



# keeping your kitten's health simple

Our guide to your cat's first year



## keeping your kitten's health simple with multi-benefit nutrition

Welcome to Hill's Vet Essentials Multi-Benefit. We'd like to congratulate you on your new family member and we're excited to be part of your new journey as a pet parent. In this booklet — made just for you and your pet — we've included helpful information regarding all the important first steps that come with getting a new kitten. From little to big paw prints, Hill's is here to offer support with the information you need and science-led, multi-benefit nutrition to help you keep your kitten's health simple.



Insert a photo of  
your kitten here

**Name** .....

**Date of birth** .....



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# Bringing your kitten home

When you first bring your kitten home, it's important to give them time to adjust to new surroundings.

## During the first few days:

- Give your kitten a quiet, warm room of their own for the first few days and gradually expose the rest of the home to your new pet. Let your kitten come out to explore and socialise in their own time.
- Try to keep the household fairly quiet and ensure that all family members are interacting with the kitten in a gentle and calm way.
- Show your kitten where the food, water and litter trays are.
- Take lots of time to interact and play with your kitten – this will help create a bond that will last a lifetime.
- Kittens get tired quickly, so allow them to have quiet and sleeping time.

## Indoors or outdoors?

Once your kitten is fully vaccinated, you may decide to start letting them go outdoors. If this is the case, you're unlikely to have to worry about your kitten getting enough exercise. Your pet will instinctively roam, hunt, climb and explore, getting quite a workout in the process. You may decide to start letting them outdoors or your vet may recommend keeping your female kitten indoors until she is neutered to avoid an unwanted pregnancy. It's also a good idea to get your kitten microchipped before they go out.

If you choose an indoor life for your kitten, you'll need to make sure your pet still gets an outlet for their natural predatory instincts, like hunting, climbing and scratching. Your cat will also need exercise. All these needs can be met through play.

tips

## Kitten-proofing your home

- Use covered rubbish bins in your home and garage.
- Keep kitchen countertops clean and clear of food items to reduce temptation.
- Store household chemicals and poisons in a locked cabinet.
- Keep toilet lids down so your kitten can't fall in or drink from the bowl.
- Keep electrical cords and wires out of sight or secured to walls.
- Keep dangling blind and curtain cords out of reach.
- Keep doors to washing machine and dryers shut.

You'll want your kitten to become a cat that relates well to people and is a friend and companion. Keep in mind, though, that cats have a very short socialisation phase. The first 2 – 8 weeks of life are a critical time for behavioural and social development. You won't get your kitten until after this time but it's still a good idea to introduce new, supervised experiences beyond this time.



## People

People come in all different shapes and sizes and your kitten should have the opportunity to encounter them all. Get your pet used to strangers, but be careful that they don't scare or overwhelm your kitten with a strong show of affection.

Your kitten should be socialised with children as early as possible, as your pet may reject them later if they haven't become used to them early on. If there are children at your home, make sure to teach them that your kitten is not a toy and playtime must end when the kitten gets tired.



## Other cats and pets

Because smell is the most important sense for cats, before introducing your kitten to any other cats you may have in your home, it's a good idea to transfer some of their scents to your kitten's coat. Mix the scents by first stroking your resident pets and then the kitten without washing your hands.

If you've got other pets in the house, introduce your new kitten to them gradually and separate them at any sign of aggression. Acceptance can take time, so don't ever leave them unsupervised until you're certain they're getting along well.





## Visiting your vet

Just like you, your cat needs vaccinations and regular check-ups to maintain optimal health. Together, you and your vet can provide your pet with the best care for a long, healthy life. Your vet healthcare team is the best source of information for your pet's health, so it's important to follow their recommendations for the well-being of your cat.

### Your cat's vaccinations

Vaccinations play a critical role in your pet's health throughout their life by providing protection against infectious diseases. Your vet will start your cat on a vaccination course and advise you when boosters are necessary.

