



URINARY CARE

SOME SEE BARRIERS WE SEE BREAKTHROUGHS

Look to Prescription Diet c/d Multicare when urinary issues like these get between your patient and their family:

- 1 Urinating outside the litter box
- 2 Crying out when urinating
- 3 Straining to urinate
- 4 Frequent urination



PRESCRIPTION DIET c/d MULTICARE STRESS ADDRESSES 85% OF FELINE LUTS

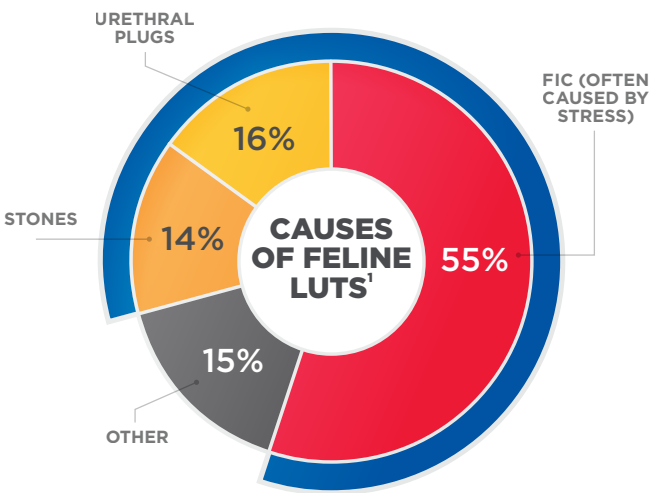
LOWER URINARY TRACT SIGNS (LUTS) CAN CREATE BARRIERS

- Stressful for pet parents
- Stressful and painful for cats
- Capable of creating a divide between cats and their pet parents

With a multimodal approach including the right nutrition and environmental enrichment, you can help your patient get back to their day-to-day life and rejoin the family.

TALKING TO YOUR CLIENTS ABOUT c/d MULTICARE FOODS

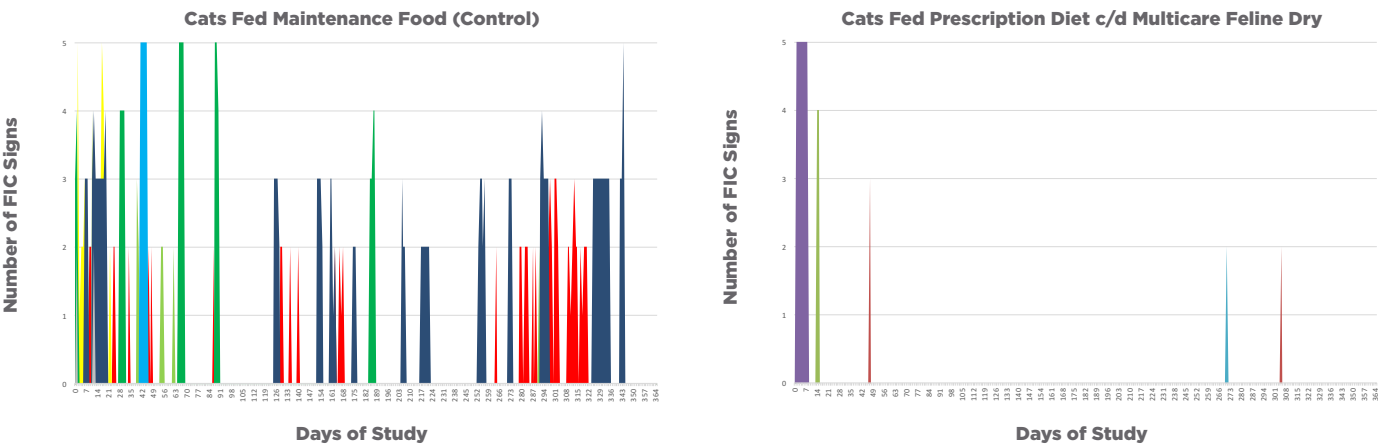
- 1 Urinary issues require lifelong care to manage and minimize future recurrences
- 2 65% of FIC signs will recur in 1-2 years if left unmanaged
- 3 Prescription Diet c/d Multicare can help your cat get back to their day-to-day life and rejoin the family



