. Meat used in highly processed pet food is cooked at high temperatures and the nutrients lost must then be added back in. Purrrform pouches and tubs are raw food that is not cooked and so contains all of the nutrients your cat needs from smaller portion sizes.

**Q: Will my cat be at risk of getting salmonella?**

**A:** Cats have evolved to eat raw meat and have short digestive tracts; they are at little risk of contracting salmonella. There is a much lower risk of cats contracting salmonella from affected meat than there is from humans contracting it.

Purrrform uses fresh, human grade meat which is stored and manufactured under stringent health conditions. The batches of food are regularly tested by a UKAS accredited laboratory. The premises are regularly checked by the Animal and Plant Health Agency (APHA).

As when handling any raw meat product for human or animal consumption, care should be taken to handle with care and wash hands afterwards. Any surfaces or utensils that have come into contact with the product should be properly washed.

Complete raw food  
for your cat.  
Conveniently packaged  
for you.



For support and advice on feeding a raw diet to your cat:  
[www.purrrform.co.uk](http://www.purrrform.co.uk)

Purrrform Customer Helpline: 0800 909 8099 / [enquiry@purrrform.co.uk](mailto:enquiry@purrrform.co.uk)

 [purrrformltd](https://www.instagram.com/purrrformltd)  [purrrformcatfood](https://twitter.com/purrrformcatfood)  [purrrform](https://www.facebook.com/purrrform)

 **PURRRFORM**  
Simply Rawsome

[www.purrrform.co.uk](http://www.purrrform.co.uk)

## Complete raw cat food. Made completely for cats.

Purrform are the raw cat food specialists. We only make complete raw cat food, so whether you are just starting out on your journey to raw feeding or have always fed raw, we can offer the right food and the right support and guidance.

Specifically developed to be complete for cats, not canines, our blend of 100% human grade meat, bone, offal, and natural nutrients closely replicates the balanced diet a cat would enjoy when eating whole prey.

With a range of tasty flavours in easy to feed pouches and tubs you can give your cat all the nutrients they need to lead a healthy life, in one dish, from kitten through to adult cat.

### Why feed your cat a raw diet?

- H** Healthier appearance and a shinier, softer coat
- E** Eyesight is improved through the high taurine content
- A** Agility and increased energy levels
- L** Longevity, guarding against a lifetime of illness and reducing trips to the vet
- T** Teeth and better overall oral health
- H** Happiness. The emotional wellbeing of eating a satisfying, complete and natural diet

## A tasty choice for your cat.

Our food is only ever frozen once, from fresh, giving a more natural, fluffy texture and consistency, which cats will love. With conveniently portioned packaging, making it easier for you to manage raw feeding without any waste.

The 12 flavours across our standard, premium and weaning paste range ensure Purrform appeals to every palate.



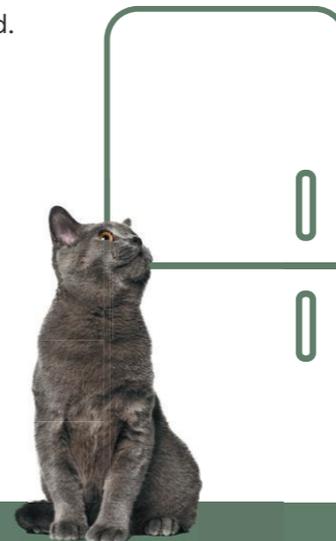
Our standard range is ideal for adult cats and is available in pouches and tubs in 6 different flavours.



Purrform Premium pouches come in 4 delicious flavours, for the more discerning adult cat.



What better start to a lifetime of health, than our weaning paste range. Suitable for kittens 4-8 weeks old, this finely ground paste gives your new arrival their first taste of raw food.



## Essential rules to successfully transition your cat onto a raw food diet.

1. Cats smell their food before eating it. If the food smells different, cats will often not even try it.
2. Pet owners must therefore decide what makes their cats tick when it comes to food and try to disguise the smell of the new food
3. The easy way to do this is either;
  - a. To crunch kibbles and sprinkle over the raw food
  - b. Pour tuna brine juice onto the raw food
  - c. Pour water into their pouch of favourite wet food to make a gravy. Then sieve the gravy and pour a small amount onto the raw food. Store the remaining gravy in the fridge.
  - d. As a pet owner you will have to do anything necessary to entice your cat to test the raw food, so be imaginative!
  - e. Behaviour towards your cat is also important. Be relaxed and do not make eye contact with your cat when serving the first raw meal.
  - f. Move away from your cat and pretend to be busy, cats know how to get your attention so don't fall into their trap!

