

9. FELIWAY® FRIENDS frequently asked questions (FAQ)

9.A - Questions specific to FELIWAY® FRIENDS diffusers

What pheromone is in FELIWAY® FRIENDS?

The pheromone released by the FELIWAY® FRIENDS diffuser is the exact copy of the natural cat appeasing pheromone released by the mother cat's mammary area during the nursing period. This appeasing pheromone helps maintain the cohesion between the kittens and their mother.

Will FELIWAY® FRIENDS affect humans or other animals in my home?

No. As pheromones are species-specific, the feline pheromone in FELIWAY® FRIENDS will affect only cats and will have no effect on humans or other pets.

Which FELIWAY® should I use for my cat(s)? FELIWAY® spray, FELIWAY® CLASSIC diffuser, FELIWAY® FRIENDS diffuser or a combination?

In some situations (in particular urine spraying and unwanted scratching in the home), we recommend using FELIWAY® Spray (on the marked areas) in combination with FELIWAY® CLASSIC (diffuser) for best results. Especially if there are several cats and/or several marked areas in the home.

FELIWAY® FRIENDS diffuser is recommended to reduce tension and conflict between cats in multiple cat homes. If intercat conflict is also associated to marking in the home, FELIWAY® CLASSIC and FELIWAY® FRIENDS should be used in combination.

You will find guidelines on www.feliway.com (in "Which FELIWAY® to use?") outlining the most appropriate formulation according to your situation. If you are concerned please seek advice from your veterinary practice.

Can I use FELIWAY® FRIENDS in a young kitten?

Yes. There is no minimum age for using FELIWAY®. Kittens are able to perceive pheromones in the environment and respond accordingly.

Can I use FELIWAY® CLASSIC, FELIWAY® FRIENDS and ADAPTIL® in the same household at the same time?

Yes, the pheromones in each product are species-specific; the feline facial pheromone (F3) in FELIWAY® CLASSIC or the cat appeasing pheromone (CAP) in FELIWAY® FRIENDS will affect only cats, whereas the dog appeasing pheromone (D.A.P) in ADAPTIL® will affect only dogs.

How long should I use FELIWAY® FRIENDS?

The minimum recommended duration for using FELIWAY® FRIENDS to help with cats conflict is 1 month (minimum clinically proven duration). But some situations might benefit from longer or even permanent use.

How long should it take to see an effect on my cats when using the FELIWAY® FRIENDS diffuser?

The FELIWAY® FRIENDS diffuser will be fully functioning within 24 hours of plugging in. Clinical trials have proven that signs of improvement (such as reduction in tension and conflict) can be seen within the first week of use, with further improvement occurring during the following weeks. In any case, we recommend continued use of FELIWAY® FRIENDS for at least one month before assessing its effectiveness. Optimum benefits will also depend on the good implementation of additional advices (including resources distribution and recommendations to owners on how to manage conflict) provided by your veterinarian or behaviourist. Some cats households might benefit from permanent use of FELIWAY® FRIENDS diffuser.

What type of behaviour problems will not be helped by FELIWAY® FRIENDS?

If the conflict between cats is associated to marking behaviors in the home (urine, scratching) due to stress and competition, FELIWAY® FRIENDS should be associated to FELIWAY® CLASSIC. Both diffusers should be plugged in the home, either in the same room (if marking behavior occurs in the room where cats spend most of their time) or in different rooms. Some environmental modifications might also be considered (such as providing more choice for litter boxes, properly spread in the home) to avoid competition between cats and lack of easy access to the box for each cat.

Note also that FELIWAY® FRIENDS is indicated to reduce tension and conflict between cats, but in no case for tension or even aggression towards the owner(s). In such situation, consulting your veterinarian or a behaviorist is strongly recommended.

I'm allergic to cats. Can I have some allergic reactions to FELIWAY® FRIENDS?

No. The pheromone analogues contained in FELIWAY® FRIENDS are synthetic (they do not come from real cat secretion) and have nothing to do with the known allergens that cause people to react to cats (the molecules capable to initiating an allergic reaction). No case of allergic reaction in people known to suffer from an allergy to cats has ever been reported to our pharmacovigilance database.

9.B - General questions, common to any Ceva pheromone diffuser

Is FELIWAY® FRIENDS diffuser safe?