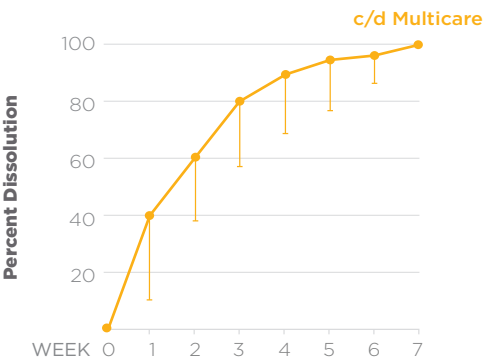
BREAK THROUGH THE BARRIERS WITH C/D MULTICARE STRESS

Help your patient rejoin the family with a comprehensive, clinically proven nutrition to manage urinary issues — Hill's Prescription Diet c/d Multicare Stress.

THE ONLY NUTRITION SHOWN IN A CONTROLLED STUDY TO REDUCE THE RATE OF RECURRING FIC SIGNS BY 89%²



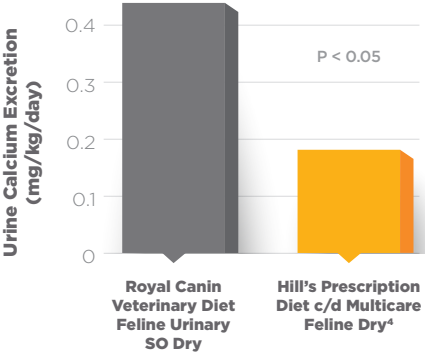
In a 1-year study, cats with FIC fed Prescription Diet c/d Multicare (right) had a significantly lower mean incidence rate for multiple sign days compared with cats fed a control food (left). (P=0.01). Control group (maintenance food) = 14 cats, c/d Multicare group = 11 cats. Only cats that experienced signs are represented, with a unique color for each cat.



Dissolves struvite stones in as little as 7 days (average 27 days)³

In this study:

- Stones decreased by 50% in size after 2 weeks of feeding
- 100% of stones dissolved after 7 weeks
- Dissolution of stones via nutrition is safe, effective and the standard of care⁴



Reduces urine calcium and the risk of calcium oxalate crystal formation 2X better than leading competitor^{5,6}

Cats fed Prescription Diet c/d Multicare had significantly lower urine calcium⁵ and showed a significant reduction in the risk for calcium oxalate crystal precipitation as measured by the Hill's Calcium Oxalate Titration test⁶

For more information about these studies, call Hill's Veterinary Consultation Services (1-800-548-8387)

PREScription DIET c/d
MULTICARE STRESS

- 1 The ONLY nutrition shown in a controlled study to reduce the rate of recurring FIC (Feline Idiopathic Cystitis) signs by 89%7
2 Dissolves struvite stones in as little as 7 days (average 27 days)8
3 Added L-tryptophan and hydrolyzed casein to help manage stress, a known risk factor for FIC9,10



NOW WITH HILL'S BEST TASTE EVER

Prescription Diet c/d Multicare Stress kibbles are now infused with fish oil for an even tastier mealtime! In fact, we're so confident in our pet-approved taste and vet-endorsed nutrition that all our foods offer a money-back guarantee.

NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT FELINE URINARY ISSUES

FELINE

Table with 5 columns: Feline (cat icon), c/d Multicare Stress +Metabolic, c/d Multicare Stress, c/d Multicare +Metabolic, c/d Multicare. Rows include: The only nutrition shown in a controlled study to reduce the rate of recurring FIC signs by 89%11, Dissolves struvite stones in as little as 7 days (average 27 days)12, Promotes low urine calcium to help reduce the risk for CaOx recurrence13, Contains L-tryptophan & hydrolyzed casein to help manage stress, Features nutrition clinically proven to reduce weight by 11% in 60 days14,15, Recommended for lifelong feeding of cats.

