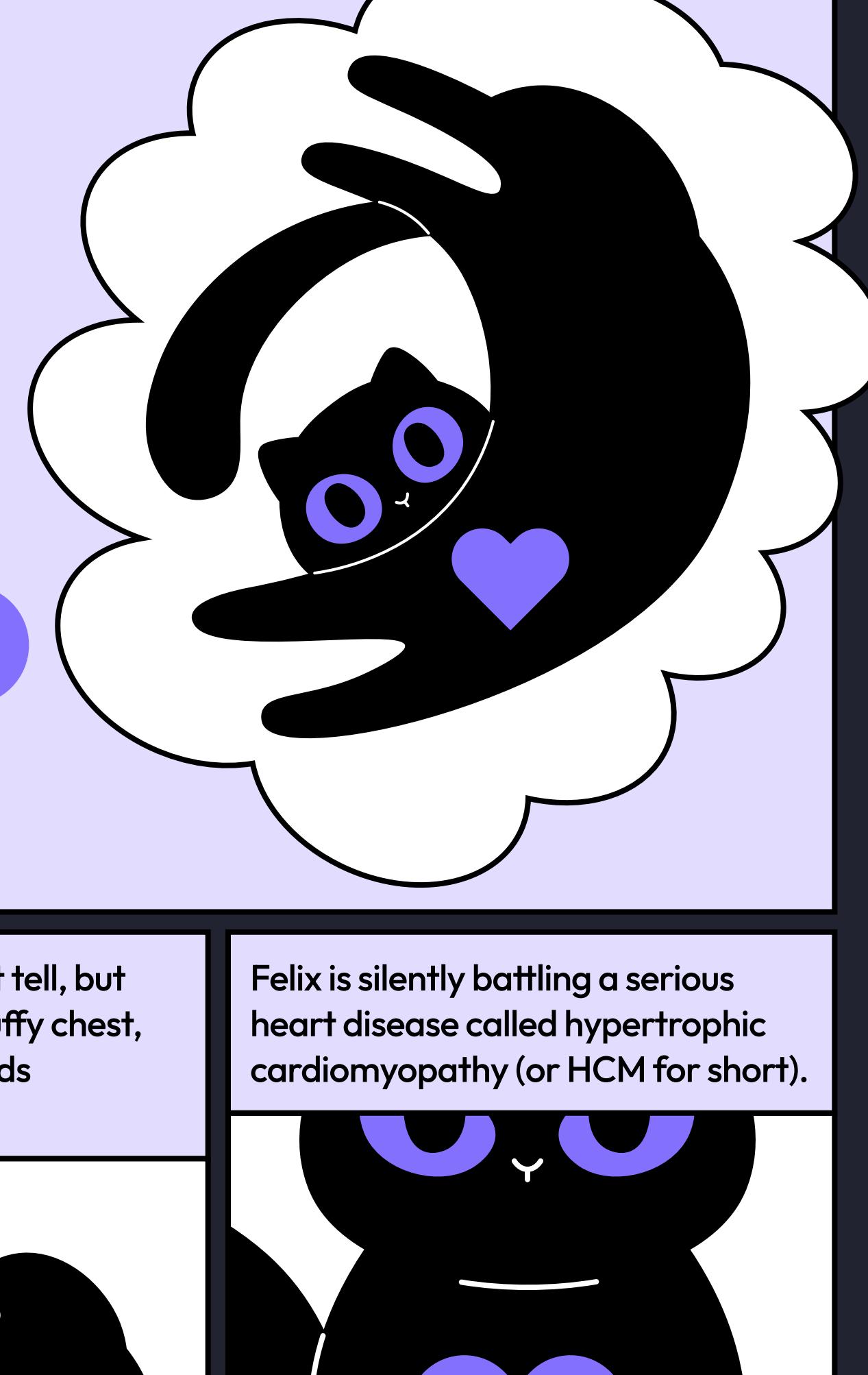


How yearly vet visits could save your cat's life

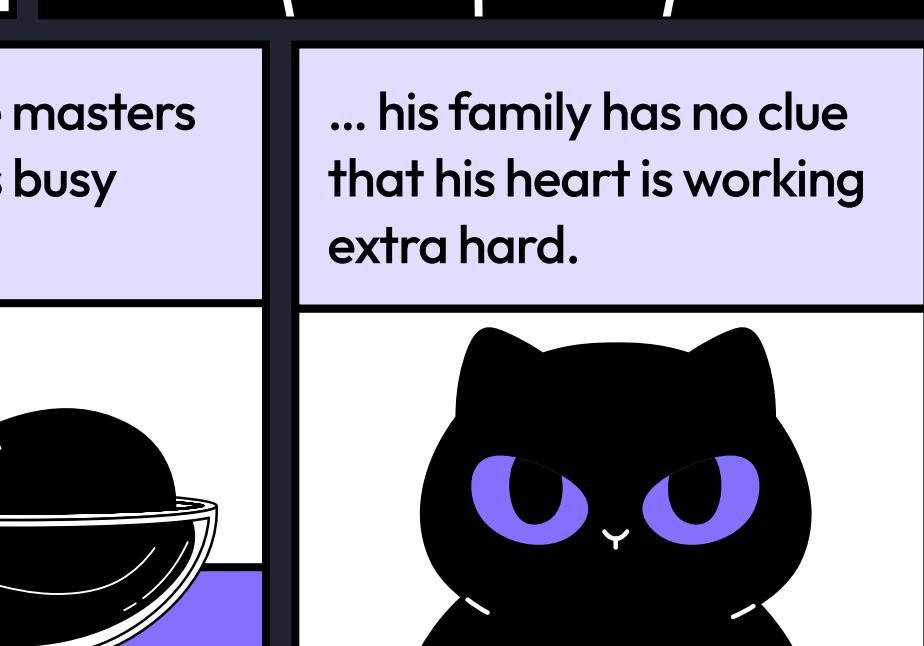
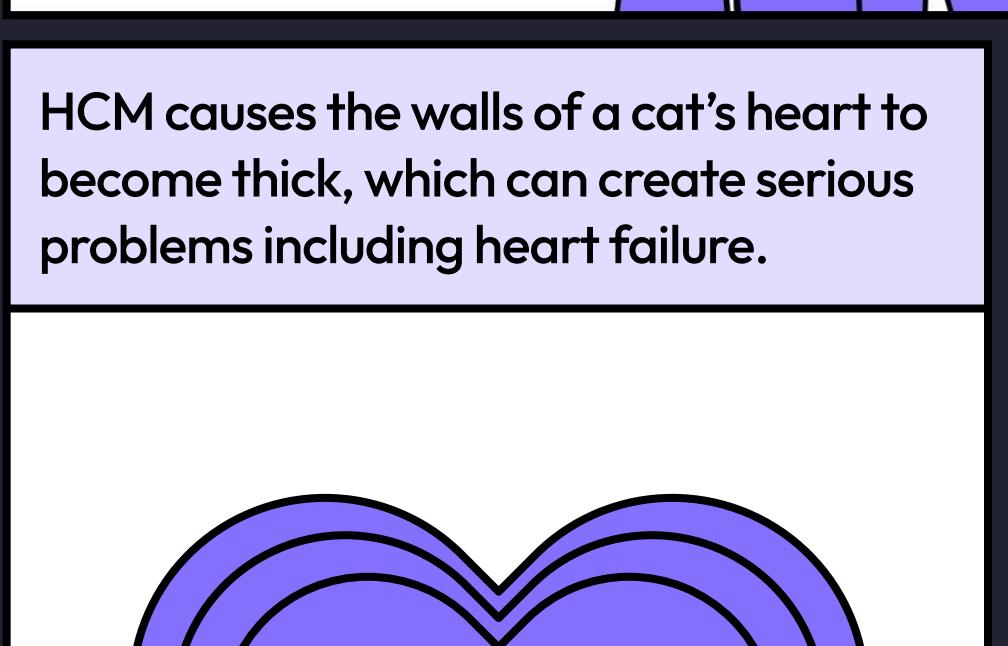
Felix's #HeartStrong story



Meet Felix! He loves to chase toys, nap in sunny spots, purr on laps ... and occasionally knock things off the counter.

His family can't tell, but inside Felix's fluffy chest, something needs attention.

