

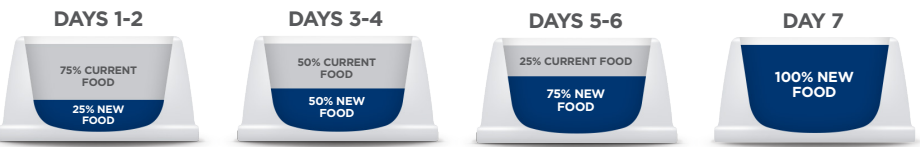
All their favorite flavors

Hill's nutrition comes in a variety of delicious flavors and textures to satisfy even the pickiest of cats.

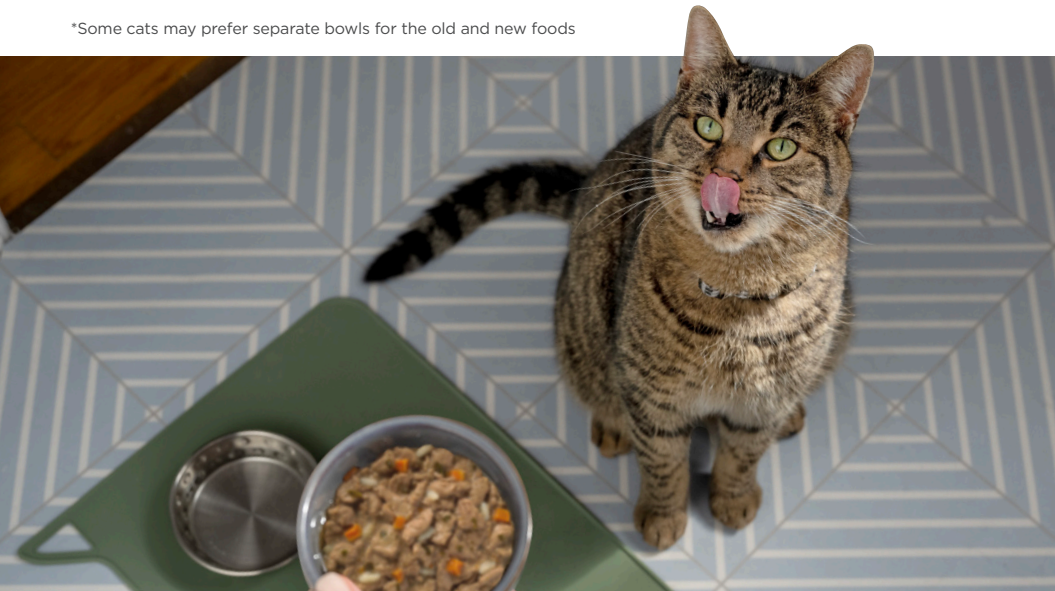


Transitioning your pet's food

Any time there is a change in food for patients with a chronic condition, a gradual transition of at least seven days is recommended.*



*Some cats may prefer separate bowls for the old and new foods



10 tips to help manage your cat's stress

- 1. Feed a stress-reducing diet.**
Prescription Diet c/d Multicare Stress can help manage stress and anxiety.
- 2. Provide areas for scratching.**
This releases pheromones and makes them feel happy.
- 3. Keep litter boxes clean.**
Scoop out litter boxes at least once per day.
- 4. Provide playtime.**
Keep them entertained with food puzzles and toys that allow them to chase and hunt.
- 5. Give them a window seat.**
Cats love to climb up high and look at the world.
- 6. Rewards for good behavior.**
Whether it's treats or affection, cats love appreciation.
- 7. Maintain a clean feeding area.**
Keep food and litter trays in separate areas.
- 8. Offer a safe space.**
Cats need plenty of rest and a quiet space to get away.
- 9. Provide resources for everyone.**
Provide enough food, water and litter trays for each cat.
- 10. Allow access to fresh water.**
Hydration is key to maintaining a healthy urinary tract. Some cats may even prefer a water fountain.



Nutrition to help reduce the recurrence of urinary signs by 89%.

Understanding stress and feline urinary issues



Scan here to learn more about urinary care and reducing stress in cats.

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SCIENCE DOES MORE

Understanding feline urinary issues

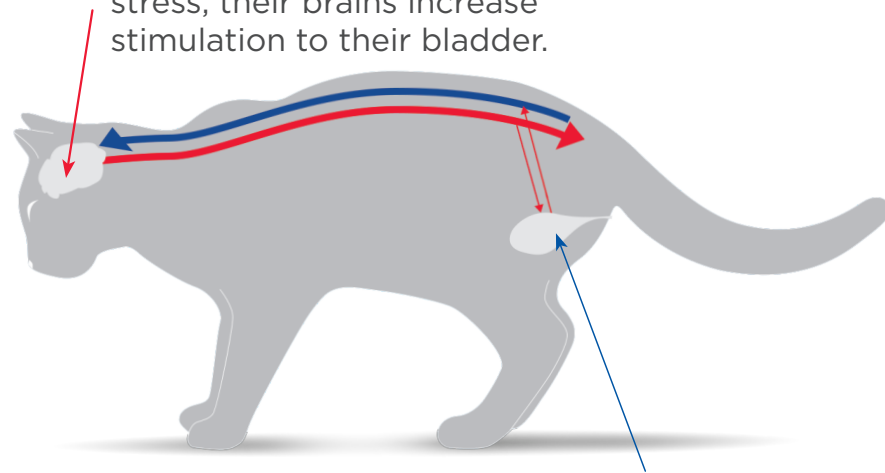
The most common feline urinary issue is Feline Idiopathic Cystitis (FIC), which is commonly caused by stress. Keep an eye out for the signs of FIC or other urinary concerns.

Common Signs

- Blood in urine
- Frequent peeing
- Straining to pee
- Crying when peeing
- Peeing outside the litter box

Feline urinary issues can be triggered or worsened by stress

When cats sense environmental stress, their brains increase stimulation to their bladder.



Bladder inflammation increases feedback to the brain, which amplifies the stress response.

What can cause stress in cats?



- **Adversarial relationships with other pets**
Like competing for food, territory, a clean litter box or even their pet parents' affections.
- **Major life changes**
Like adding or removing other pets (or people!), moving homes, or disrupted routines.
- **Noisy events**
From an event as simple as a party to one as major as remodeling, loud noises can trigger stress.
- **Boredom**
Cats benefit from an outlet for their energy, like a scratching post or playtime with a pet parent.
- **Bladder pain**
Feline urinary tract diseases can cause painful inflammation in the bladder, leading to increased stress.



How Prescription Diet c/d Multicare Stress can help

What you feed your cat plays an important role in helping manage urinary tract health and even stress.



Nutrition to reduce the recurrence of urinary signs by 89%

If left unmanaged, stress-related urinary issues are likely to reoccur.



Stress-reducing ingredients

With milk protein hydrolysate to decrease fearfulness and L-tryptophan to act as a mood-balancing ingredient.



Omega-3 fatty acids

Made with Omega-3 fatty acids & antioxidants to help reduce painful inflammation in the bladder.



Dissolves stones

Formulated to dissolve struvite stones in as little as 7 days and decrease long-term risk of calcium oxalate stones when fed according to guidelines.



Supports urinary health

Made with controlled minerals and designed to promote desirable urine pH.