

10 tips

to help manage a cat's stress



Pay attention to your cat's body language

Don't handle your cat if they seem reluctant to be touched



Satisfy their urge to scratch

This releases pheromones and makes them feel happy



Spacious, sparkling clean litter

Because cats have high standards



Create a playground

Keep them active and entertained



Give them a window seat

Let them watch the world outside



Rewards for good behaviour

Cats love appreciation



Help them reach new heights

Cats love to climb up high and look down from above



Mind your place settings

Keep food and litter trays in separate areas



A place away from it all

Just like us, sometimes cats like to get away from it all



Plenty of necessities

In multi-cat homes, provide enough food, water and litter trays for each cat



Want to learn more?

Scan to hear from our expert animal behaviourist.

nutrition with the power to transform lives



Led by science and loved by pets

All Hill's foods are developed by a team of veterinarians, PhD nutritionists and food scientists.



Home to our #1 taste testers

Our global Pet Nutrition Centre is where our 900+ dogs and cats help us develop forward-thinking food — so your pet has the best nutrients for their best life.



Food, shelter & love

Hill's Food, Shelter & Love programme provides food to shelters and has helped over 13 million shelter pets and counting find a forever home.



We are committed to pets, people and the planet

At Hill's, we are guided by three sustainability efforts:

- Science led nutrition
- Pets bring people together
- Helping the planet for a new generation



Learn more about how we embrace sustainability to build a better future for all.

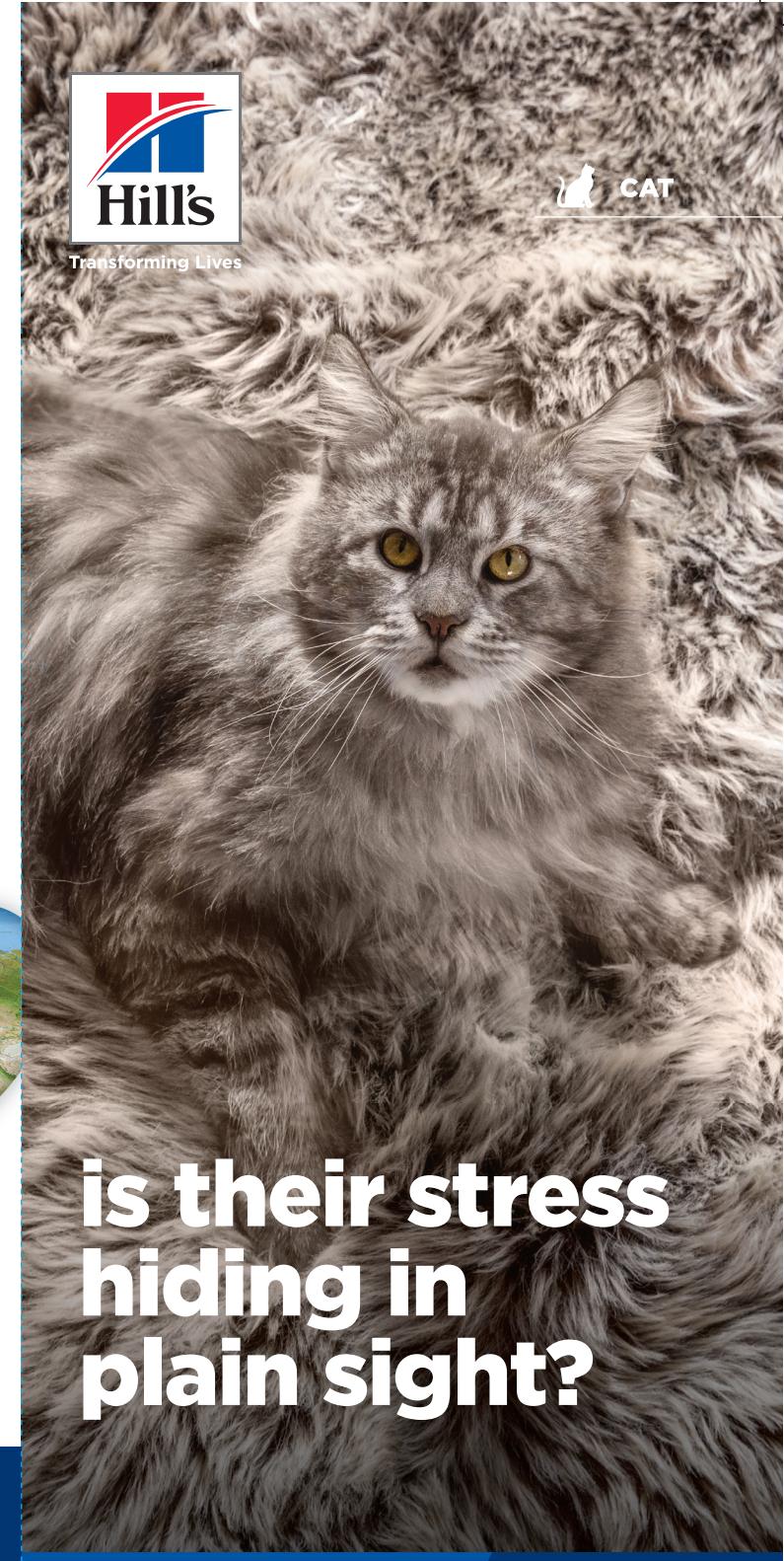


For quality, consistency and taste, or your money back



Questions?

Scan for stress relief tips & other helpful info.



is their stress hiding in plain sight?

almost half of the cats
exhibit behaviours which
may be indicative of stress¹

what causes stress in cats?

1 Adversarial relationships with other pets

Prompted by competition for food, territory, a clean litter box or even their pet parents' affection

2 Major life changes

Including introducing new pets (or people), moving homes, or disrupted routines

3 Noisy events

From one-off parties to long-term building work, loud noise can trigger stress

4 Boredom

Cats benefit from an outlet for their energy, like scratching a post or interactive playtime

5 Mishandling

Cats prefer to be touched on the forehead, cheeks and chin, rather than sensitive areas like paws, whiskers or flanks

hidden signs of stress



Urinary issues,
digestive upsets
or vomiting



Toileting in the
wrong place



Hiding or
nervousness



Biting or
fighting



Scratching
furniture or
carpets



Meowing
or yowling

ingredients shown to control stress

Developed by over 200 PhD nutritionists and veterinarians, Hill's Prescription Diet offers a range of clinical nutrition to help manage and maintain the emotional balance of cats.

- **L-tryptophan** acts as a mood-balancing ingredient to enhance a stressed cat's mood^{2,3}
- **Milk protein hydrolysate** decreases fearfulness & increases contact with people⁴
- **Omega-3s & antioxidants** help support the body's response to stress



¹PDSA ANIMAL WELLBEDING (PAW) REPORT, 2022.

²Pereira 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.

³Meyer HP, Bevarova 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.

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

“ 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

find the right food for your cat



c/d Multicare Stress

Helps reduce emotional upset & protect long term urinary health



Scan to learn more
about the benefits
for your cat.



c/d Multicare Stress + Metabolic

Supports urinary health & manages emotional upset during pet weight loss and maintenance



Scan to learn more
about the benefits
for your cat.



Gastrointestinal Biome Stress

Nutrition shown to promote emotional balance and manage digestive upsets in cats



Scan to learn more
about the benefits
for your cat.