

Pointers On Pets

How To Treat Your Cat With Purr-fection

(NAPSA)—Looking for the purr-fect way to show your feline friends just how much you love them?

Now you can by treating them to an unforgettable taste experience. Pounce® Purr-fections™ is a unique, innovative, gourmet cat snack that combines a creamy inside with a tasty, crunchy outside that is sure to tantalize cats' taste buds and leave them purring for more.

Even the most finicky cat won't be able to resist the gourmet taste. Giving cats snacks, such as Pounce Purr-fections, is a great way to gain a cat's love, trust and acceptance. Pounce Purr-fections is available in three gourmet flavors: oven-roasted breast of chicken, grilled yellowfin tuna, and shrimp and crab medley.

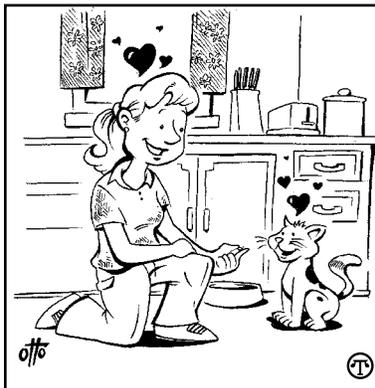
"We have received numerous calls from pleased cat owners who are raving about the new snack," says Todd Lachman, managing director of Heinz Pet Snacks. "Cats that never liked treats before are tearing right through the bag—they just can't seem to get enough of them."

One reason treats may be more popular with cat lovers is guilt. An American Pet Products Manufacturers Association study revealed that 90 percent of cat owners chose their felines for companionship and love.

However, with hectic schedules that include long workdays, business travel and vacations, pet owners find themselves away from their pets more often than they would like.

A recent survey revealed that more than three-fourths of owners feel guilty when they leave their pet alone at home.

Pounce Purr-fections recommends some ways for families to remind their cats just how much they are loved:



A gourmet snack can be a great way to gain a cat's love, trust and acceptance.

1. Provide surprise snacks. Leaving snacks, such as Pounce Purr-fections, in a cat's favorite place is a great way for owners to show their cat that they are thinking of them.

2. Hire a professional pet sitter. Pet sitting has become a popular alternative to leaving pets home alone. Sitters provide the companionship that cats crave when their owners are gone—whether it's just a few hours or several days.

3. Leave toys for play. Cats are intelligent, playful—and easily bored. Just because families are away doesn't mean that cats shouldn't be able to play. Owners should rotate toys to keep cats challenged mentally and physically. This will help pass the time until their families return.

4. Provide a cool, comfortable environment. Homes can get stuffy and uncomfortable if the air conditioner is turned off while families are on vacation. It's important that families keep homes cool enough to keep their cat comfortable.

Gestures such as these show how much you care about your cat's comfort—even when you're not there.