



trupanion™

Medical insurance for the life of your pet.

FALL

New Kitten Guide

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Medical insurance for the life of your pet.

A Go Home Day Offer for Your Kitten

Call today for immediate coverage for kittens raised by:

Wildcat Creek Cattery

Activate today to protect your kitten from new, unexpected injuries and illnesses.



IMMEDIATE COVERAGE

NO PAYOUT LIMITS

VET DIRECT PAY¹

Call 855.266.2156 within 24 hours of getting your pet to activate.

It only takes a few minutes, and a real person is available by phone 24/7/365 to assist you.

Or go to **TRUPANION.COM** to activate your offer.

**PROMO CODE:^{*}
BRIWC6322**

^{*}Excluding NY

**NY PROMO CODE:
BR2WC6322**



Pick up your new kitten.



Call Trupanion to activate coverage.



Protect your kitten for life.

Offer is valid 24 hours before to 24 hours after getting your new pet. Offer must be activated by new owner.

¹Available at participating veterinary clinics.

Breeders are not compensated for providing this offer. This special offer is available for pets when activated anytime from 24 hours before until 24 hours after going home to their new family in the US and Canada. Florida buyers may activate anytime from match date to 24 hours after go-home. This offer is non-transferable. Limit one per pet. Offer programs vary based on where you live. For residents of CA, ID, FL, PA, PR, SC, and WA, your monthly payment is discounted the first year of this plan. We also collect the first month's discounted cost over months 2 through 12 of your first year as part of your monthly cost. Terms and conditions apply. See the policy on **our website**. Underwritten in Canada by Omega General Insurance Company, and in the United States by American Pet Insurance Company or ZPIC Insurance Company, 6100-4th Ave S, Seattle, WA 98108. Sold and administered in Canada by Canada Pet Health Insurance Services, Inc. dba Trupanion and in the United States by Trupanion Managers USA, Inc. (CA license No. 0G22803, NPN 9588590). Please visit AmericanPetInsurance.com to review all available pet health insurance products.



Congratulations on Your New Kitten!

Don't Forget to Activate Your Go Home Day Offer

Thanks to your breeder, you've received a special Go Home Day Offer from Trupanion. We know the first day with your kitten is a whirlwind, but don't forget to activate your offer!

Why is My Go Home Day Offer Important?

Kittens are prone to surprise illnesses and injuries. By activating your Go Home Day Offer now, you can make sure that your new kitten has the medical protection they need right from the get-go. It's our way of saying "congratulations on your new family member!"

When Should I Activate My Offer?

This is a special offer that **must be activated within 24 hours of picking up your pet** in order to get Trupanion coverage with waived waiting periods.

Call 855.266.2156 to Activate Your Offer

Use the code provided on page 3



Your Feline Friend Deserves the Best Coverage

With one simple plan, Trupanion helps protect both your cat and your wallet.

Policy details vary by location. Please call our Customer Care team at **855.266.2156** to learn more about the policy for your state or province. They're available 24/7 to help.

Regardless of where you live, you always get the following benefits:

Unlimited Payouts

We won't cut off care or raise rates just because your cat is unlucky or develops a chronic condition that needs care.

See Any Veterinarian

Whether you need to visit your current veterinarian, an emergency hospital, or a specialist, you're covered at any licensed veterinary practice in the United States, Canada, or Puerto Rico.

Avoid Waiting for Reimbursement

We are the only company that can pay veterinarians directly at time of checkout! Visit **our website** to find out if your veterinarian accepts our direct payments.

We Do What We Say

Trupanion has paid out over \$2 billion in claims since our founding in 1998. We love pets and promise to treat yours as though they were our own.

Terms and conditions apply. Coverage varies by state. See the policy for complete details on **our website**.

Coverage Overview

What's Covered

From diagnostic costs to treatment for illnesses and injuries, we've got your cat's back.



Diagnostic Tests



Medications



Surgeries



Hospital Stays



Prescription Foods



Prosthetic Devices



Orthotic Devices



Carts



Supplements



Herbal Therapy

And More!

What's Not Covered

- Pre-existing conditions—conditions that show symptoms in the 18 months before enrollment or during waiting periods
- Spay or neuter
- Preventive care (vaccinations, flea and tick control, etc.)
- Exam fees and sales tax, where applicable

Who?