Yes. The FELIWAY® diffuser device is constructed with self-extinguishing plastic materials and complies with the International Electro technical commission (IEC), European (EN) and UL required standards.

Where should I plug in FELIWAY® FRIENDS diffuser?

You should plug FELIWAY® FRIENDS diffuser in the room where the cats spend most of their time. Do not plug in the area where tension or aggression occurs, as this is not an appropriate location.

A diffuser covers an area up to 70m² (750 sq ft), but must not be covered, placed behind a door or underneath furniture. More than one diffuser may be required in large or multi-floor homes, or if the conflict involves cats living in completely separate areas in the home.

Why should I not plug in FELIWAY® FRIENDS diffuser under furniture?

The oily vapour (carrying the pheromone) will rise in a column of warm air above the device. If this rising air is blocked (e.g. under a shelf, table, furniture) the oil may re-condense and leave a visible mark. Circulation of pheromone will be impaired and the efficacy of the product cannot be guaranteed.

Should I place FELIWAY® FRIENDS diffuser in a hallway?

Because the hallway is not an area where cats spend most of their time, placing the diffuser in a hallway will not ensure optimal diffusion or effectiveness. If conflict between cats frequently occurs in a hallway, distribution of the cats' resources should also be reconsidered within the home, to make sure each single cat has an easy and free access to them (litter box, food and water bowl, resting area) without being potentially blocked by another cat.

Can air fresheners/home fragrance be used at the same time as FELIWAY® FRIENDS

Air fresheners and strong odours can bother pets (or even stress them), since pets are very sensitive to smells. Thus, it's recommended not to have strong home fragrance diffusers in the same room where FELIWAY® FRIENDS diffuser is plugged in.

Should I unplug FELIWAY® FRIENDS diffuser at night? (or "switch off the diffuser at night", for countries which have a control button on the socket)

No - the diffuser should be left on continuously throughout day and night. Frequent unplugging will prevent the diffuser from working properly. Efficacy was demonstrated in clinical trials with non-interrupted use of the diffuser allowing the cats to constantly perceive the pheromone's signal. Furthermore, cats are awake and active at crepuscular or even nocturnal times.

How long does it take for the diffuser to spread FELIWAY® FRIENDS throughout the area?

We recommend allowing several hours (ideally 24 hours) for the diffuser to be fully functional and ensure the optimum diffusion rate. This allows the wick to become fully impregnated and for FELIWAY® FRIENDS to be released into the room.

How long does the diffuser last?

The diffuser should be checked monthly and replaced every six months to ensure optimum effect.

Why isn't the level of liquid in my FELIWAY® FRIENDS diffuser going down?

The diffusion of the liquid from the FELIWAY® FRIENDS diffuser is a very slow process. In normal conditions of use, it can be very difficult to see any change to the level in the device over the first week of use. Slight variations will occur depending on air turnover.

To make sure your diffuser is working properly, check that:

- ▶ the wick is not broken
- ▶ the device is turned on all the time (sometimes an electrical outlet is controlled by a remote light switch)

Finally, try the device in a different electrical socket.

Do I need to change the FELIWAY® FRIENDS refill even though the liquid has not completely run out?

FELIWAY® FRIENDS diffuser is available with 30-day refills (48 mL). Some 30-day refills may run for a little longer than 4 weeks due to differences in location, air turnover, etc. But remember that the device will never empty completely as the last few milliliters of liquid are not sufficiently in contact with the wick to allow the diffusion process. It is therefore recommended to replace the refill after 4 weeks respectively, regardless of whether there is a small amount remaining in the refill.

Can I plug the diffuser in with something else in the same outlet?

It is best to have the diffuser plugged into an outlet of its own. The pheromone sits in a solvent; as it warms it rises through the air. Another device may block the flow of the pheromone upward.

How long before the diffuser spreads FELIWAY® FRIENDS throughout the area?

We recommend allowing at least several hours (ideally 24) for the diffuser to be fully functional. This allows the wick to become fully impregnated and for FELIWAY® FRIENDS to be released. However, for stressful events that can be anticipated, it's recommended to plug in the FELIWAY® diffuser 2-3 days before the event.

Can I plug the FELIWAY® FRIENDS diffuser in a room where there are caged birds?

