

## **CAT PET PARENT STARTER GUIDE**

Exclusive savings and resources to help give them all the care they need





# Congratulations on your new family member!



Adding a kitten or new cat to your household is an exciting, joyful time. They will charm you, try your patience, challenge your ability to keep up and entertain you endlessly. Their enthusiasm for even the most seemingly insignificant events is contagious. Cats remind us that happiness is

meant to be shared. They change our lives and steal our hearts.

At Petco, we have **more than 50 years of service** to pet parents. Because our *only* focus is on pets, we're committed to doing all we can to get to know you and your cat. We do this by staying true to our commitment to provide the right products, services, advice and experiences that keep pets physically fit, mentally alert, socially engaged and emotionally happy. Everything we do is guided by our vision:

## Healthier Pets. Happier People. Better World.™

We know that navigating the world of pet supplies in the midst of the excitement of welcoming a new pet can be a bit overwhelming. That's why we've developed this simple guide to help you get the things you need for a happy, healthy cat.

Brad Weston

Chief Executive Officer

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# everything you need to get started as a new cat parent

meow	Ask about the best nutrition solution for your cat.  Dry food Wet food Treats
	Set up the home  Litter  Litter pan, hood, scoop and liners  Collar, harness, leash and I.D. tag  Cat bed  Food bowl and water bowl or fountain  Cat furniture  Travel carriers  Stain and odor removal products
	Start the fun and games  Animal-shaped and object toys Chaser and teaser toys Catnip-filled toys Scratchers Motorized toys
8	Encourage positive behavior  Scratchers Cardboard Posts
<b>③</b>	Get a healthy start  □ Vaccinations, heartworm preventative and veterinary consultations □ Flea & tick prevention products □ Dental care □ Grooming supplies □ Vitamins and supplements as needed



## 1. read the label

If you don't understand an ingredient listed on a food or treat package, seek advice from a Petco store partner for more information.

## 2. choose the best protein sources

The first ingredient listed should be a form of high-quality protein such as chicken, salmon or turkey. The order of ingredients is listed based on their percentages in the food, from greatest to least.

# 3. avoid artificial ingredients

Choose food that supports a high-quality, natural diet.

# 4. gluten- and grain-free

Gluten- and grain-free cat food can be a lifestyle decision and is an appealing choice for any pet parent who's concerned with food sensitivities in both humans and cats.

# 5. nourish your cat's age and activity level

The right food formula for your cat is a combination of the specific needs to their age and activity. We have nutritional options to meet all the life stage needs of your cat.

# nutrition

WHAT WE FEED THEM MATTERS. M

Not all pet food is created equal, so it's important to know what you're putting in your pet's bowl. Just like human food, there's healthy pet food and there's junk pet food.

As pet parents, we want our pets to live long, healthy lives. Cats are carnivores, so starting them with high-quality, premium food with quality, meat-based protein will ensure your cat stays on the right track. In order for your cat to thrive, Petco recommends feeding wet food to your cat as a complete meal or as a supplement to dry kibble.

The benefits of eating wholesome, nutritious food can have a lasting impact on your cat's total health:

- Healthy urinary tract
- Improved energy levels
- Aids healthy digestion
- Helps support a healthy immune system
- Healthy weight
- Hairball control

Real fruits

**High-quality** animal protein

Real vegetables



Free

Not a valid coupon. Get your free Pet Parent Starter Guide at a Petco store.

Applaws, BLUE, Hill's Science Diet, CANIDAE, Halo, Merrick, Royal Canin, Solid Gold, Soulistic or Whole Earth Farms Cat Food

Buy any one can, cup or pouch, get one free. Excludes cases and variety packs. Free item must be of equal or lesser value.

Present printed coupon and Pals Rewards card to receive this offer. Not valid on the purchase of gift cards, prior purchases, online or with any other coupon offer. Void if copied, transferred, or if presented on a mobile device (except Reward Dollars), and where prohibited by law. Single-use coupon, limit one per household. Valid on in-stock items only. Selection varies by store. Shopper's coupon ("Mfr."). Sales tax calculated on product price before coupon discount apolied. Expires: 2/1/18.