Most vets recommend a combined vaccination at 8 and 12 weeks of age, with a yearly booster at your pet's annual health check. Timing may vary, depending on the vaccine your vet chooses and your cat's lifestyle.

Feeding your kitten the right nutrition can help keep them healthy during their vaccination course. The clinically proven unique blend in **Hill's Vet Essentials Multi-Benefit Kitten food** is proven to support your kitten's immunity and even improve their response to the vaccinations.





Help your cat get the right care for a long, happy life. Record their health information below and keep it with any other records you have for your cat.

Veterinarian	
Phone	
Microchip no.	
Insured with	

## The first year

In your cat's first year, deworm them and check their weight every month until 6 months, then every 3 months or as recommended by your vet. Ask the nurse to show you how to weigh your cat at home, or if you don't have any scales, then the practice team can weigh your cat for you. The correct weight is important to ensure the correct deworming dose.

**Make sure your vet or vet nurse completes the chart at each visit.**

Date						
Weight						
Deworming						

## Veterinary visits

After the first year, visit your vet every 6 months or as recommended by your vet healthcare team. One of the most important things you can do for your kitten's health and well-being (now and for the future) is to maintain a healthy weight. Over 50% of pets are overweight<sup>12</sup>. This can have a significant impact on your pet's quality and longevity of life.



# Microchipping

Microchipping your pet is one way to increase the odds of being reunited with your cat should it become lost. **Even if there isn't a legal obligation to microchip your cat on a national level yet, it is currently mandatory to do so in order to travel with your cat within the EU.** Microchipping pets involves placing a small computer chip about the size of a grain of rice under the skin. It is implanted in a simple procedure by your vet or vet nurse, who uses a needle to place the microchip under the loose skin in between the shoulder blades.

## The procedure

This whole procedure takes just a few minutes and is as simple as any injection given by your vet or nurse. However, your practice may recommend microchipping at a time when your pet is being given a general anaesthetic, such as at neutering time.



Is your cat trying to tell you something? By learning how to interpret body language, you can interpret their intentions.



## Meows

Cats meow for lots of reasons, such as wanting attention, wanting to go outdoors or come back inside or when they are hungry, so don't think that every meow is a hungry meow. You can learn the difference in your own cat, as each cat tends to have its own set of meows.



## Rolling over

Cats may roll in a relaxed roll, exposing their belly. This is not an invitation to touch or stroke but simply a greeting and a sign they trust you. However, cats can sometimes also roll over if they are being defensive or in extreme fear.



## Tail

Speed of tail movement usually increases as the cat's attention or agitation increases. A cat's tail may swish backwards and forwards but this has a different meaning to a dog wagging its tail. A tucked under tail is definitely the sign of an unhappy cat and may be a sign of fear, anxiety or pain.

## Purring

Cats purr for three different reasons:

- When they are content and relaxed.
- When they want something from us, such as food or attention.
- Sometimes when they are unwell, very distressed or in pain.



# Litter tray training

Upon arrival, show your kitten where the litter tray is located. Avoid over-emphasising litter tray locations, or placing your kitten in the tray after meals, as too much attention like this can make some cats wary of the tray, or even of you. Once kittens know where the tray is, they generally don't need reminding. Having them nearby is more important when they are small.

## Accidents

Remember, accidents happen, so try to be understanding and don't punish your pet.

## Making adjustments

Ideally, have at least 1 tray per cat plus 1 extra. So if you have 2 cats, have 3 litter trays. If your cat won't use the litter trays provided, you may need to make them more appealing.

Consider:

- Switching to another brand of litter, which allows you to remove deposits more easily and so is most hygienic and most acceptable to tiny kitten paws.
- Providing litter trays with lower sides
- Adding or removing covers to the trays
- Moving the trays to a quieter area
- Discontinuing the use of deodorants
- Cleaning them more frequently
- Increasing the number of litter trays if there's more than one cat in your household
- Don't forget to increase the litter tray sizes as the kitten grows. Not just size of the tray but height of the sides will need to grow along with your kitten

Some cats will urinate outside the litter tray when they have a urinary infection, so a visit to your veterinarian may also be necessary.



