

10 tips to help manage a cat's stress

- 1 Satisfy their urge to scratch**
This releases pheromones and makes them feel happy
- 2 Spacious, sparkling clean litter**
Because cats have high standards
- 3 Create a playground**
Keep them active and entertained
- 4 Give them a window seat**
Let them watch the world outside
- 5 Rewards for good behaviour**
Cats love appreciation
- 6 Help them reach new heights**
Cats love to climb up high and look down from above
- 7 Mind your place settings**
Keep food and litter trays in separate areas
- 8 A place away from it all**
Just like us, sometimes cats like to get away from it all
- 9 Plenty of the necessities**
In multi-cat households, provide enough food, water and litter trays for each cat
- 10 Feed Hill's Prescription Diet c/d Multicare Stress**
Formulated to help manage stress and stress-related behaviours



managing stress in cats

A common risk factor for urinary issues



Learn more about feline urinary issues and how the right nutrition can help.

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what causes stress in cats?

Adversarial relationships with other pets

Such as competing for food, territory, a clean litter box or even their pet parents' affections

Major life changes

Such as adding or removing other pets (or people), moving homes, or disrupted routines

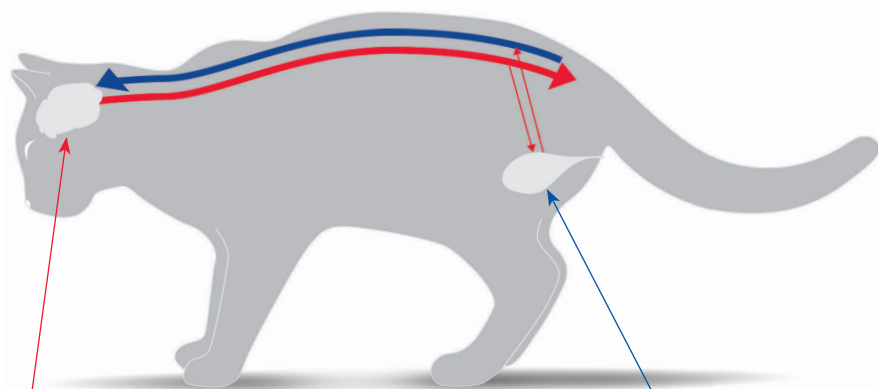
Noisy events

From an event as simple as a party to one as major as remodelling, loud noises can trigger stress

Boredom

Cats benefit from an outlet for their energy, like a scratching post or playtime with a pet parent

How stress & urinary issues are connected



When the cat senses environmental stress, the brain increases stimulus to the bladder.

Bladder inflammation increases feedback to the brain, which amplifies the stress response.

¹Kruger JM, Osborne CA, Goyal SM, et al. Clinical evaluation of cats with lower urinary tract disease. J Am Vet Med Assoc 1991;199:211-216.

²Buffington CA, Chew DJ, Kendall MS, et al. Clinical evaluation of cats with nonobstructive urinary tract diseases. J Am Vet Med Assoc 1997;210:46-50.

³Gerber B, Boretti FS, Kley S, et al. Evaluation of clinical signs and causes of lower urinary tract disease in European cats. J Small Anim Pract 2005;46:571-577.

⁴Lekcharosensuk C, Osborne CA, Lulich JP. Epidemiologic study of risk factors for lower urinary tract diseases in cats. J Am Vet Med Assoc 2001;218:1429-1435.

feline urinary issues can be triggered or worsened by stress

FIC, the #1 form of LUTD in cats¹⁻⁴, is often caused by stress⁴

How Hill's Prescription Diet c/d Multicare Stress can help

Nutrition plays an important role in helping manage a cat's urinary issues and even their stress.



With ingredients to control stress

Added L-tryptophan and milk protein hydrolysate help manage stress



Controlled minerals

Controlled levels of magnesium, calcium and phosphorus to reduce the building blocks of crystals and stones



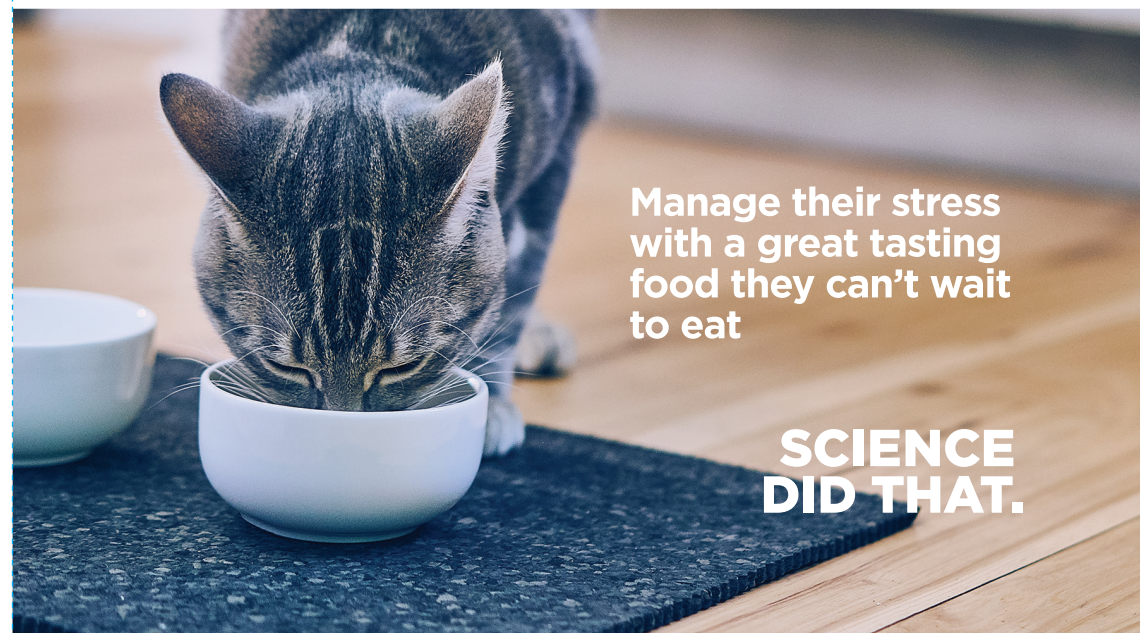
Optimal urinary pH

Helps dissolve struvite bladder stones and prevent plugs by reducing risk for crystals



Omega-3 fatty acids

High levels of omega-3 fatty acids to help break the cycle of inflammation



Manage their stress with a great tasting food they can't wait to eat

SCIENCE DID THAT.