# keep them hydrated and happy for less.

Provide specific nutritional support with the extra hydration cats need for a complete diet.



# repeat delivery

20% food & supplies

free shipping no minimum

Go to petco.com/repeatdelivery for details.



# **50**%

Applaws, BLUE, Hill's Science Diet, CANIDAE, Halo, Merrick, Royal Canin, Solid Gold or Whole Earth Farms Cat Food

Any one 2 to 7 lb. bag

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your smartphone

smart food delivery service

Never run out of their food again with Petnet's

• Find Petnet in your local store or on **petco.com**.

# enjoy more bonding moments.

Giving cats their favorite treat is an invitation to spend time together.

#### happy treats

Delight them with crunchy or soft treats in their favorite meaty flavors.

#### healthy treats

Support dental health and healthy skin & coat.

#### live cat grass

Live cat grass is packed with antioxidants, vitamins, minerals and fiber.



10% off with Pals Rewards

WholeHearted or Good Lovin' Cat Treats

Any one bag.

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50% off with Pals Rewards

Greenies, Applaws or Merrick
Cat Treats

Any one package.

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50% off with Pals Rewards

Pet Greens Live Grass or Catnip

Choose one.

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# set up the home.

To help your new best friend settle in at home, your cat will need:

A place to eat: designated food and water bowl

A safe place to relax: consider a climbing tree

A designated place to scratch: scratching post

A place to sleep: a comfy bed

A litter box: homes should have an equal number of litter

boxes per cat plus one extra to help prevent

accidents and territorial behavior

#### **Purrfect home accessories:**

Cats love relaxing in small spaces that are warm and secure. Cat trees, caves, cup beds and condos give that same comfort without the buildup of cat hair on your furniture.

Cats love to sleep! Cat beds provide a

comfortable place thouse curl up for long sno



Petco Textured Round Cat Bed SKU 2124496



So Phresh Mix and Match Litter Pan SKU 2334039 and Hood SKU 2402492



10% off with Pals Rewards

Petco Essentials or Harmony Cat Bed

Choose one. Excludes clearance.

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Entire Stock You & Me Cat Furniture

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# **Customize your** complete feeding solution.

Bowlmates feeding solutions add creativity to chow time by giving you the options you need in the colors and designs you love.



10% off with Pals Rewards

#### Harmony Cat Bowl

Choose one. Excludes clearance.

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Bowlmates Cat Bowl

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20% off with Pals Rewards

#### Nature's Miracle Advanced Stain & Odor Remover or Urine Destroyer for Cats

Any one 24 or 32 oz. container.

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## how to choose litter.



There's one thing you need to remember when choosing cat litter—it's all about what your cat prefers. We have every variety of litter to meet your cat's preferences.

Place your cat's litter box in an easy-access, low-traffic area of the home where your cat has privacy. Although you might want the box to be out of sight (and smell), it's very important that the litter box is accessible. **All litter sold at Petco is highly absorbent and offers superior odor control.** 

litter type	clumping	low dust	lightweight	natural	you and your cat will love
CRYSTAL	<b>X</b> *	<b>X</b> *	×		Can absorb liquids for up to 1 month and is low tracking
TRADITIONAL CLAY		<b>×</b> *			High litter box acceptance
CLUMPING CLAY	X	×			Hardest clumps, high litter box acceptance
LIGHTWEIGHT CLAY	×	×	×		Easy to scoop, clumping formulas minus the weight
CORN	×	×	×	×	Clumps easily and extra absorbent
PAPER	<b>X</b> *	×	×	×	Virtually dust-free and low tracking
WHEAT	X	×	×	×	Biodegradable with natural clumping starches
PINE	<b>X</b> *	×	×	X	Contains natural essential oils which neutralize odor without the use of the added fragrance and is low tracking
WALNUT	<b>X</b> *	×	×	×	Extra absorbent and low tracking

\*notates some formulas



So Phresh Lightweight Cat Litter

Get any one 7 to 16 lb. jug free.

