



# 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.<sup>1</sup> Although noticeable, pet parents often overlook the underlying signs.

**67%**

of vets indicate  
pet parents are  
asking more about  
stress/anxiety, higher  
than other topics<sup>2</sup>

## 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.

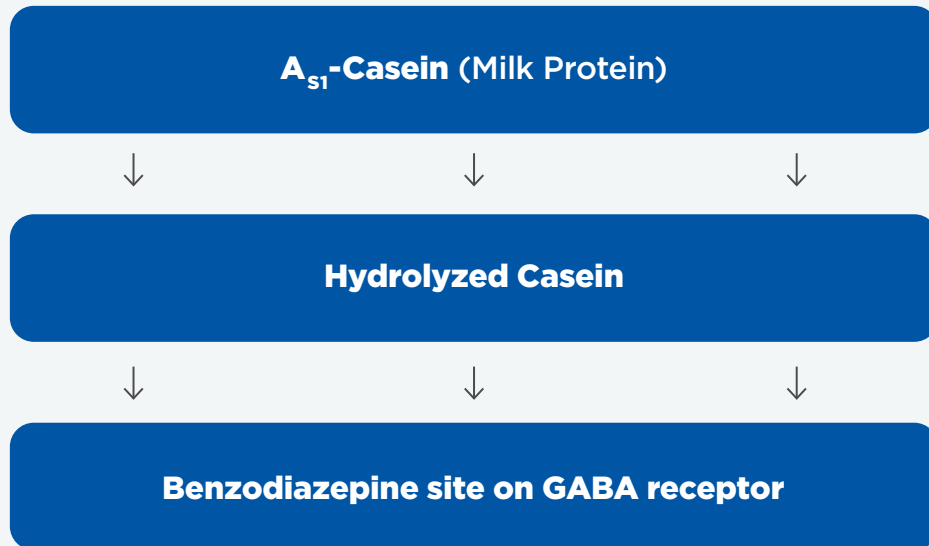
- **L-tryptophan** acts as a mood-balancing ingredient to enhance a stressed pet's mood
- **Milk protein hydrolysate** decreases fearfulness & increases contact with people<sup>3</sup>
- **Omega-3 fatty acids & antioxidants** help support the body's response to stress



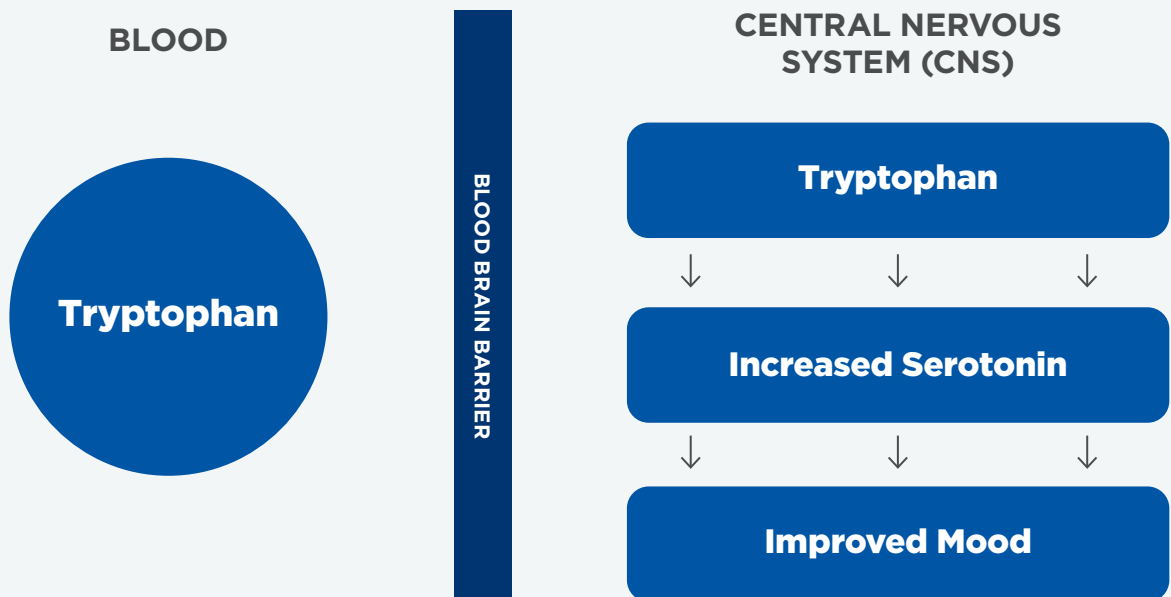
Diagnosing GI & urinary conditions can be challenging when clients are requesting an immediate solution. Prescription Diet nutrition helps manage a variety of conditions to drive compliance.

# 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

<sup>1</sup><https://vetster.com/en/wellness/is-your-cat-stressed-what-we-can-do-as-pet-parents>

<sup>2</sup>CM 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

<sup>3</sup>Beata et al. J Vet Behavior 2007;2:40-46



©2024 Hill's Pet Nutrition, Inc. PD8902