

which nutrition is right for your patient?

Digestive Health

Fibre Responsive Enteropathies, Antibiotic Responsive Diarrhoea, Infectious Diarrhoea, Megacolon (responsive to fibre)

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.

Weight & Urinary Health

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

Gastrointestinal Biome Stress

c/d Multicare Stress

c/d Multicare Stress + Metabolic

NEW



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



The right nutrition can help limit recurring accidents, helping provide relief to pets and their humans.

**SCIENCE
DID THAT.**



stress is common — and commonly missed

“ Stress in cats is an epidemic hiding in plain sight, silently contributing to illness and emotional distress. It's up to us to recognise, respond and remedy whenever we can. There are so many positive steps we can take to help! ”

Sarah Whitehead,
Certified Clinical Animal Behaviourist

67%

of pet parents are concerned about their cat's stress, but are unsure of how to identify or manage it¹.

A common underlying cause of many GI and urinary issues, stress is often overlooked until symptoms become severe enough to prompt a visit to the clinic.

Talk to pet parents about spotting common signs of stress in cats, and let them know what to look out for.



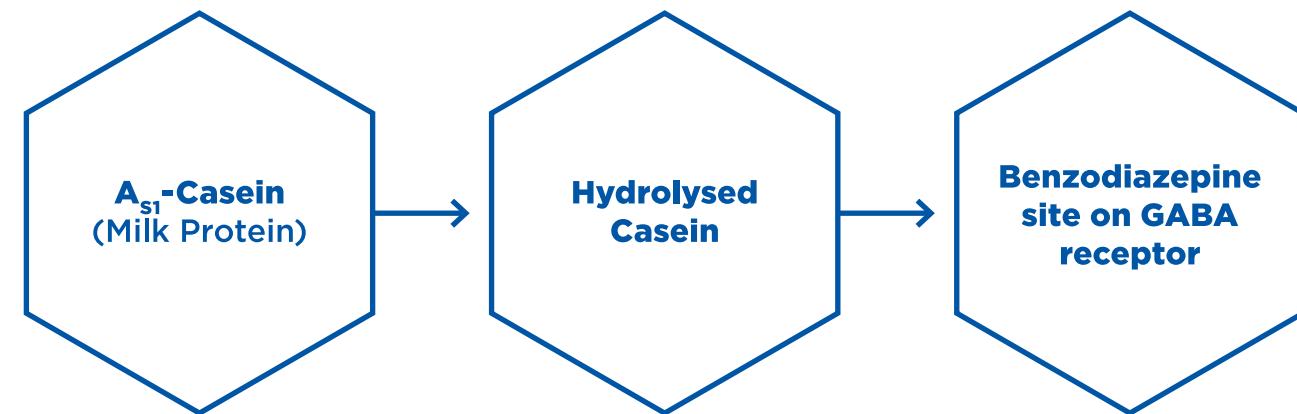
hidden signs of stress



Scan here for expert tips
and advice on managing
stress-related issues.

the science behind managing stress

Hydrolysed casein decreases fearfulness and increases contact with people



ingredients shown to control stress

- L-tryptophan** acts as a mood-balancing ingredient to enhance a stressed pet's mood^{2,3}
- Milk protein hydrolysate** decreases fearfulness & increases contact with people⁴
- Omega-3s** address stress-induced inflammation
- Antioxidants** help manage imbalances that lead to oxidative stress

¹ Myer, Jo. (2023, January 26). Is your cat stressed? What we can do as pet parents. Vetster. <https://vetster.com/en/wellness/is-your-cat-stressed-what-we-can-do-as-pet-parents>.

² Pereira GG, Fragoso S, Pires E. Effect of dietary intake of L-Tryptophan supplementation on multi housed cats presenting stress related behaviours, in Proceedings, BSAVA 2010 DMS10000044045.

³ Meyer HP, Beclarova I. Effects of a urinary food supplemented with milk protein hydrolysate and L-tryptophan on feline idiopathic cystitis - results of a case series in 10 cats. Intern J Appl Res Vet Med 2016;14:59-65.

⁴ Beata et al. J Vet Behavior 2007;2:40-46.

BLOOD



Tryptophan

CENTRAL NERVOUS SYSTEM (CNS)

BLOOD BRAIN BARRIER