For more information, call Hill's Veterinary Consultation Services at 1-800-548-8387

**PRESCRIPTION DIET c/d
MULTICARE+METABOLIC**

The lowest fat, best tasting
c/d Multicare formula ever¹⁶
— dogs can’t wait to eat it!

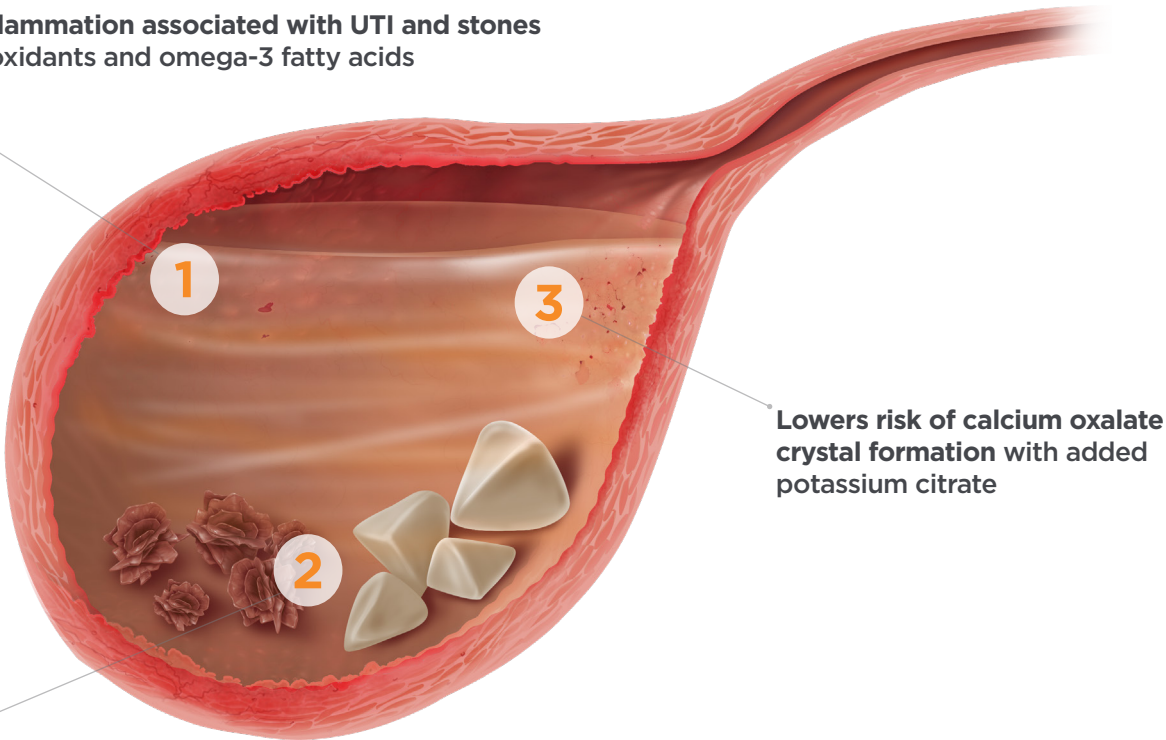
Common barriers to canine urinary health are related to weight:

- 1 Canine obesity has reached epidemic proportions
- 2 Overweight dogs have more than twice the risk for developing calcium oxalate uroliths¹⁷
- 3 LUTD is the second most common obesity-related concurrent condition in dogs¹⁸



**WORKS THREE WAYS
TO SUPPORT URINARY HEALTH**

Helps reduce inflammation associated with UTI and stones
with added antioxidants and omega-3 fatty acids









Lowers risk of calcium oxalate
crystal formation with added
potassium citrate

Lowers risk of struvite and calcium oxalate stones
with controlled minerals

**NUTRITIONAL SOLUTIONS TO HELP YOU
FIGHT CANINE URINARY ISSUES**

CANINE

	 c/d Multicare +Metabolic	 c/d Multicare	 s/d	 u/d
	NEW NAME, same great formula!			
Dissolves struvite stones (ensure bacterial UTIs are eliminated)	✓	✓	✓	
Helps reduce inflammation from UTI and stones	✓	✓		
Reduces the risk of struvite & calcium oxalate stones 	✓	✓		
Clinically proven to reduce weight by 13% in 60 days ¹⁹	✓			
Reduces the risk of urate and cystine stones				✓
Recommended for lifelong feeding of dogs	✓	✓		✓