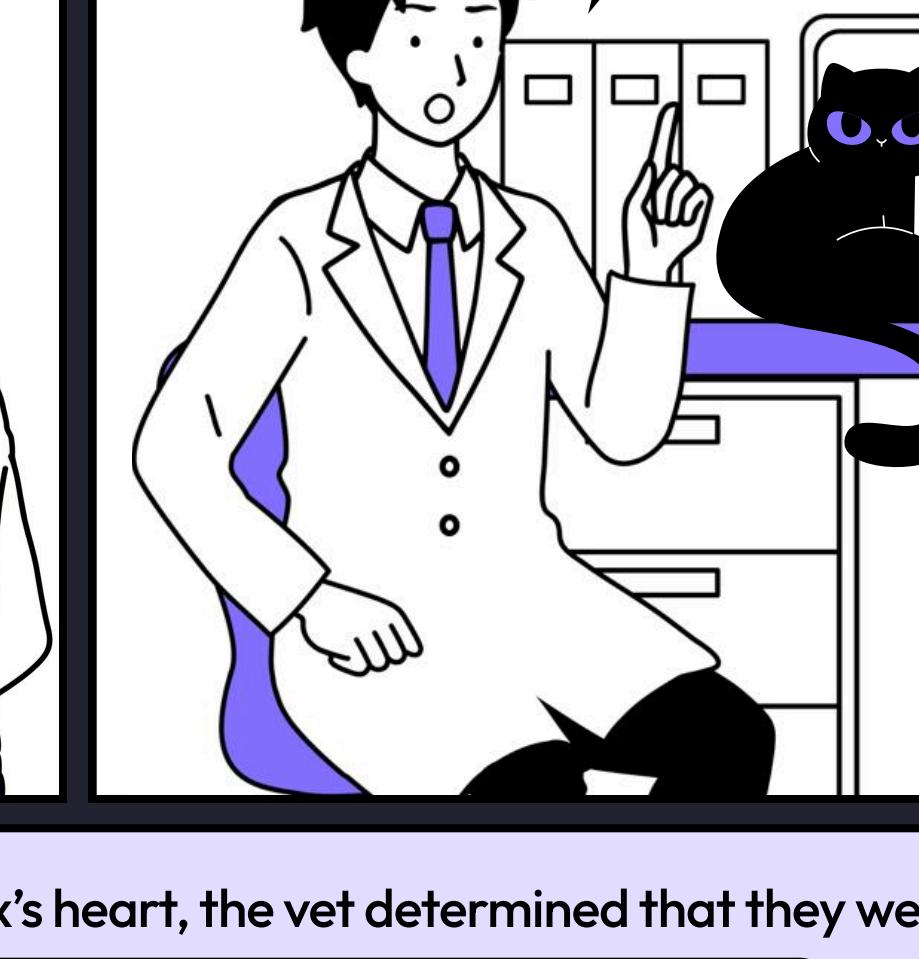
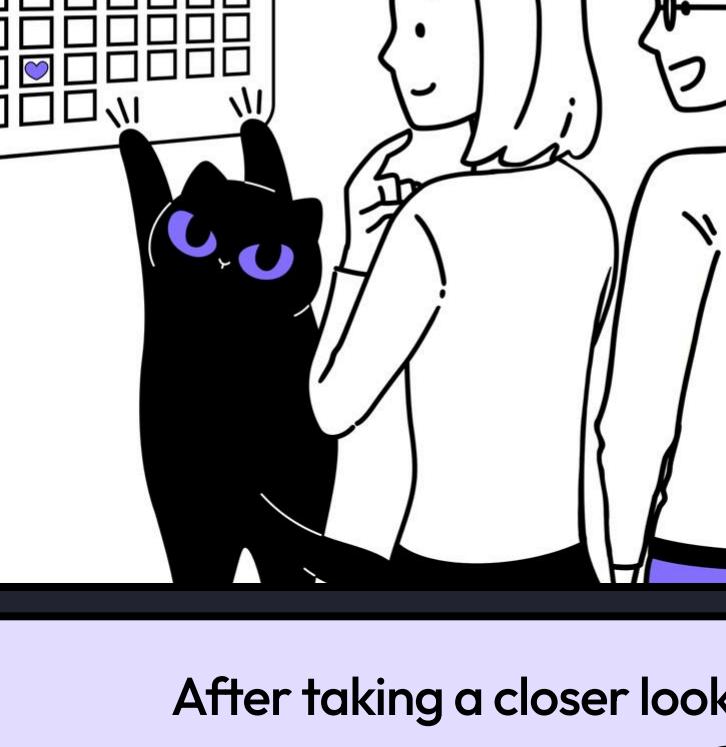
Felix is silently battling a serious heart disease called hypertrophic cardiomyopathy (or HCM for short).



