

# 10 ways to relieve cat stress



Stress may play a major role in Feline Idiopathic Cystitis (FIC) Here's how you can help.

1. Create high places and private spaces
2. Create a refuge where your cat can feel safe
3. Make sure each litter box is clean and is big enough – at least 1.5x your cat's body length
4. Place litter boxes far from food bowls and in quiet places
5. Praise good behaviour – don't punish your cat for accidents
6. Give your cat something to scratch, which releases pheromones and makes her feel happy
7. Keep her in shape – overweight cats can't move or jump
8. Create a play area with toys and other items to keep her active
9. Indoor cats can get bored, so give yours a view of the world outside
10. If you have more than one cat, make sure you have enough food, water, litter boxes, and safe places for everyone!

## Hill's™ Prescription Diet™ product range

Your vet may prescribe drugs and may also recommend feeding your cat a special food, because the right food can help your cat regain health more quickly.

### c/d™ Urinary Stress

- Nutrition clinically proven to reduce the recurrence of FIC signs by 89%<sup>3</sup>
- Contains ingredients to control stress<sup>2</sup>
- Available in crunchy kibbles and a tasty salmon pouch.



### c/d™ Multicare

- Clinically proven to dissolve struvite stones in as little as 7 days (average 27 days)
- Also in **Reduced Calorie** for overweight and obese-prone cats
- Available in crunchy kibbles and tasty pouches in Chicken and Ocean Fish



### c/d™

- Controls recurrence of bladder stones and crystals



### s/d™

- Suitable for larger struvite stone dissolution.

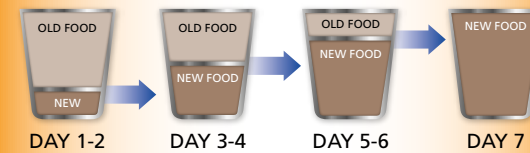


<sup>2</sup> c/d™ Urinary Stress only.

<sup>3</sup> Kruger JM, Lulich JP, Merrills J et al. A year-long prospective, randomized, double-masked study of nutrition on feline idiopathic cystitis. Proceedings. ACVIM Forum 2013

## How to introduce the new food

- Gradually introduce the new food over a 7-day period
- Mix the new food with your pet's current food, gradually increasing the amount until only new food is fed
- Always refer to the feeding guide on the pack



This is a general guideline only. Your vet will recommend a transition plan specific to your pet's needs.

### Great taste your pet will love

Highly palatable, with quality ingredients to fully satisfy pets' appetites.





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For more information visit [www.hillspet.co.za/urinary-health](http://www.hillspet.co.za/urinary-health)

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## Helping manage your pet's URINARY TRACT HEALTH



Clinically proven nutrition to help support urinary tract health

## What is LUTD?

LUTD is the general term for a group of conditions that affect the lower urinary tract and may include bladder stones, urethral plugs, infections and cystitis.



### Risk factors

#### Stress

Stress may play a major role in Feline Idiopathic Cystitis (FIC) - the most common type of LUTD in cats.

#### Excess weight

Overweight pets are also more likely to suffer from LUTD.

#### Breed

Miniature Schnauzers, Dalmatians, Persians and certain other breeds are more likely to develop bladder stones.

#### Poor quality or grocery foods

Some foods may be high in certain minerals, which may cause bladder stones to form.

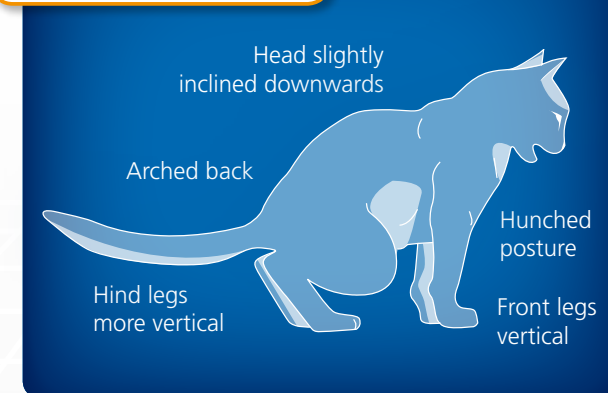
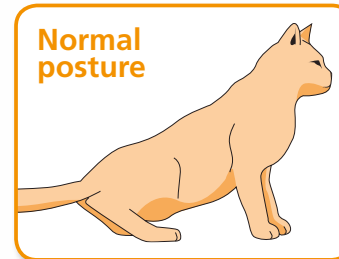
#### Low water intake

When pets drink less, their urine is more concentrated, which increases the likelihood of stone formation.

## Does your pet have a urinary disorder?

### Signs

- Blood in the urine
- Frequent attempts to urinate
- Urinating indoors or inappropriate places
- Excessive straining when urinating



### IMPORTANT NOTE

If your cat is not urinating freely, a urinary blockage may be the cause. Contact your vet immediately as this condition is urgent and could be fatal if not treated.

Want to learn more?  
Visit [www.hillspet.co.za/urinary-health](http://www.hillspet.co.za/urinary-health)

## What could be causing FLUTD?

There are many causes of this painful condition:

1. **Feline Idiopathic Cystitis (FIC)** is the most common cause of FLUTD in cats. It is a kind of sterile inflammation of the bladder wall. The cause is unknown, but it can be triggered by stressful situations, producing symptoms similar to those seen in people with cystitis.
2. **Struvite and Oxalate crystals.** Too many minerals in food can lead to the formation of crystals in sensitive (predisposed) cats.
3. **Struvite and Oxalate stones.** Crystals can clump together to form stones, causing pain and inflammation, and a possible urinary obstruction or blockage.
4. **Urethral plugs.** Mucous and minute struvite crystals can build-up to form a plug. A plug can move down into the urethra of your cat causing a very serious blockage.

### 4 tips to increase water intake

Increasing your cat's water intake will help to reduce occurrence of FLUTD. The more urine your cat produces the harder it is for crystals and stones to form.

1. Place water in several extra places around the house.
2. Try introducing a water fountain or gently dripping tap.
3. Experiment with bowls of different depths and shapes.
4. Augment your cats food with Hill's™ Prescription Diet™ c/d cans or pouches.

## The ideal food to manage your cat's FIC<sup>1</sup>

### c/d™ Urinary Stress

- Nutrition clinically proven to **reduce the recurrence of FIC signs** by 89%<sup>3</sup>
- Contains L-tryptophan & milk protein hydrolysate to **control stress**, a known risk factor for FIC<sup>2</sup>
- High levels of Omega-3 fatty acids to help **reduce discomfort**
- Perfect choice for **long term** feeding, even in **multi-cat** homes
- Nutrition clinically proven to **dissolve struvite stones** in as little as 7 days. (average 27 days)
- **Available in dry crunchy kibbles and chunks in gravy pouches.**



1. FIC = Feline Idiopathic Cystitis;  
2. c/d™ Urinary Stress only.  
3. Kruger JM, Lulich JP, Merrills J, et al. A year-long prospective, randomized, double-masked study of nutrition on feline idiopathic cystitis. Proceedings. ACVIM Forum 2013.