

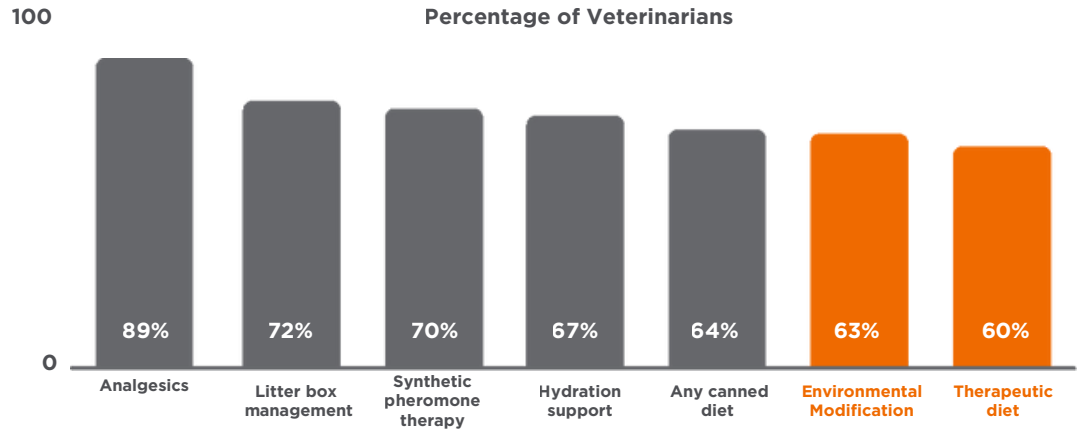


Take the Stress Out of FIC Management

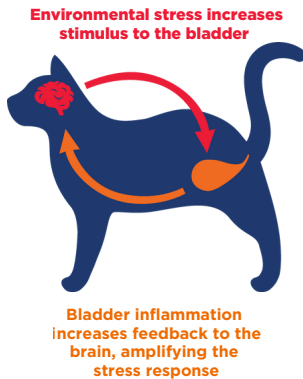
Therapeutic urinary foods and multimodal environmental modification are the most effective, evidence-based methods for managing feline idiopathic cystitis (FIC) and associated stress, but are not often prioritized during the initial visit for acute lower urinary tract disease.^{1,2}

Reported Management Strategies for Acute Signs of Lower Urinary Tract Disease* ²

*Acute signs of lower urinary tract disease included hematuria, stranguria, dysuria and periuria



Hill's Prescription Diet c/d Multicare Stress Helps Support Your FIC Management Goals From the First Visit



Works in the brain to help reduce stress

c/d Multicare Stress is clinically shown to improve emotional and quality of life scores in cats with FIC through the inclusion of stress-reducing ingredients such as hydrolyzed casein and L-tryptophan.³

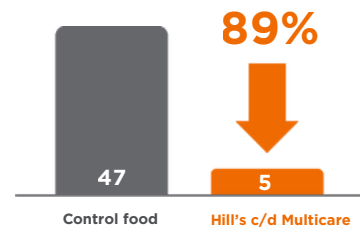
Disrupts the inflammatory cycle in the bladder

Omega-3 fatty acids help disrupt the painful inflammatory cycle of FIC, supporting your desired pain medication protocol.

The nutrition of Hill's Prescription Diet c/d Multicare Stress helps to reduce the recurrence of FIC signs by 89%⁴

and should be utilized alongside environmental modification from the first visit for idiopathic cystitis.

Flares of Idiopathic Cystitis in One Year*



* A flare was defined as showing one or more of the following clinical signs: hematuria, pollakiuria, stranguria, dysuria, or periuria

1. Macleod, B., Laven, L., Laven, R., & Hill, K. (2025). Understanding the current evidence base for the commonly recommended management strategies for recurrent feline idiopathic cystitis: a systematic review. *New Zealand Veterinary Journal*, 73(4), 233-245.

2. Krause, Laurel R, et al. "Survey of Veterinarians in the USA to Evaluate Trends in the Treatment Approach for Non-Obstructive Feline Idiopathic Cystitis." *Journal of Feline Medicine and Surgery*, vol. 26, no. 8, Aug, 2024.

3. Meyer, H, and I. Bečvářová. "Effects of a Urinary Food Supplemented with Milk Protein Hydrolysate and L-Tryptophan on Feline Idiopathic Cystitis – Results of a Case Series in 10 Cats." Accessed 10 Sept. 2025.

4. Kruger JM, Lulich JP, MacLeay J, Merrills J, Paetau-Robinson I, Brejda J, Osborne CA. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc*. 2015 Sep 1;247(5):508-17. doi: 10.2460/javma.247.5.508. PMID: 26295556.