HCM causes the walls of a cat's heart to become thick, which can create serious problems including heart failure.

Now, the tricky thing is cats are masters at hiding illness, so while Felix is busy doing his favorite things ...

... his family has no clue that his heart is working extra hard.



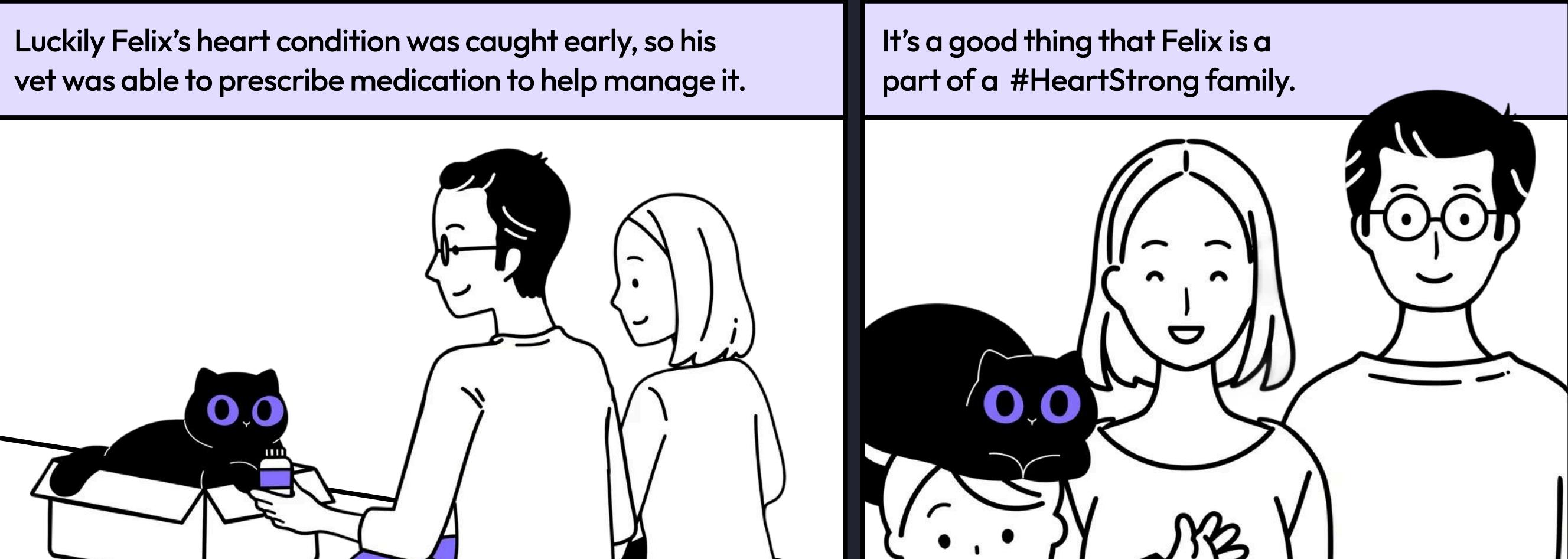
The good news is Felix's family always takes him to his yearly veterinary visits.

And when their vet listened to Felix's heart, he knew something was wrong.

I'm hearing a slight murmur, I think we should do a few tests.