For more information, call Hill’s Veterinary Consultation Services at 1-800-548-8387



Transforming Lives

OUR CARE GOES FAR BEYOND OUR PRODUCTS

DISCOVER OUR PARTNERSHIP WITH
MINNESOTA UROLITH CENTER



The Minnesota Urolith Center (MUC) is the global standard for urolith analysis and treatment advice — trusted by over 40,000 veterinary clinics globally.



Benefits for you from the MUC:

- Free stone analysis
- Results in as little as 4 days
- Personalized nutritional recommendation for each pet
- Supported by a Hill's Pet Nutrition Education grant

SCAN THE QR CODE TO GET THE APP:

- Download the MUC App
- Predict most likely stone type using the CALCulator function
- Access results for your MUC cases
- Get personalized treatment recommendations



iPhone



Android

Ask your Hill's rep about urinary nutrition that's
A STEP AHEAD FOR THEIR BEST LIFE

HillsVet.com/Urinary

¹Lekcharoenk C, Osborne CA, Lulich JP. Epidemiologic study of risk factors for lower urinary tract diseases in cats. *J Am Vet Med Assoc.* 2001;218(9):1429-1435. ²Kruger JM, Lulich JP, MacLeay J, 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. ³Lulich JP, Kruger JM, MacLeay JM, 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. ⁴Lulich JP, Berent AC, Adams LG, et al. ACVIM small animal consensus recommendations on the treatment and prevention of uroliths in dogs and cats. *J Vet Intern Med.* 2016;30:1564-1574. ⁵Gluhek T, Bartges JW, Callens A, et al. Evaluation of 3 struvite-oxalate preventative diets in healthy cats. *J Vet Intern Med.* 2012;26:801. ⁶Data on file. Hill's Pet Nutrition, Inc. 2017. Urine 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. ⁷Kruger JM, Lulich JP, MacLeay J, 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. ⁸Lulich JP, Kruger JM, MacLeay JM, 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. Average 27 days in vivo study in urolith forming cats. ⁹Pereira GG, Fragozo S, Pires E. Effect of dietary intake of L-tryptophan supplementation on multi-housed cats presenting stress related behaviours, in *Proceedings*. BSAVA 2010. ¹⁰Beata C, Beaumont-Graff E, Coll V, et al. Effect of alpha-caseozepine (Zylkene) on anxiety in cats. *J Vet Behav.* 2007;2(2):40-46. ¹¹Kruger JM, Lulich JP, MacLeay J, 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. ¹²Lulich JP, Kruger JM, MacLeay JM, 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. ¹³Data on file. Hill's Pet Nutrition, Inc. 2017. Urine 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. ¹⁴Floerchinger AM, Jackson MI, Jewell DE, 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. ¹⁵Data on file. Hill's Pet Nutrition, Inc. 2015. ¹⁶vs. Original c/d Multicare Canine ¹⁷Lekcharoenk C, Lulich JP, Osborne CA, et al. Patient and environmental factors associated with calcium oxalate urolithiasis in dogs. *J Am Vet Med Assoc.* 2000;217:515-519. ¹⁸www.veterinarypracticenews.com/pet-obesity-rates-continue-to-rise-in-the-u-s ¹⁹Floerchinger AM, Jackson MI, Jewell DE, et al. Effects 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. ©2019 Hill's Pet Nutrition, Inc. ®/™ Hill's, Prescription Diet, c/d Multicare, c/d Multicare Stress, c/d Multicare Stress+Metabolic, c/d Multicare+Metabolic, s/d, u/d and S+OXSHIELD are trademarks owned by Hill's Pet Nutrition, Inc. The referenced Royal Canin products are trademarks of Royal Canin.