

# 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.

100%  
SATISFACTION  
GUARANTEE

For quality, consistency and taste, or your money back



### Questions?

Scan for stress relief tips & other helpful info.



Transforming Lives



# is their stress hiding in plain sight?



**almost half of the cats**  
exhibit behaviours which  
may be indicative of stress<sup>1</sup>

## 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

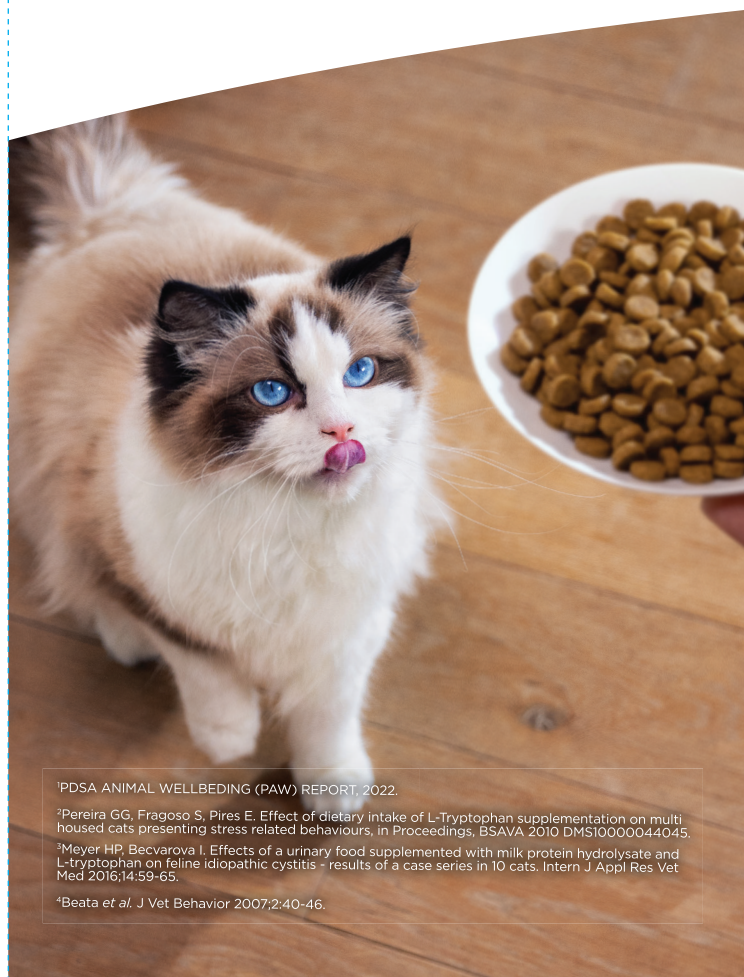


Meowing  
or yowling

## 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<sup>2,3</sup>
- **Milk protein hydrolysate** decreases fearfulness & increases contact with people<sup>4</sup>
- **Omega-3s & antioxidants** help support the body's response to stress



<sup>1</sup>PDSA ANIMAL WELLBEDING (PAW) REPORT, 2022.

<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 DMS10000044045.

<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.

“

*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

