



## COMMON SIGNS OF STRESS

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

- ✓ Urinating in strange places
- ✓ Tummy upset
- ✓ Excessive grooming
- ✓ Compulsive scratching
- ✓ Hiding
- ✓ Excessive vocalisation  
e.g. panicked meows, recurrent whining
- ✓ Decrease in appetite
- ✓ Sleeping more than usual
- ✓ Aggression towards other animals
- ✓ Aggression towards people



Our c/d Feline Urinary Stress range also contains L-tryptophan and milk protein hydrolysate to control stress, a known risk factor for FIC – the most common cause of FLUTD in cats.



## 10 WAYS TO RELIEVE STRESS IN CATS



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



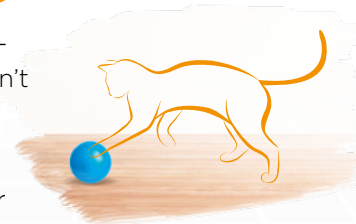
4 Place litter boxes far from food bowls and in quiet places



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!



Stress affects cats





## COMMON SIGNS OF STRESS

Stress in dogs may affect their health, with tummy upsets being one of the more noticeable effects. Here's how you can help.

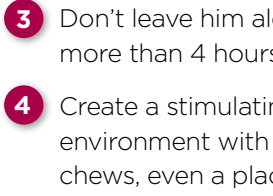
- ✓ Nose or lip licking
- ✓ Yawning
- ✓ Panting
- ✓ Reduced or absent appetite
- ✓ Diarrhoea
- ✓ Tail lowered or tucked
- ✓ Ears pinned back
- ✓ Covering or crouched
- ✓ Trembling or shaking
- ✓ Increased vocalisations  
e.g. whining, howling, barking



## 10 WAYS TO RELIEVE STRESS IN DOGS



- 1 Identify your dog's stress trigger so you can proactively manage it
- 2 Slowly introduce new things to your dog



- 3 Don't leave him alone for more than 4 hours
- 4 Create a stimulating environment with toys, chews, even a place to dig.



- 5 Take your dog for a daily walk
- 6 Travelling is scary. Try a crate or a friend on the backseat

- 7 Create private spaces to quietly relax

- 8 Make sure there are separate feeding stations and enough water bowls, toys and safe spaces for everyone



- 9 Always use positive reinforcement when training your pet



- 10 Beware of reinforcing signs of stress with comfort, rather divert their attention



Stress affects dogs



Prescription Diet i/d Stress is formulated to help manage stress-related digestive upsets in dogs up to 14kg. It contains milk protein hydrolysate to manage stress, prebiotic fibres to promote growth of beneficial bacteria and support the intestinal microbiome, as well as ginger to soothe the digestive tract.

