



the clear reco for hidden stress



Our tasty, therapeutic nutrition targets underlying stress in cats with GI or urinary issues — helping provide relief to pets and their humans.

**SCIENCE
DID THAT.**

stress is common — and commonly missed

Stress is extremely common in house cats.¹ Although noticeable, pet parents often overlook the underlying signs.

67%

of vets indicate pet parents are asking more about stress/anxiety, higher than other topics²

Hidden signs of stress

- Urinary issues
- Panting or excessive meowing
- Shivering or cowering
- Hiding or trying to escape
- Destructive behavior
- Excessive biting or scratching



proven stress-reducing ingredients

Hill's Prescription Diet feline stress varieties share the same ingredients to make a visible difference in pets experiencing stress.

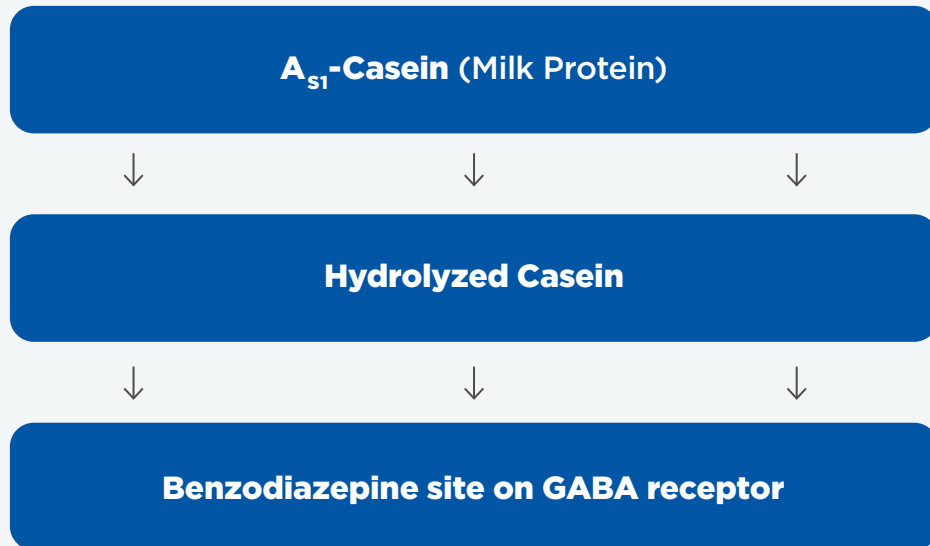
- **L-tryptophan** acts as a mood-balancing ingredient to enhance a stressed pet's mood
- **Milk protein hydrolysate** decreases fearfulness & increases contact with people³
- **Omega-3 fatty acids & antioxidants** help support the body's response to stress



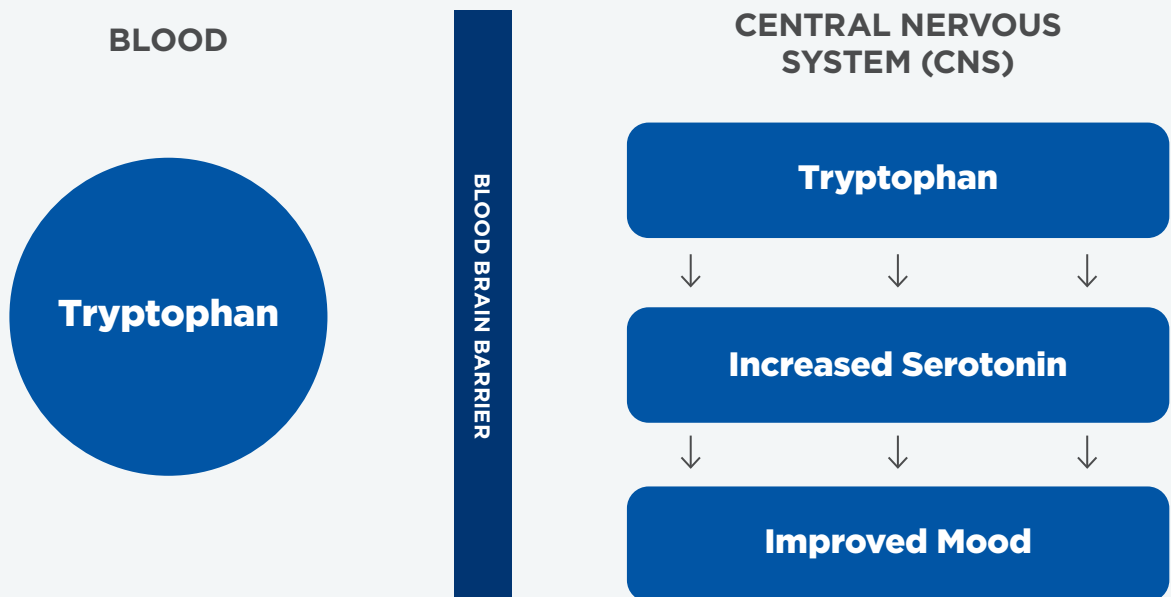
Diagnosing GI & urinary conditions can be challenging when clients are requesting an immediate solution. Prescription Diet nutrition helps manage a variety of conditions to drive compliance.

the science behind managing stress

Hydrolyzed casein decreases fearfulness and increases contact with people



L-tryptophan is associated with decreased anxiety and stress-related behaviors in multi-cat households



which stress nutrition is right for your patient?

Urinary Health

Urinary health nutrition to reduce the frequency of FIC signs, dissolve struvite stones, and decrease risk of recurrent struvite stones/plugs and CaOx stones.

c/d Multicare Stress

Diarrhea/Constipation

Fiber Responsive Enteropathies, Antibiotic Responsive Diarrhea, Infectious Diarrhea, Megacolon (responsive to fiber)

Gastrointestinal Biome Stress

Overweight & Urinary

Nutrition that reduces the recurrence of FIC signs, dissolves struvite stones, reduces risk of calcium oxalates and helps maintain a healthy weight in cats.

c/d Multicare Stress + Metabolic



Want to learn more?
Scan for feeding plans, education and other resources

¹<https://vetster.com/en/wellness/is-your-cat-stressed-what-we-can-do-as-pet-parents>
²CM Research Covid Report Q. *And what are the top topics or questions your clients are currently asking you about now when compared to before the pandemic?* Base: all respondents n=810x
³Beata et al. J Vet Behavior 2007;2:40-46