### do

- Put litter trays in quiet, calm locations that are easy for your cat to reach, away from noisy household appliances.
- Place your cat's litter tray away from their bed in a spot that's reasonably private.
- Litter trays need to be scooped daily and fully cleaned every week. Clean with hot water and diluted washing powder/liquid. If you use a disinfectant, use one which is not toxic to cats, dilute as recommended by the manufacturer, then rinse well before refilling with clean litter.

### don't

- Don't clean the litter tray if you are immunosuppressed or pregnant. Get someone else to help or wear rubber gloves and wash your hands thoroughly afterwards.
- Don't keep the litter tray near the food or water bowls.

## Scratching

Scratching is normal and necessary behaviour for your kitten. If you find your cat is scratching in unwanted locations, such as your furniture, it probably means that the current scratching facilities provided are not adequate. Look at providing more scratching areas with scratch posts, or check your current scratch sites are located in the right places or at the right height for your cat. Never use a water spray on your kitten to stop unwanted behaviour.

## Game on

The best games and toys for your cat will encourage your pet to stalk, pounce, chase and bat objects with their paws in a safe way.

- Your cat will love toys that move, so toys on a string are likely to be a big hit. However, to make sure they don't choke, your pet should always have supervision when playing with string toys.
- You can also buy mechanical toys for your cat to chase around.
- For cats that like to climb and hide, get an activity centre.

### tips

## looking good

Grooming is important for your pet's health and a nice way for you to spend quality time with your new friend. Here are some tips:

- Establish a regular location and time for grooming
- Brush in the direction of hair growth – brushing against the hair pattern may be uncomfortable
- Long-haired cats should be groomed every day to help prevent painful mats and knots, while short-haired cats may only need grooming once a week.
- Start grooming as soon as possible if your kitten has long hair. This will be a daily necessity and so it's important to help your kitten get used to it as soon as you can.
- While you normally don't need to clean a cat's ears, use grooming time as a chance to check them for dirt, debris or redness
- This is also a great opportunity to get your cat used to having their face and feet handled. This makes life much easier for your vet, should they need to examine your cat in future.
- If your cat has access to a scratching post or similar - you shouldn't need to cut your cat's nails.

