



SCIENCE
DOES MORE

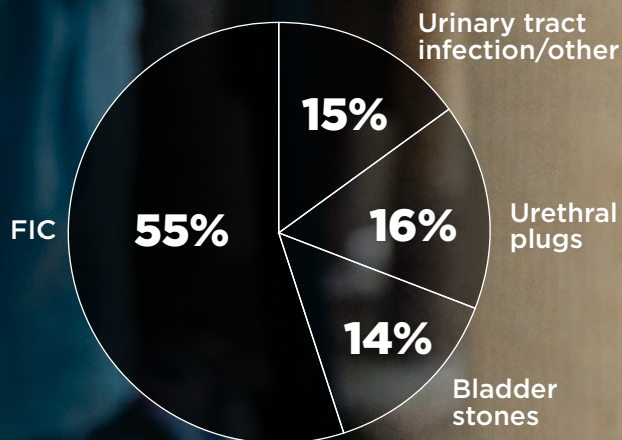
**Nutrition clinically tested
to reduce the recurrence
of FIC signs by 89%.**

Nutrition to help address common feline lower urinary tract diseases and reduce recurrence, with options available to help lower stress — a common risk factor for Feline Idiopathic Cystitis.



Understanding Feline Lower Urinary Tract Disease

FIC makes up 55% of Feline Lower Urinary Tract Diseases (FLUTDs)



Common signs

- Hematuria
- Pollakiuria
- Stranguria
- Dysuria
- Periuria



of your patients' FIC signs will recur in 1-2 years if left unmanaged¹

Signs may subside temporarily with antibiotics or by themselves, but they are highly likely to reappear without long-term support like Hill's therapeutic urinary nutrition.

Stress + FIC = a vicious cycle



Environmental stress increases stimulus to the bladder

- **Impacts Bladder Integrity:**
Increased stress levels may cause increased tissue permeability of the urinary bladder
- **Triggers Recurrence:**
Stressful environmental factors act as triggers for urinary episodes in cats that have had FIC before



Bladder inflammation sends feedback to the brain, amplifying stress



- **Impairs Cortisol Control:**
Cats with FIC have increased output from the excitatory sympathetic nervous system that is inadequately controlled by cortisol³
- **Increases Sympathetic Nervous System Activity:**
Cats with FIC show significantly higher plasma concentrations of catecholamines when stressed³

House soiling is the #1 reason cats are relinquished²

House-soiling cats are seven times more likely to be relinquished, but Hill's therapeutic urinary nutrition helps cats stay healthy, happy and in their forever home.

Managing Feline Idiopathic Cystitis

Therapeutic urinary foods and Multimodal Environmental Modification (MEMO) are the most effective evidence-based methods for managing FIC.⁴



Urinary Nutrition

Environmental Modification

Recommend Hill's c/d Multicare: nutrition clinically tested to reduce the recurrence of FIC signs by 89%⁵



c/d Stress is clinically shown to improve emotional and quality of life scores in cats with FIC with stress-reducing ingredients like hydrolyzed casein and L-tryptophan⁶



Significantly fewer cats fed Hill's c/d nutrition required analgesics for pain management compared to the control group⁵



MEMO aims to help manage FIC by reducing environmental stressors and creating a safe and comfortable environment

