

# which nutrition is right for your patient?

## Digestive Health

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

**Gastrointestinal  
Biome Stress**

## 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**

## 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.

**c/d Multicare  
Stress + Metabolic**



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



**the clear  
recommendation  
for hidden  
emotional upset**

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 it<sup>1</sup>.

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.

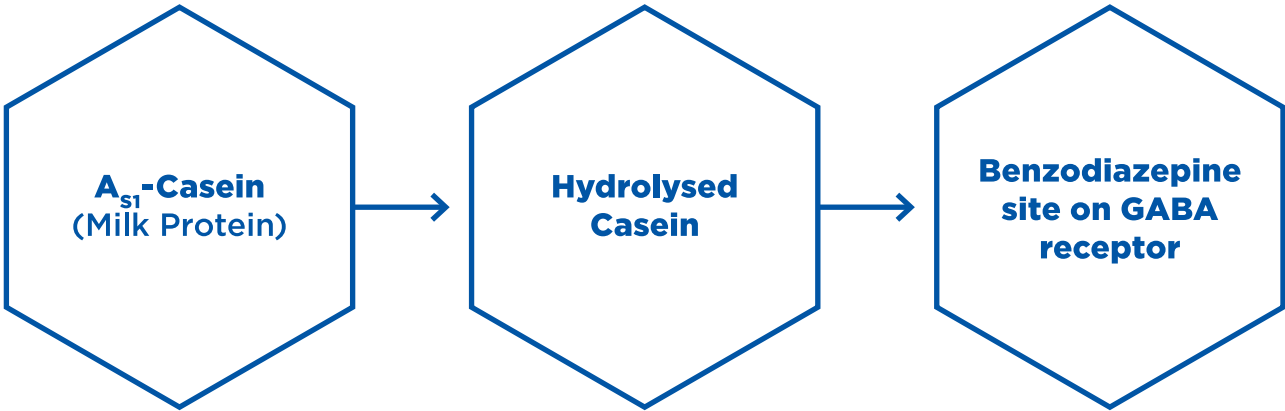
## hidden signs of stress



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

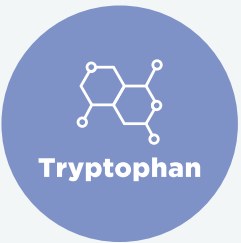
# the science behind managing stress

Hydrolysed casein decreases fearfulness and increases contact with people

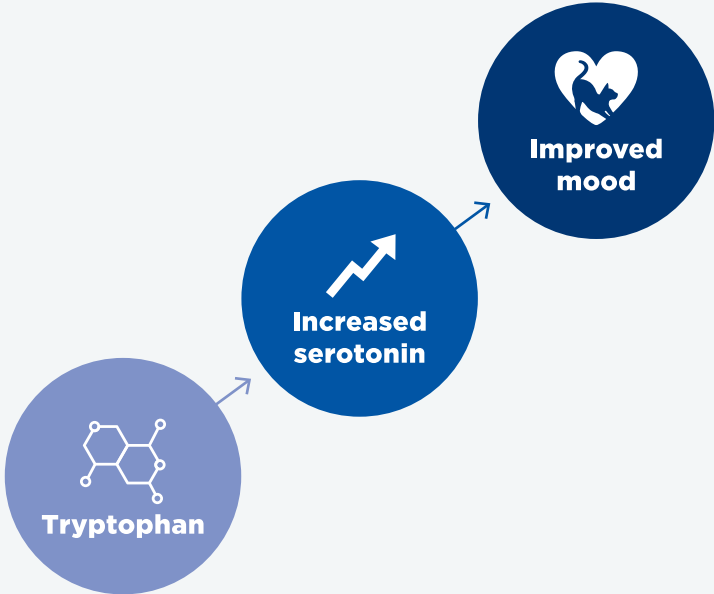


L-tryptophan is associated with decreased anxiety and stress-related behaviours in multi-cat households

## BLOOD



## CENTRAL NERVOUS SYSTEM (CNS)



## ingredients shown to control stress

- **L-tryptophan** acts as a mood-balancing ingredient to enhance a stressed pet's mood<sup>2,3</sup>
- **Milk protein hydrolysate** decreases fearfulness & increases contact with people<sup>4</sup>
- **Omega-3s** address stress-induced inflammation
- **Antioxidants** help manage imbalances that lead to oxidative stress

<sup>1</sup>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>.

<sup>2</sup>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 DMS1000044045.

<sup>3</sup>Meyer HP, Becvarova 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.

<sup>4</sup>Beata et al. J Vet Behavior 2007;2:40-46.