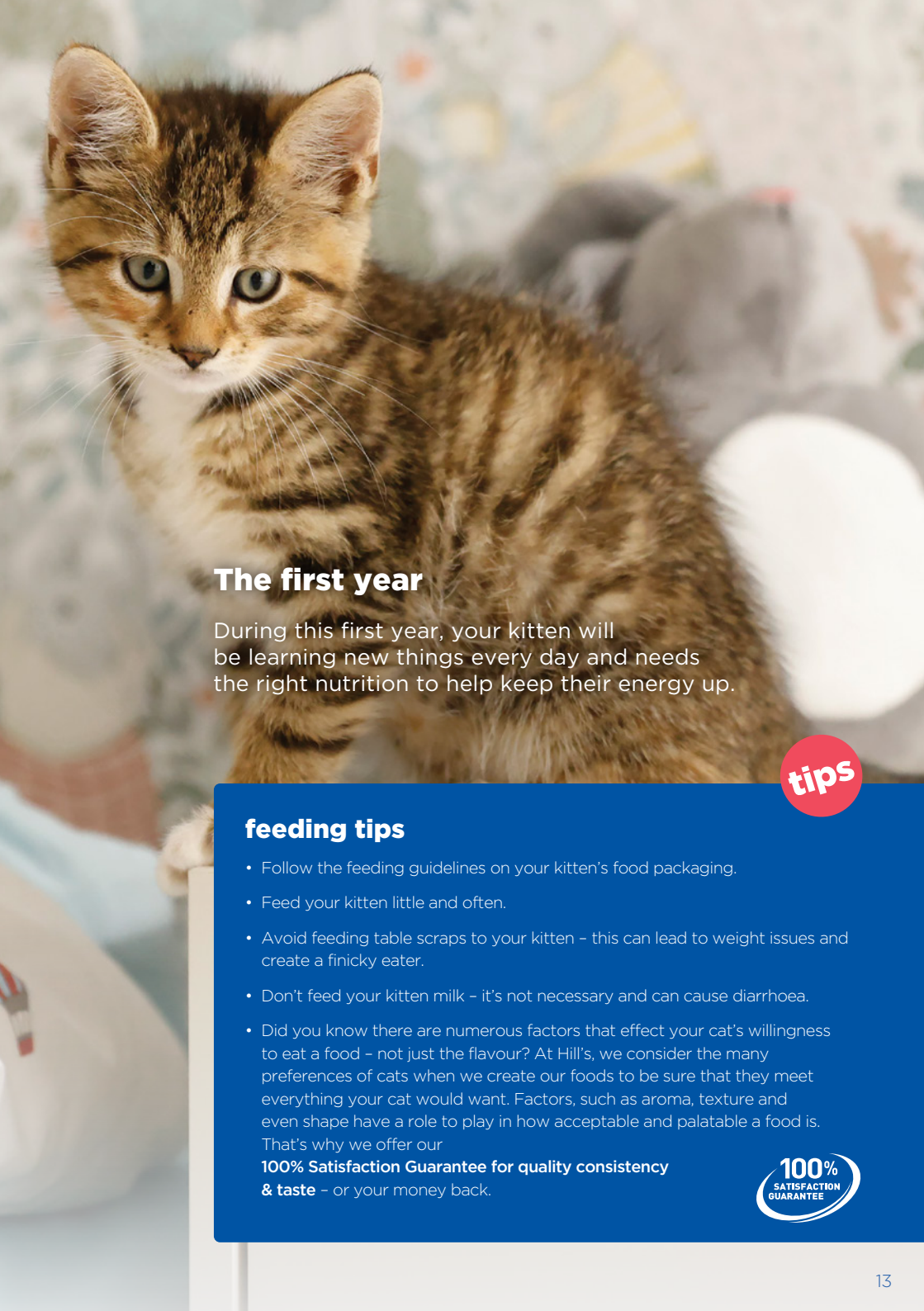


## How old is your cat in human years?

<b>pet's age</b>	<b>human years*</b>	<b>lifestage</b>
3 months	4	Kitten (0-6 months)
6 months	10	
1 year	15	Junior (7-24 months)
2 years	24	
3 years	28	Adult (3-6 years)
4 years	32	
5 years	36	
6 years	40	
7 years	44	Mature (7-10 years)
8 years	48	
9 years	52	
10 years	56	
11 years	60	Senior (11-14 years)
12 years	64	
13 years	68	
14 years	72	
15 years	76	Super Senior (15 years +)
16 years	80	
17 years	84	
18 years	88	

\*All ages approximate. These guidelines follow those set out by the International Society of Feline Medicine.





## The first year

During this first year, your kitten will be learning new things every day and needs the right nutrition to help keep their energy up.

tips

### feeding tips

- Follow the feeding guidelines on your kitten's food packaging.
- Feed your kitten little and often.
- Avoid feeding table scraps to your kitten – this can lead to weight issues and create a finicky eater.
- Don't feed your kitten milk – it's not necessary and can cause diarrhoea.
- Did you know there are numerous factors that effect your cat's willingness to eat a food – not just the flavour? At Hill's, we consider the many preferences of cats when we create our foods to be sure that they meet everything your cat would want. Factors, such as aroma, texture and even shape have a role to play in how acceptable and palatable a food is. That's why we offer our