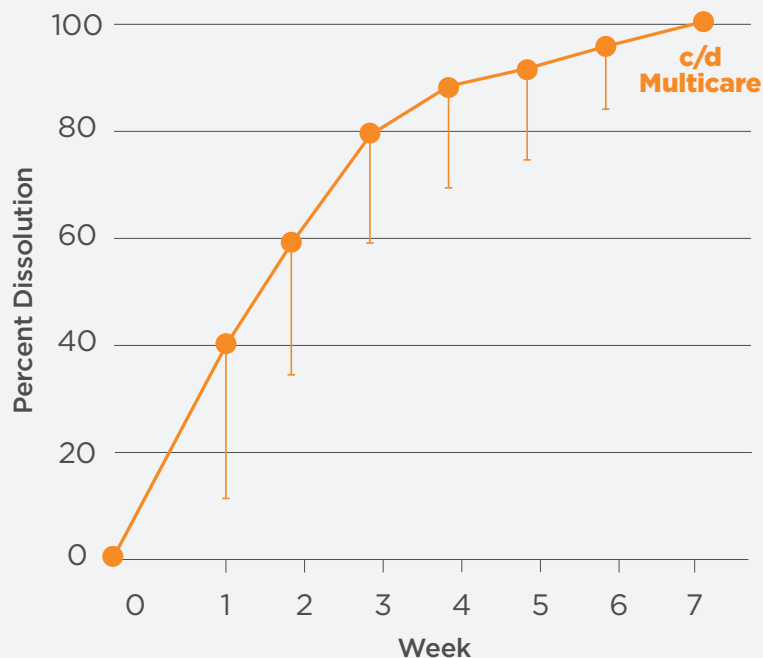


The effect of MEMO showed significant reductions in lower urinary tract signs, fearfulness and nervousness in cats with FIC over a 10-month observational period⁷

+

Complete bladder support

Hill's Prescription Diet c/d Multicare is designed to simultaneously manage risk factors for struvite stones, calcium oxalate stones and FIC — supporting a healthy urinary environment in cats.



Dissolves struvite stones in as little as 7 days

(average 27 days)⁸

In this study, stones decreased by 50% after 2 weeks of feeding, and 100% of stones dissolved after 7 weeks — a rapid, effective and compassionate choice for patients.



Addressing common canine urinary issues



Stone Types	How Hill's Can Help
Calcium Oxalates (CaOx)	c/d Multicare Nutrition: - Controlled mineral levels (Mg, P, Ca) and added potassium citrate reduce the risk of CaOx formation - Helps reduce cystitis with added antioxidants and Omega-3 fatty acids 
Struvites	c/d Multicare Nutrition: - Omega-3 fatty acids help break the inflammatory cycle associated with uroliths and crystals - Helps dissolve struvite stones by promoting a desirable urine pH - Controlled mineral levels (Mg, P, Ca) and added potassium citrate reduce the risk of struvite formation 
Urates and Cystines	u/d Nutrition: - Helps dissolve urate and cystine stones and reduces risk of recurrence - Promotes desirable urine pH - Controlled protein levels limit concentration of stone building blocks 

Before choosing surgical struvite stone removal, consider nutrition

Dissolution of struvite stones via nutrition is safe, effective and the gold standard of care.⁹ Surgery is not only difficult on pets and clients, but it can result in high recurrence rates and inconsistent removal. Up to 50% of patients may experience postoperative complications following cystotomy, with radiographically visible uroliths remaining in 14% of dogs and 20% of cats.¹⁰

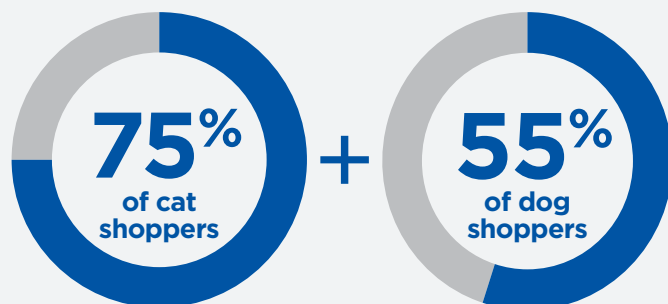
Which feline food should you recommend?

				
	c/d Multicare	c/d Multicare + Metabolic	c/d Multicare Stress	c/d Multicare Stress + Metabolic
Nutrition clinically shown to reduce the recurrence of FIC signs by 89% ⁵	✓	✓	✓	✓
Nutrition that dissolves struvite stones in as little as 7 days ⁸	✓	✓	✓	✓
Helps reduce calcium excretion into the urine ¹¹	✓	✓	✓	✓
Contains L-tryptophan and hydrolyzed casein to help manage stress			✓	✓
Nutrition clinically shown to help reduce body weight by 11% in 60 days ^{12,13}		✓		✓
Recommended for lifelong feeding	✓	✓	✓	✓

Which canine food should you recommend?

				
	c/d Multicare	c/d Multicare + Metabolic	c/d Multicare Low Fat	u/d
Formulated to help dissolve struvite bladder stones (ensures any bacterial UTIs are treated)	✓	✓	✓	
Helps reduce inflammation from UTIs and stones	✓	✓	✓	
Reduces the risk of calcium oxalate stones	✓	✓	✓	
Nutrition clinically shown to help reduce weight by 13% in 60 days ¹⁴		✓		
Reduces the risk of urate and cystine stones				✓
Low-fat nutrition tailored for dogs with fat sensitivities			✓	

Keep your recommendation effective



are unknowingly lessening the efficacy of Hill's Prescription Diet food by purchasing additional wellness wet food¹⁵

Hill's therapeutic urinary nutrition has carefully balanced mineral content to help reduce risk of stone formation, which can be disrupted when pet parents add a non-therapeutic topper.