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Choose one.

So Phresh Mix and Match Litter Pan or Hood

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**25**%

Arm & Hammer, Dr. Elsey's, Feline Pine, sWheat Scoop or World's Best Cat Litter

Choose one box, bag or jug.

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10%

Petco Brand, Good2Go and Bond & Co. Collars, Leashes and Harnesses

Choose any one collar or harness and any one leash.

Collar/Harness

Not a valid coupon.
Get your free Pet Parent
Starter Guide at a Petco store.

Loach

Not a valid coupon. Get your free Pet Parent Starter Guide at a Petco store.

Present printed coupon and Pals Rewards card to receive this offer. Valid at Petoo or Unleashed by Petoo on in-stock products. Not valid on the purchase of gift cards, prior purchases, salon services, dog training, vaccination services, our Self-serve Dog Wash, online or with any other coupon offer. Void if copied, altered, transferred, or if presented on a mobile device (except Reward Dollars), and where prohibited by law. Single-use coupon, limit one per household. Selection varies by store. Expires: 2/1/18.

\$1off

with Pals Rewards

F.i.d.o. Engravable I.D. Tags

Choose one.



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#### Sherpa Pet Carrier

Choose one. Excludes clearance.



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## 24/7 online resources

petco.com/newpetcenter for articles and videos to welcome your new pet community.petco.com to connect with other pet parents petco.com/events to stay up to date on free, fun and big events near you

# encourage positive behavior.



#### You can encourage good behavior form the start:

- Reward with treats. Cats have short attention spans, so rewarding immediately with a treat will help your kitty understand the desirable behaviors.
- Praise to positively reinforce good behaviors, such as scratching on a post vs. your furniture or curtains.



#### Scratching is a natural behavior for cats.

Scratching is great for your cat's health. It helps keep the claws in proper shape, acts as daily exercise and reduces stress. We recommend choosing a scratching post that is tall and stable enough for your cat to use often. Certain scratchers, such as cardboard ones, should be replaced often to keep the scratching surface effective for your cat.

50% off with purchase with Pals Rewards

# You & Me Single-wide Refillable Cardboard Cat Scratcher

Buy any one You & Me double-wide refillable cardboard scratcher, get one. You & Me single-wide refillable cardboard scratcher 50% off.

Not a valid coupon. Get your free Pet Parent Starter Guide at a Petco store.

Present printed coupon and Pals Rewards card to receive this offer. Valid at Petco or Unleashed by Petco on in-stock products. Not valid on the purchase of gift cards, prior purchases, salon services, dog training, vaccination services, our Self-serve Dog Wash, online or with any other coupon offer. Void if copied, altered, transferred, or if presented on a mobile device (except Reward Dollars), and where prohibited by law. Single-use coupon, limit one per household. Selection varies by store. Expires: 2/11/18.



# 🛂 start the fun and games.



Buy 2, Get 1 with Pals Rewards **Leaps & Bounds Cat Toys** 

Discounted item must be of equal or lesser value.

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# unbeatable prices and satisfaction

Your pet will love it or we'll take it back!\*

\*Retail quantities only. All competitor restrictions and expiration dates apply. Does not apply to internet, catalog or distributor company prices, clearance items, live animals, pet services, third-party services, special offers or promotions including rebates, mail-in offers, free with purchase offers, limited quantity offers or bundled promotions. Regional restrictions apply.

# get a healthy start.

When it comes to your cat's health, preventative care checkups are essential to living the longest, happiest and healthiest lives possible.

#### Help keep them healthy with:

- Vaccinations, heartworm preventative and veterinary consultations
- ✓ Flea & tick prevention products
- ✓ Dental care
- Grooming supplies
- ✓ Vitamins and supplements as needed





with Pals Rewards

# **FURminator deShedding Tool for Cats**

Choose one.

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10% off with Pals Rewards

#### Well & Good Grooming Supply for Cats

Choose one.

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10% off with Pals Rewards

Well & Good Supplements for Cats

Any one package.

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# dealing with hairballs.

#### Hairballs can be a common issue with cats.

They are the result of a natural self-grooming process.

