

trupanionTM 

Medical insurance for the life of your pet.

WINTER

New Kitten Guide

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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 injuries and illnesses. 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 receive immediate Trupanion coverage.

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 province or state. 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 Canada, the United States, Puerto Rico, or Australia.

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 \$2.5 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. See the policy for complete details on **our website**.

Coverage Overview

What's covered

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



Diagnostic tests



Medications



Surgeries



Hospital stays



Prescription foods



Prosthetic devices



Orthotic devices



Carts



Supplements



Herbal therapy

What's not covered

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

Who?

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

What?

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

Where?

Visit any veterinary, emergency care, or specialty hospital in Canada, the United States, Puerto Rico, or Australia.

When?

Thanks to the Trupanion Go Home Day Offer from your breeder, coverage becomes effective immediately upon activation — with no exam required. If your offer is not activated promptly, coverage delays may apply.





How does a simple accident turn into a \$5,500 surgery?

It's easier than you think.

Saving for your pet's medical bills is a great idea — until real life gets in the way. You work hard for your money; spend it on what you want.

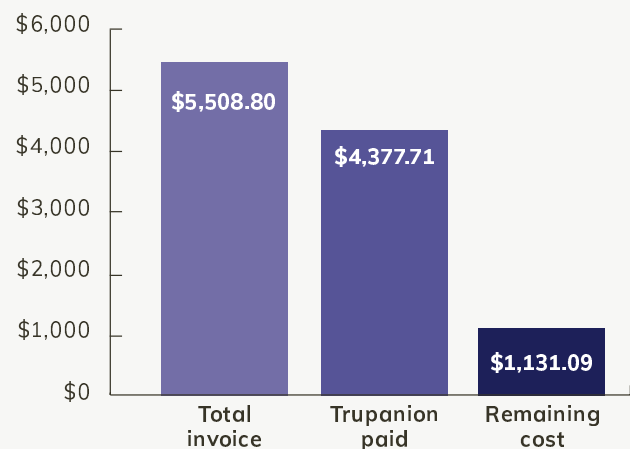
With Trupanion, you're protected:

- **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 injury or illness will affect your pet. Trupanion is always available whenever you need it.

Trupanion was there for this pet.

Two weeks after signing up for coverage, this pet jumped off the couch and broke his leg.



Based on a member plan with 90% coverage on eligible costs and \$250 deductible applied.

*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 injuries and illnesses.

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 <p>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.</p>	Behavior to look for <p>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.</p> <p>ACTION: Take your kitten to the vet.</p>
 SOCIALIZE	3 to 6 months <p>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.</p>	Behavior to look for <p>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.</p> <p>ACTION: Get plenty of cat toys.</p>
 GROW	6 to 12 months <p>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."</p>	Behavior to look for <p>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.</p> <p>ACTION: Talk to your veterinarian.</p>



Winter Safety Tips for Cats

Simple advice for enjoying a worry-free winter with your feline.

Warmth all winter

Whether you have a long-haired, short-haired, or hairless cat, it's important to make sure they have plenty of warm, cozy places to curl up in this winter. Consider getting an extra pet bed, or leave some blankets out in different spots around the home.

Adapt to a seasonal diet

Your cat may burn more calories throughout the winter to keep warm. If they tend to get in a lot of daily movement and exercise, you may want to increase their food or treat intake accordingly. But be careful — excess snacks can lead to potentially dangerous weight gain. Always consult with your veterinarian before making dietary changes.

Keep cats indoors

The great outdoors can be full of perils for cats, and winter is especially dangerous. Snow and ice can harm paws, and winter weather can be especially difficult for your feline friend to navigate. It's recommended that you keep your cat safely indoors throughout the season.

Treats should make up just 5-10% of your pet's diet. Some healthy snacks include small portions of fish, chicken, and pumpkin.

Fleece is a sturdy and warm option for winter pet blankets.

Avoid troublesome toxins

Many people tend to leave antifreeze, de-icing products, and other winter chemicals in the garage or basement this time of year. Be careful when it comes to cats who may want to lick or rub against them — these substances are highly toxic to pets and should be kept far out of reach.

Leave the flakes to the snow

Cats can get dry, flaky skin in winter just like humans do. Make sure your pet always has access to clean drinking water, and consider using an air humidifier to help prevent this. If you end up needing to bathe your cat this time of year, be sure to completely dry them off afterward. Brushing their coat regularly stimulates blood circulation and can help improve their overall skin condition.

Chilling in the car

If you need to bring your cat anywhere this winter (like to the vet), never leave them unattended in your car. Your vehicle can act like a refrigerator and quickly plunge to dangerous, frigid chill levels when parked. Even if your cat is in a crate with a blanket, that won't be enough to protect them from the chill.

Honk for safety

While it's a good idea to keep your cat indoors all winter, it's important to keep in mind that neighboring cats (and other animals) may be wandering outside. They may even find their way under your car when looking for a safe place to snooze. Try tapping your hood and honking your car before turning it on, just in case.

Some cat breeds like the Norwegian Forest Cat are built for the cold! They originated from frigid climates and have dense, water-resistant fur and thick builds.

Fish oil can improve your pet's coat and skin — ask your veterinarian about adding this supplement to your pet's diet.

On average, it can cost nearly \$800 to treat antifreeze toxicity.

Source: Trupanion claims data





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