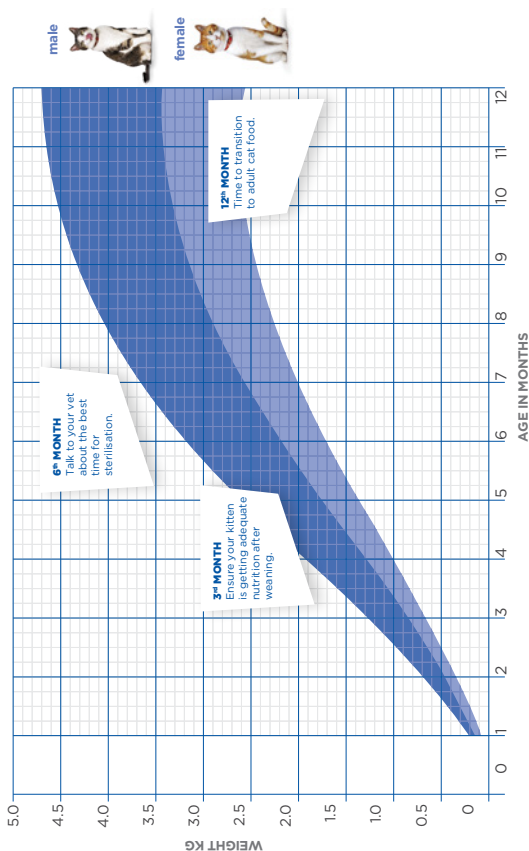
**100% Satisfaction Guarantee for quality consistency & taste** – or your money back.



# Tracking your kitten's growth

Ask your vet or vet nurse to complete the chart at each visit.

- 1-3 MONTHS**  
**0-3 weeks:** Newborn - Feed only mother's milk. Give the mother a kitten formula to support healthy lactation.
- 3-7 weeks:** Weaning starts by the introduction of moist or soaked dry foods. They can typically eat only solid food well by 6-8 weeks.
- 3-4 MONTH**  
**7-14 weeks:** First wellness check - Ask your vet about transitioning to a dry kibble for healthy growth and development.
- 5th MONTH**  
If you're considering sterilisation, talk to your vet about the right time for your kitten. Besides all the benefits of sterilisation, it also has an effect on weight gain. Checking feeding amounts and plenty of exercise and play goes a long way to prevent this.
- 12th MONTH**  
It's your kitten's first birthday and time to transition to an adult cat food.



male



female



**12 months**


**9 months**


**6 months**


**5 months**


**4 months**


**3 months**


**2 months**


Date of visit  
Pet's weight  
Recommended daily food in grams

The first few months are vital for your kitten's lifelong health. Choosing a food that will provide your pet with a complete source of nutrition is of great importance. Feeding a food not formulated for kittens is not recommended.

## How much should you feed your kitten?

The amount of food you should feed your kitten will change during their first year of life based on your pet's weight and shape. Your veterinary healthcare team can help you understand how to adjust your kitten's food intake to ensure the development of a healthy kitten.

Measure out the amount of food required for your kitten at the start of the day and feed the kitten small amounts throughout the day. Kittens prefer to eat little and often. Most importantly, once the day's ration has gone, don't be tempted to give your kitten more.

It's important for your kitten's future health that they grow in a controlled, gradual way. Use this chart to keep a record of your kitten's growth and weight at every vet visit.

### ✓ Ask your vet

Although we understand that bringing your cat to the vet can be challenging, we would recommend that your kitten visits the practice to be weighed every month for the first 6 months of their life. Knowing your kitten's weight allows for a more accurate calculation of de-worming dosages, as well as monitoring growth.



## Show your pet some love with Hill's wet foods

Hill's Vet Essentials Multi-Benefit Kitten wet food supports the essential nutritional needs of your kitten in a mouthwatering formula. Wet food can also help increase your cat's water intake - but always keep fresh water available for your pet to drink. You can feed wet food as a complete meal or a tasty topper on kibble.