#### For hairball support, try:

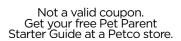
- ✓ Hairball support supplements
- Deshedding and brushing
- Diets with a hairball control solution

Help cats 6 months and older combat hairballs with tasty fish-flavored hairball support paste.

#### Put more pep in their purr.

Give your cat a big-time boost with delicious supplements and grooming products made with their specific needs in mind. It's one giant step towards giving them the support they need at every stage of life.





Present printed coupon and Pals Rewards card to receive this offer. Valid at Petco or Unleashed by Petco on in-stock products. Not valid on the purchase of gift cards, prior purchases, salon services, dog training, vaccination services, our Self-serve Dog Wash, online or with any other coupon offer. Void if copied, altered, transferred, or if presented on a mobile device (except Reward Dollars), and where prohibited by law. Single-use coupon, limit one per household. Selection varies by store. Expires: 2/11/18.



Well & Good Dental Supply for Cats

Choose one



# Urinary Support with Cranberry

Cranberry fruit and glucosamine hydrochloride help support urinary tract health.

#### **Probiotics**

Wheat-free daily chews support digestive tract and immune system health.

#### **Hairball Support**

Lubricating
mineral oils help
move existing
hairballs through
digestive tract.

#### Calming

Passion flower and valerian root extract help support calm behavior.

10%

Doctors Foster + Smith
Calming Supplements for Cats

Any one package.

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**20**%

with Pals Rewards

**TropiClean Fresh Breath Oral Care for Cats** 

Choose one.

breath

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with Pals Rewards

**Comfort Zone or Feliway Calming Solution for Cats** 

Choose one.



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Any one 6-pack of Advantage II or Seresto collar for cats.



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# \$5 off

with Pals Rewards

#### **Microchip Pet Identification**

(regularly \$15)

A microchip provides the protection of a permanent I.D. that can never be removed or become impossible to read.

#### **COUPON CODE: 9092**

Present coupon prior to service.

Offer good for cats only. Offer valid for one pet per household. Offer has no cash value. Valid only at Vetco Clinic locations. Microchipping available at select locations. **50**%

## with Pals Rewards

Feline Combo Test (regularly \$29)

Includes testing for FeLV, FIV and heartworm.

Get your pet tested and then give them year-round prevention to help protect them from heartworm disease.

#### **COUPON CODE: 9092**

Present coupon prior to service.

Offer good for cats only. Offer valid for one pet per household. Offer has no cash value. Valid only at Vetco Clinic locations.



#### the trusted partner for your pet's health and well-being

- Located inside Petco and Unleashed by Petco stores
- Free exam with vaccination purchase
- Local, licensed veterinarians
- Convenient evening and weekend hours

Go to **vetcoclinics.com** to find your nearest clinic. Not available in all states.



# Rover.com

Love your cat. Live your life.

Whether you need a sitter or someone to drop by to check on your cat, you can book 5-star care that comes to you.

1

Search

**(2**)

**Book** 

3

Relax

Find and book local pet sitters and walkers in 10,000+ cities.

\$30 off

# Rover.com Pet Sitting or Walking Service

Go to Rover.com to redeem this offer.

**COUPON CODE: PetcoPromo30** 

Valid for new Rover.com customers only.



# together, we can create the change they all deserve.

We inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals and numerous other lifesaving initiatives.

Go to **petcofoundation.org** to learn more or make a donation.

Through our Think Adoption First® program, we partner with animal welfare organizations to increase pet adoptions in Petco stores across the country.

Go to **petco.com/thinkadoptionfirst** to find animals for adoption at a Petco near you.





# thanks for joining the Pals party.

now get 5% back on everything from toys and treats, to grooming and eats.

# get even more back by completing your online profile!

- FREE treat on your pet's birthday when you complete their profile
- Provide your email for exclusive discounts, monthly reward statements and more
- FREE SHIPPING when you sign up for Repeat Delivery

## let the fun begin.

Go to **petco.com/palsrewards** for complete details on all the ways you can get more rewards and save.