More flavors and textures = better compliance

Our portfolio of urinary nutrition includes delicious wet and dry food in a variety of flavors — making it easier for pet parents to comply with your recommendation.



Submit urolith samples for free

Hill's is proud to sponsor the Minnesota Urolith Center (MUC) — the global standard for urolith analysis and treatment advice — so veterinarians can submit urolith samples for free. Before surgically removing a stone, explore MUC's tools to get personalized treatment recommendations.

- 1 Scan the QR code or go to z.umn.edu/MNUrolithapp to download the MUC app
- 2 Use the CALCulate tool to predict the most likely urolith type in your patient and the CALCurad tool to analyze if the radiographic appearance matches struvite
- 3 Access results for your MUC cases



Android



iPhone

To set up an account for your clinic and learn how to send in samples, visit UrolithCenter.org



Minnesota
Urolith Center

Ask your Hill's rep for more information on Hill's urinary nutrition.



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¹Kaul E, et al. Recurrence rate and long-term course of cats with feline lower urinary tract disease. *J Feline Med Surg*. 2020;22(6):544-556.

²Liu S, et al. A six-year retrospective study of outcomes of surrendered cats (*Felis catus*) with periuria in a no-kill shelter. *J Vet Behav*. 2021;42:75-80.

³Westropp JL, Buffington CA. Lower urinary tract disorders in cats. In: Ettinger SJ, Feldman EC, eds. *Textbook of Veterinary Internal Medicine*. 7th ed. St. Louis, MO: Saunders Elsevier; 2010:2069-2086.

⁴Macleod B, et al. Understanding the current evidence base for the commonly recommended management strategies for recurrent feline idiopathic cystitis: a systematic review. *N Z Vet J*. 2025;73(4):233-245.

⁵Kruger JM, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc*. 2015;247(5):508-517.

⁶Meyer H, Bečvářová I. Effects of a Urinary Food Supplemented with Milk Protein Hydrolysate and L-tryptophan on Feline Idiopathic Cystitis. *Intern J Appl Res Vet Med*. 2016;14(1):59-65.

⁷Buffington CA, et al. Clinical evaluation of multimodal environmental modification (MEMO) in the management of cats with idiopathic cystitis. *J Feline Med Surg*. 2006;8(4):261-268.

⁸Lulich JP, et al. Efficacy of two commercially available, low-magnesium, urine-acidifying dry foods for the dissolution of struvite uroliths in cats. *J Am Vet Med Assoc*. 2013;243(8):1147-1153.

⁹Lulich JP, et al. ACVIM Small Animal Consensus Recommendations on the Treatment and Prevention of Uroliths in Dogs and Cats. *J Vet Intern Med*. 2016;30(5):1564-1574.

¹⁰Thieman-Mankin KM, et al. Comparison of short-term complication rates between dogs and cats undergoing appositional single-layer or inverting double-layer cystostomy closure: 144 cases (1993-2010). *J Am Vet Med Assoc*. 2012;240(1):65-68.

¹¹Urine calcium directly measured and risk of calcium oxalate crystal formation measured by Hill's COT test vs. US Royal Canin Veterinary Diet® Feline Urinary SO® dry formula. Data on file. Hill's Pet Nutrition, Inc. 2017.

¹²Floerchinger AM, et al. Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in cats. *J Am Vet Med Assoc*. 2015;247(4):365-374.

¹³Data on file. Hill's Pet Nutrition, Inc. 2015.

¹⁴Floerchinger AM, et al. Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. *J Am Vet Med Assoc*. 2015;247:375-384.

¹⁵Numerator last 52 weeks ending 5/21/23.