## Vet Essentials Multi-Benefit Kitten (3 weeks - 1 year)

Advanced nutrition with clinically proven benefits: Antioxidant blend for immune system support and ActivBiome+ Technology for healthy digestion



Nourishes their developing microbiome and promotes healthy digestion with our ActivBiome+ prebiotic blend



Supports their developing immune system with powerful antioxidants (vitamins C+E)



Helps nourish brain & eye development with omega-3s from fish oil



Supports a healthy urinary system with controlled levels of magnesium, phosphorus and calcium



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s & vitamin E



ActivBiome+ Technology only included in dry foods

A growing kitten needs precise levels of essential nutrients to stay healthy. To meet their growth and development requirements, the food should have more energy, protein and calcium than food for adult cats.

Introducing new food can be challenging, but we are confident your cat will love the great taste of Hill's Vet Essentials. In fact, we offer a **100% Satisfaction Guarantee for quality, consistency & taste**. If you are not completely satisfied, simply return the product for a complete refund.

### How to introduce new food

It is important that you transition your cat to a new food gradually to avoid upsetting their digestion. Introduce new food over a 7-day period. You can either mix the new food with your cats current food or you can feed them in separate bowls, gradually increasing the amount until you're feeding only the new food. It's actually quite common for cats to reject a new food, so don't be surprised if your cat won't eat the new food straight away. Although most cats will transition within a week, it can sometimes take longer. Always refer to the feeding guide on the pack.



## What is my kitten's microbiome?

Your kitten's gut microbiome is the ecosystem in their gastrointestinal tract containing billions of various microorganisms – including both desirable and undesirable bacteria unique to each pet.

Through extensive research, Hill's has found that nourishing the gut bacteria in a pet's microbiome with the right nutrition can have many benefits for their digestion and overall health.

### Hill's ActivBiome+ Technology

is a revolutionary blend of prebiotic fibres that works together to nourish your pet's gut microbiome.

**Vet Essentials Multi-Benefit Kitten food** is formulated with ActivBiome+ Technology, supporting healthy digestion and well-being by feeding the unique microbiome in your kitten's gut.





# Becoming an adult

## Becoming an adult

Most kittens have done the majority of their growing by 9 months of age, and are considered adults by 1 year old. Some very large breeds, such as Maine Coons, will continue to grow until 12-18 months of age. Your veterinary health care team can advise you of when your pet becomes an adult.

## Switching to a Hill's Vet Essentials adult cat food

When your kitten becomes an adult, transition them to an adult cat food to ensure they receive the proper nutrient levels. All kittens should switch to an adult cat food that meets their special needs.

**Once your kitten reaches the age of 12 months, we recommend to transition them to any of these Vet Essentials Multi-Benefit foods:**



Neutered cats or breeds with a tendency to gain weight



Cats who need additional dental health support



Cats who benefit from digestive support

### ✓ Ask your vet

Make sure to check with your vet or vet nurse which Hill's Vet Essentials product would be best for your pet



**Unless you intend to breed your kitten, your vet will probably recommend getting your pet neutered (sterilised).**

You may also hear the terms: spaying – to neuter a female and castration – to neuter a male. **There are numerous proven health benefits to neutering your cat, however, your cat will have an increased tendency to gain body fat following neutering and so you should change the food appropriately to accommodate this.**

**Regardless of neutering, you should normally feed your pet kitten food until 1 year of age to ensure healthy skeletal growth.** From 1 year of age we usually recommend a move to an adult or neutered adult product. Your veterinary healthcare team can help advise you on the best food to choose. They may also recommend regular weight checks to ensure your cat is not gaining weight following neutering.

Sometimes your healthcare team may recommend a move to a neutered diet as early as 6 months of age- where they have identified concern over weight gain.

✓ Ask your vet

To ensure that your cat doesn't become overweight, ask your vet about switching to a neutered-specific cat food





# Over 50% of pets

Ask your vet if your cat

## UNDERWEIGHT



### Ribs

Visible with little to no fat cover.

### Shape from above

Waist is prominent.