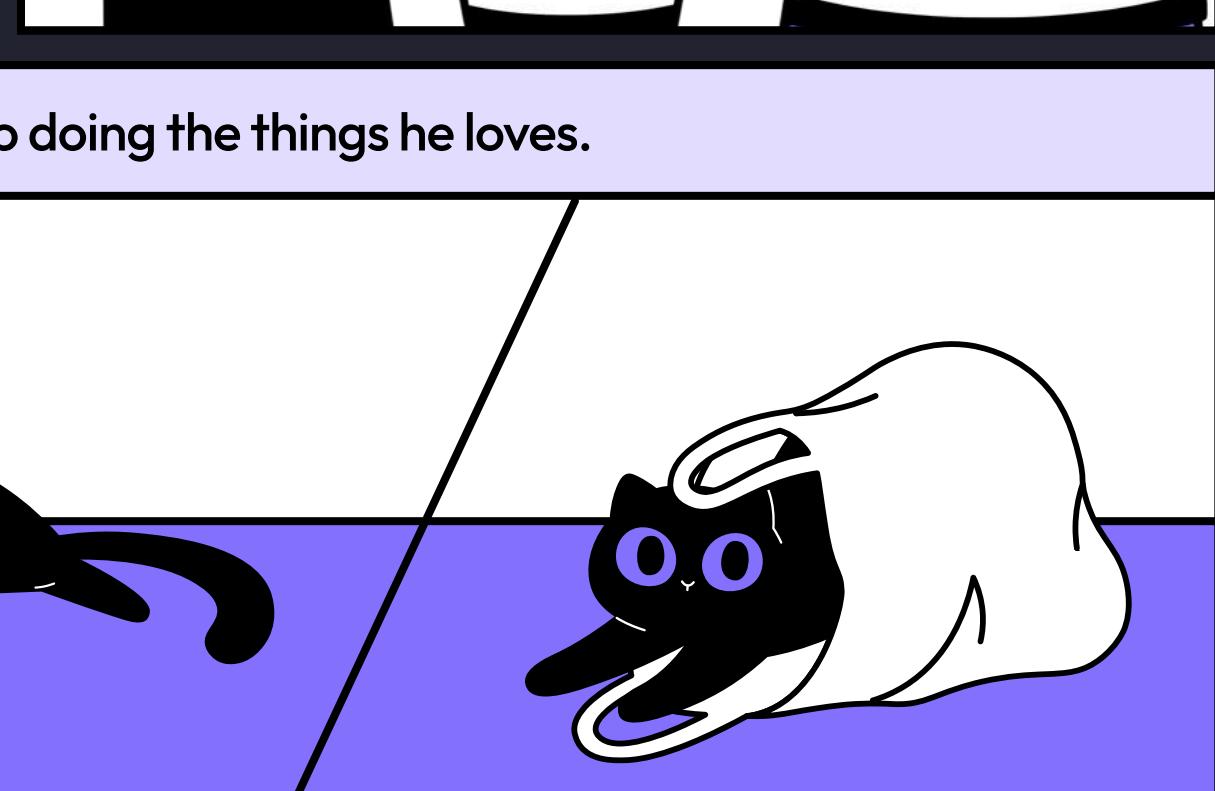
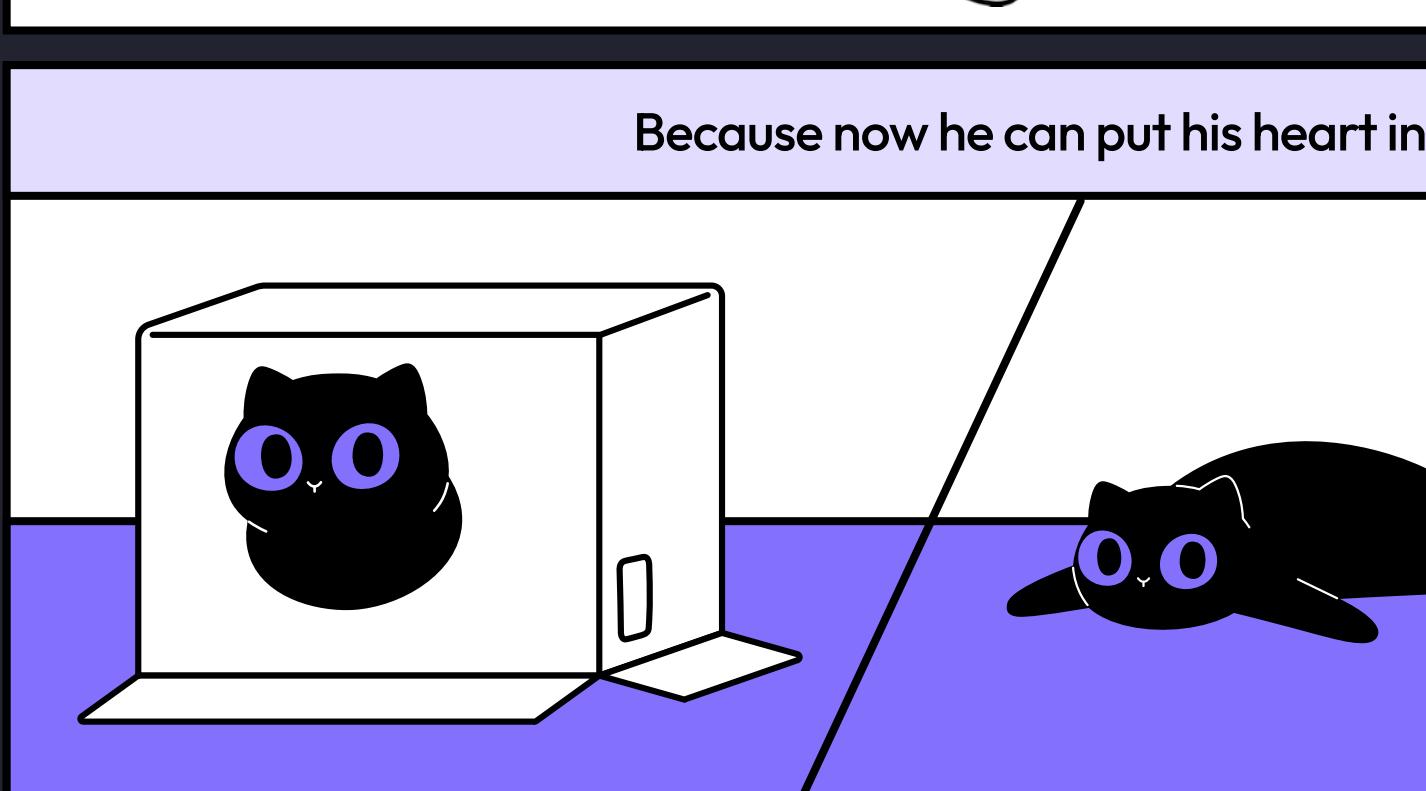