All dogs and cats under 14 years old can enroll for lifelong coverage.

What?

One simple plan covers eligible costs for new illnesses and injuries with no payout limits.

Where?

Visit any veterinary, emergency care, or specialty hospital in the US, Canada, or Puerto Rico.

When?

Coverage begins after applicable policy waiting periods. Waiting period is completely waived with the Trupanion Go Home Day Offer you received from your breeder — with no exam required.





How Can Allergies Rack Up Over \$10,000 in Vet Bills?

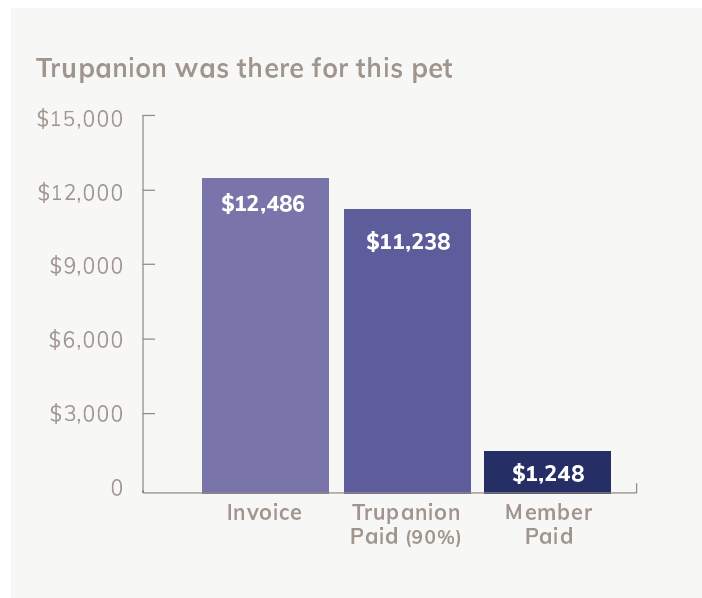
It's easier than you think.

Saving for your pet's medical bills is a great idea — until real life gets in the way. This pet's allergies triggered severe skin infections and required daily medications.

But with Trupanion, they were protected:

- **Unlimited payouts for eligible costs**
- **A customer care team available 24/7/365**
- **Payments made directly to the veterinary hospital***

There's no predicting if or when an unexpected illness or injury will affect your pet. Trupanion is always available whenever you need it.



Actual 2022 Trupanion claims data from a member allergy claim

*Trupanion software required at the veterinary hospital with veterinarian-approved direct bill pay. Visit [our website](#) to see if your veterinary hospital accepts direct payment.







Your Kitten's First Year

With Trupanion, you can protect your kitten nose-to-tail from new, unexpected illnesses and injuries.

Your new feline friend is sure to bring you plenty of laughs, cuddles, and playtime. But while you're enjoying bonding and getting to know your new best friend, it's important to take their health seriously. Talk with your veterinarian about your kitten's specific needs, including their vaccine and checkup schedule. In the meantime, there are key life stages to watch for as your kitten grows.



Call 855.266.2156 within 24 hours of picking up your pet to activate coverage! For more helpful cat care tips, [click here.](#)

 DEVELOP	Birth to 8 weeks	Behavior to look for
 PREPARE	8 weeks to 3 months	Behavior to look for
 SOCIALIZE	3 to 6 months	Behavior to look for
 GROW	6 to 12 months	Behavior to look for

Between 3 and 10 days old, kittens' eyes open, baby teeth break out, and sharp senses of hearing and smell develop. By the time they are 8 weeks old, kittens will be almost fully weaned.

Kittens start to discover the world around them! They spend these early weeks learning to stand, walk, run, and jump. They also develop adult-like sleep and social patterns.

As they approach 12 to 14 weeks, kittens will be just about ready to head to their forever homes. While these kitties are more adventurous and independent than younger kittens, they are also likely to be cuddly and affectionate with each other and humans.

You'll notice both social and play skills emerging, but your new kitten still has a lot of growing to do. It's time to make an appointment so your veterinarian can advise on litter box training, feeding tips, and other vital care needs.

ACTION: Take your kitten to the vet.