### Shape from the side

Abdominal tuck is prominent. Little to no abdominal fat pad.

## IDEAL WEIGHT



### Ribs

Slightly visible with a thin fat cover. Easily felt.

### Shape from above

Waist is evident but not prominent.

### Shape from the side

Abdominal tuck is evident. Abdominal fat pad is minimal.

## OVERWEIGHT



### Ribs

Under a moderate fat cover. Not easily felt.

### Shape from above

Little to no waist is visible.

### Shape from the side

Rounded tummy. Abdominal fat pad is slightly sagging.

<sup>1</sup>Toll PW, Yamka RM, Schoenherr WD, et al. Obesity. In: Hand MS, Thatcher CD, Remillard RL, et al., eds. *Small Animal Clinical Nutrition*, 5th ed. Topeka, KS: Mark Morris Institute; 2010:501-542.

<sup>2</sup>2018 Pet Obesity Study. Association for Pet Obesity Prevention.

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# are overweight<sup>1,2</sup>

is at their ideal weight.

## OBESE



### Ribs

Under a thick fat cover. Progressively difficult to feel.

### Shape from above

Little to no waist is visible.

### Shape from the side

Rounded tummy. Abdominal fat pad is noticeably sagging.

## Weight management

It's not only neutering that can potentially cause weight gain. Weight gain is the result of an increase in body fat usually caused by eating too much, especially when combined with lack of exercise. The most common cause of unwanted weight gain is feeding too much and the giving of treats. If you want to give your cat 'treats', we recommend taking a few biscuits from the daily ration. As body fat increases so does the risk for:

- Shortened life expectancy
- Osteoarthritis
- Cancer
- Diabetes
- Reduced Mobility
- Urinary Tract Disease

Overweight kittens are more likely to become overweight adults. Keeping your cat at a healthy weight throughout their life will increase their life expectancy and quality of life. Combining a change in nutrition with increased exercise is the most effective way of achieving a healthy weight. Weight gain is gradual and many owners won't notice it.

That is why it is important to actually weigh your pet, as well as giving them a thorough examination of their body shape. We call this 'Body Condition Scoring' or BCS. Body condition scoring is something usually done by your practice health care team, but they can show you how to monitor your pets shape as well. Please see pages 20 and 21.

Visiting your veterinary practice regularly for help with things like weighing means that your kitten can have lots of 'positive' experiences and this can mean much happier to visit the vet in the future.

**tips**

### Exercise

Regular exercise is essential to keep your cat fit and healthy. Plus, it keeps their mind active and happy, too.

- Try using a wand toy little and often but be sure to put the toy away afterwards. String based toys can be dangerous to your kitten if left unsupervised.
- Hiding food or using puzzle feeders.
- Leave toys out for your kitten, such as ping pong balls, little toy mice and crumpled up paper - you may even be able to teach your cat to fetch.

### ✓ Ask your vet

If you have noticed some changes in your pet's weight please consult your vet and also consider feeding Hill's Vet Essentials foods that support and maintain healthy weight

## Vet Essentials Multi-Benefit +Weight dry food & Low Fat+High Fibre wet food (from operation to 6 years)

### Support their healthy weight

Formulated with precisely targeted levels of fat, lysine and L-carnitine to help keep your cat fit and full of vitality. Plus controlled mineral levels for a healthy urinary system. Recommended after neutering or for cats who have a tendency to gain weight.



Helps your neutered cat achieve & maintain optimal weight with proven Weight-management Technology that helps kick-start the body's natural ability to burn excess fat (Dry food only)



Formulated with a unique blend of ingredients and low fat content to support and maintain optimum weight (Wet food only)



Supports a healthy urinary system with controlled levels of magnesium, phosphorus and calcium



Supports your cat's natural defense with high levels of antioxidants



Designed to help maintain a healthy digestive system and firm stools



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s



Multi-Benefit  
Low Fat+High  
Fibre





## Vet Essentials Multi-Benefit +Dental (1+ years)

### Support their dental health

Advanced nutrition clinically proven to help reduce plaque and tartar buildup.