After taking a closer look at Felix's heart, the vet determined that they were dealing with HCM.



Luckily Felix's heart condition was caught early, so his vet was able to prescribe medication to help manage it.

It's a good thing that Felix is a part of a #HeartStrong family.



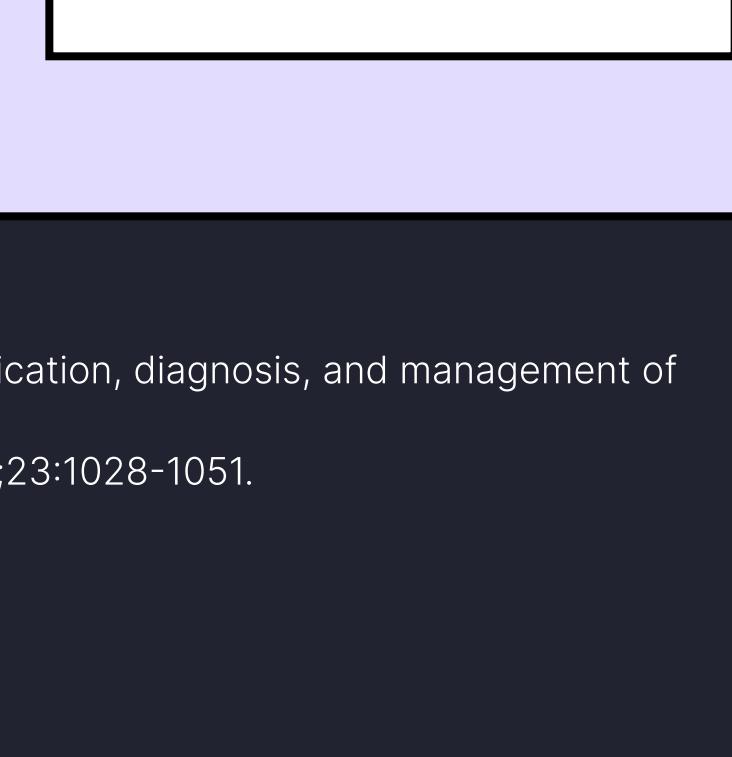
Because now he can put his heart into doing the things he loves.



When was your cat's last checkup?

There are more cats out there like Felix, but not all of them get a happy ending. Be a #HeartStrong cat owner and make sure your cat is going to their yearly veterinary visits.

Visit heartstrongfamilies.com to learn more



1 in 7 cats has HCM¹²

¹Fuentes VL, Abbott J, Chetboul V, et al. ACVIM consensus statement guidelines for the classification, diagnosis, and management of cardiomyopathies in cats. JVIM 2020;34:1062-1077.

²Kittleson MD, Cote E. The feline cardiomyopathies: Hypertrophic cardiomyopathy. JFMS 2021;23:1028-1051.