Some caged birds are known to have sensitive respiratory systems (in particular Psittacines: parrots, budgerigar, etc.). Therefore, as a precaution, we recommend plugging in the diffuser in a different room.

Can I plug the FELIWAY® FRIENDS diffuser in a room with an aquarium?


As for any in-home diffuser, we recommend using the diffuser in a room that does not have an aquarium. If the cat spends most of their time in the room with the aquarium, we recommend using an outlet as far from the aquarium as possible. This is only a precaution to avoid oily, diffused active ingredients settling on the surface of the water. The components themselves are not classified as toxic for the environment.

I'm pregnant. Can I use FELIWAY® FRIENDS diffuser?

You may continue using your diffuser. According to the toxicological data on the components of our products, no particular risk is expected following inhalation of the pheromone products when used as recommended. Particularly with pregnant women, the available toxicological data on laboratory animal species show that no teratogenic nor foetotoxic effect can be associated with the use of FELIWAY® FRIENDS diffuser. However, as a precaution it is not recommended to plug FELIWAY® FRIENDS diffuser into a poorly ventilated room where people spend most of their time, and in particular not in bedrooms.

Should I use FELIWAY® FRIENDS diffuser if I suffer from asthma or if I have allergies?

In addition to the pheromone content, FELIWAY® diffusers contains a solvent which is a paraffin oil similar to other air freshener devices.



If you consider yourself to be particularly sensitive (in particular if you suffer from asthma or from allergies), or have had problems when using similar devices in the past is it worth adding (such as plug in air fresheners), then we advise you to use the device only after consulting your general physician.

Can I use a FELIWAY® FRIENDS diffuser simultaneously with an air-conditioner?

A FELIWAY® FRIENDS diffuser can be used in a house where there is an air-conditioner, provided that it is plugged away from the air-conditioner, vents, cold air returns, or exhaust fan.

After using pheromones for a long time, will my cat(s) develop a resistance to the product and will it eventually stop working?

Usually, for indications that require long periods of treatment, the environmental modification recommendations to be implemented by the owner are of major importance (such as resources distribution within the home, especially for multiple cat homes). Over time, modifications made by the owner can sometimes be disregarded, leading to a lack of compliance. This may cause an apparent “relapse” by the cat(s). However, no habituation to the effects of pheromones can occur, as they act through an automatic mechanism after binding to specific receptors present in any animal from the target species.

My cat sprays or urinates on electrical items frequently. Where should the FELIWAY® FRIENDS diffuser be plugged in?

Locate the device out of reach of the cat, in the room where the cat(s) spend most of their time or where marking takes place. You may plug it in a high socket or make the access to the diffuser difficult.


If this is not possible, you may plug the FELIWAY® FRIENDS diffuser in a location out of reach of the cat for the first 24 hours, which corresponds to the time required to reach optimal pheromone diffusion. After the first 24 hours move the diffuser back in the room where the cat(s) spend most of their time. If the cat continues to urine spray on it, it's recommended to plug it in a higher location in an unreachable socket.

I do not smell anything when my FELIWAY® FRIENDS diffuser is plugged in. Is this normal?

The pheromone itself does not have a smell, thus it's normal not to smell any odor coming from the diffuser. However, depending on individual sensitivity, some people may perceive an odor which corresponds to the heated solvent.

What is the surface area covered by a FELIWAY® FRIENDS diffuser (in particular for a multi-level house?)

One diffuser covers up to 70m² (750 sq ft). The recommendation is to plug the diffuser in the room where cats spend most of their time. However, in a multi-level house, only one diffuser may not be enough to produce the desired effects in cats, particularly in



rooms that are too distant from the diffuser or located on another level. Therefore, for a multi-level house, it may be more appropriate to use one diffuser per level for best results.

Additionally, in multi-cat households, if the conflicting cats live in completely separate areas of the home, or on different floors, it's strongly recommended to plug one diffuser in each cat's living area.

Is there a minimum size of room for plugging a FELIWAY® FRIENDS diffuser in?

Each diffuser will provide pheromone up to 750 sq.ft. around. According to the toxicological data on the components and particularly the excipient / solvent used in the diffusers (including the data related to potentially toxic aerosol concentrations in the atmosphere), please be assured there is no risk of using a FELIWAY® FRIENDS diffuser in a confined environment.