Reduces plaque and tartar buildup to keep teeth and gums healthy with clinically proven Dental Kibble Technology



Promotes digestive health with our optimal fibre blend



Helps support a healthy urinary system with controlled levels of magnesium, phosphorus and calcium



Helps maintain optimal body weight with clinically proven levels of L-carnitine and high levels of fibre



Helps support healthy vital organs with controlled mineral levels



tips

### Oral care for adult cats

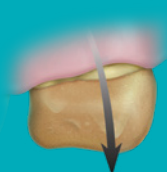
Hill's Vet Essentials Multi-Benefit +Dental utilises special technology that provides a cleaning action clinically proven to help reduce plaque and tartar, which can help freshen the breath and reduce the long-term risks of gum disease.

1)



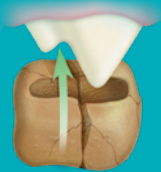
Special fibres help the kibble stay in contact with the tooth surface right to the gumline.

2)



Larger-sized kibble cleans teeth and helps freshen breath as your pet chews.

3)



Kibble gently scrubs away bacteria-laden plaque and tartar to help support good dental health.

# tips for healthy teeth & fresh breath



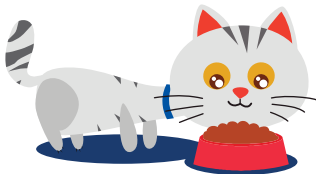
## take a smell test

Bad breath can signal a problem. Consult your vet.



## visit your vet

Ask your vet to include an oral health check as part of your pet's regular check-up. Your pet will thank you for it.



1



2

## brush teeth

Brushing helps keep teeth in tip top condition.

3



4

## feed the right food

Good dental health can be as easy as feeding Hill's Vet Essentials Multi-Benefit +Dental food with Dental Kibble Technology. The kibble provides a "toothbrush-like" cleaning action as pets chew.



## Precise nutrition for adult cats

### Vet Essentials Multi-Benefit +Digestion (1+ years)

Continue supporting their digestive health

Just like Multi-Benefit Kitten food, Multi-Benefit +Digestion is formulated with ActivBiome+ Technology which nourishes their gut microbiome to support digestive health and well-being.



Promotes a healthy stool & regularity with our clinically proven ActivBiome+ fibre blend



Supports muscle health with high-quality protein from salmon



Helps support a healthy urinary system with controlled levels of magnesium, phosphorus and calcium



Promotes a healthy skin & coat for extra soft snuggles, with nourishing omega-6s & omega-3s



Supports their immune system with a proprietary blend of clinically proven antioxidants (vitamins C & E)



### 100% satisfaction guarantee or your money back



We're so confident that your pet will be completely satisfied with Hill's food that we offer 100% Satisfaction Guarantee for quality, consistency & taste or your money back.

## Other foods to consider

### Vet Essentials Multi-Benefit Adult (1-6 years)

Formulated with high-quality protein to support lean muscles and an optimal fibre blend to promote healthy digestion.



Supports healthy digestion with our optimal fibre blend that promotes firm stools and helps avoid hairballs



Supports your cat's muscles with high-quality protein



Supports a healthy urinary system with controlled levels of magnesium, phosphorus and calcium



Promotes healthy skin and coat for extra soft snuggles, with nourishing omega-6s & vitamin E



Supports a healthy immune system with powerful clinically proven antioxidants



Helps support healthy vital organs with controlled mineral levels (Wet foods only)



Also available as wet food for Adult and Mature Adult cats



All the nutrition a kitten needs is in Hill's Vet Essentials  
Visit us online and register for monthly newsletters



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Hill's Customer Service Helpline is staffed by experienced  
Dietary Consultants. Please contact us if you need help or  
information about any Hill's product:

0800 282 438 / 1-800 626 002 (ROI)