At this time, your kitten will begin losing their baby teeth. They may not eat as much or as quickly as a result, and they may also start chewing on things. They will also start seeing you and other family members as part of their "litter."

Your kitten is likely to start testing their limits at this time, playing more roughly with everything from toys to human feet. Make sure your kitten has scratch pads and toys to keep them occupied in a healthy manner, and pull away if they try to bite.

ACTION: Get plenty of cat toys.

Your kitten will enter a more watchful stage at this time, observing more and responding less to things around them. They may also start to become more territorial.

You'll notice more signs of maturity, but keep engaging with your cat and they'll be your bonded friend for life. Check in with your veterinarian to make sure they're growing up healthy.

ACTION: Talk to your veterinarian.



Fall Safety Tips for Cats

A simple guide for a safe, surprise-free autumn with your feline friend.

Prevent Back-to-School Hazards

If you have children, now's the time to talk with them about keeping daily items like pencils, markers, glue sticks, and erasers safely stored and out of your pet's reach when not in use. School supplies may look like fun cat toys, but they can cause gastrointestinal upset or dangerous blockages if accidentally swallowed.

Keep Pests Out

As the weather gets cooler, rats and mice may seek out warmth and dry areas in your house. Wild rodents can carry a host of diseases that are dangerous for people and pets, so prevent pests by sealing loose windows and door frames as well as blocking other possible entries. Always read anti-rodent products carefully and choose one that is nontoxic to cats — traditional rodenticides are extremely harmful if your pet comes in contact (whether directly or by biting an affected rodent).

Watch Out for Seasonal & Airborne Illnesses

Just like humans, pets are at risk of catching seasonal illnesses like the flu or common cold. Other airborne illnesses such as Feline Herpesvirus and Feline Calicivirus can happen year-round but may be aggravated by chillier weather. These conditions are most prevalent in kittens but can affect older cats and be carried for life. Call your veterinarian right away if you notice coughing, sneezing, vomiting, or fever in your cat, and keep them away from other pets in the household.

Foreign material ingestion is the second-leading cause of vet claims for cats under age 7.

Source: Trupanion claims data

Rodenticides are one of the most common causes of pet poisonings every year.

Source: ASPCA.org

Leave Halloween Horrors on TV

Planning on having a Halloween party or welcoming trick-or-treaters to your doorstep? All the sounds and excitement could end up being more than your cat can handle. Try giving your cat a new toy with catnip as a distraction, but most importantly, make sure they have a safe, quiet spot to retreat to during this time.

Don't Play Trick-or-Treat with Cat Diets

You may notice your cat's appetite increasing this time of year thanks to no longer feeling sluggish from summer heat and an instinct to store energy for winter. Now's a good time to talk to your veterinarian about appropriate food servings for your cat. Likewise, keep all human treats well out of reach during the spooky season — chocolate and xylitol (a compound found in sugar-free candy) are particularly toxic to pets.

Encourage Exercise

Cats need regular exercise throughout the year. You may notice your pet snoozing a lot more on chilly or rainy days, but they should still be getting playtime in. Most cats do well with about 30 minutes of daily exercise, though it can be split up throughout the day. Try using a cat wand or other enrichment toy that keeps both of you engaged and has them moving.

Keeps Cats and Houseplants Separate

Enjoy seasonal flowers or freshening up your space with plants this time of year? Do your research to avoid putting your cat at risk. Many popular fall plants, including autumn crocus and chrysanthemum, are highly toxic to cats if ingested, and even small bites can sometimes make your pet sick. Always keep plants out of your pet's reach, and consider doing away with the toxic varieties entirely.

Manage Seasonal Shedding

If you notice a lot of shedding this time of year, rest assured it's perfectly normal and the sign of a healthy cat. You can help prevent hairballs (and hair from getting all over your furniture) by brushing your pet regularly. Long-haired breeds may require daily brushing this time of year while shorter-haired cats may do fine with brushing just every few days. Never shave your cat unless prescribed to do so by their veterinarian.

Fall temperatures are unpredictable. Always ensure cats have cozy retreats.

Most cats shed their coats fully twice a year, in spring and fall.

Lethargy and drooling are early signs of plant toxicity in cats.

Seeing matted fur or a lackluster coat that's not shedding? It could be a sign of illness.



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Medical insurance for the life of your pet.

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