However, in small and confined environments, adequate ventilation of the room is recommended to ensure air circulation.

Can an air cleaner destroy the pheromone diffused by a diffuser?

Air cleaners stop particles, not molecules, and our pheromone diffusers disseminate molecules. Thus, Ceva diffusers can be used in the same environment as an air cleaner. Actually, many vet clinics using FELIWAY® diffuser have air cleaners, and no problem has ever been reported.

If an active charcoal filter is used (in a kitchen, for example), there could be an effect, namely some retention of pheromone molecules into the filter. However, it should not lead to a decrease in efficacy of the product since diffusion is steady. Thus, pheromones are continuously renewed and the active concentration of pheromone is sustained over time.

We recommend moving the diffuser away from the air cleaner system (approximately 10 feet, if possible).

Do the FELIWAY® FRIENDS refills fit other plug-in diffuser systems?

No. The FELIWAY® FRIENDS refills should never be used with another plug-in device nor the Ceva plug-in with a different kind of refill. This is clearly stated on the box of the products:

“For use with the Ceva diffuser only. Do not use this refill with any other device”.

Can I use a FELIWAY® FRIENDS refill in the FELIWAY® CLASSIC diffuser or the ADAPTIL® diffuser device?

Yes, the device is the same and has the Ceva logo written on the top. Conversely Ceva pheromone refills (FELIWAY® FRIENDS, FELIWAY® CLASSIC or ADAPTIL®) should never be used with any other plug-in device such as an air freshener or anti-mosquito product.

My diffuser doesn't diffuse at all.

All devices are checked during the production process, before release on the market. But an issue can happen during transportation or use (accidentally broken for example). In the event of defective products, Ceva will collect the damaged product and offer replacement.

Can I use the diffuser while leaving the windows open, in particular in the summer? Will that affect the efficacy?

Use with open windows and doors may result in diffusion at a faster rate. The product may not last the full expected 30 or 60 days (depending on the refill). In such a case, a different diffuser location should be considered within the house, targeting the area where the cat spends most of its time.

Can I use the diffuser intermittently when I'm away from home for a while?

In normal conditions of use, we strongly do not recommend diffusers to be unplugged to ensure the efficacy, as proven into our clinical trials.

However, in cases where cat(s) and owner(s) will both be away from the home for more than a week at least, the owner may decide whether to unplug or not. However, if the diffuser is unplugged, the owner should be careful not to spill liquid out of the vial. and to store in the original box, or at least in a dust free cupboard to prevent dust from accumulating inside the diffuser. Also keep in mind that it will take approximately 24 hours for the diffuser to be fully effective again after plugging it in.

The diffuser unit appears greasy as if it is leaking.

Check to ensure that the diffuser is properly plugged into the outlet and that the refill vial is on the bottom. Never plug in the diffuser upside down or in a horizontal position.


After plugging in a FELIWAY® FRIENDS diffuser at home, I began feeling uncomfortable.

Pheromones are species-specific and the feline pheromones in FELIWAY® FRIENDS will have no effect on humans since they are only perceived by cats. However, occasionally, some people may report general effects (such as headache or feeling nauseous) when continuously staying in a room where a diffuser is plugged in.

This may be linked to a particular sensitivity to the diffused solvent. Those people may also report an overall sensitivity to home plug-in diffusers (e.g. home fragrance). Such effects are very rarely reported by pet owners, are benign and reversible, and they always disappear once the diffuser is unplugged.

I bought a refill but the wick is broken. What happened?

During the manufacturing process of the Ceva diffusers' refills, the presence of a complete and intact wick is routinely checked. The cap cannot be positioned if there is not a wick in the upper part.



However, a broken wick can be caused by a problem during transport and storage. In such cases, when the incident is reported to Ceva, a quality complaint form should be submitted and the product returned for an exchange.

How do you dispose of the FELIWAY® FRIENDS diffuser after use?

You should dispose of the diffuser in a special waste collection point, in accordance with your national regulation.

Are the FELIWAY® refills recyclable?

Yes. The refills are made of recyclable plastic material (PET) thus you should dispose of them in a special waste collection point, in accordance with your national regulation.