



URINARY CARE



NEW
FLAVOUR

SOME SEE BARRIERS WE SEE BREAKTHROUGHS

Look to Prescription Diet c/d Multicare when urinary issues like these get between your patient and their family:

- 1 Urinating outside the litter box
- 2 Crying out when urinating
- 3 Straining to urinate
- 4 Frequent urination

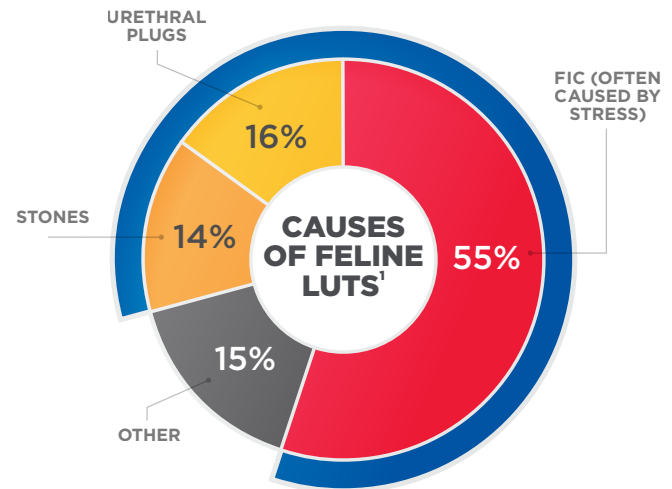


US #1 VETERINARIAN
RECOMMENDED

PRESCRIPTION DIET c/d MULTICARE STRESS HELPS MANAGE 85% OF THE CAUSES OF FELINE LUTS

LOWER URINARY TRACT SIGNS (LUTS) CAN CREATE BARRIERS

- Stressful for pet parents
- Stressful and painful for cats
- Capable of creating a divide between cats and their pet parents



With a multimodal approach including the right nutrition and environmental enrichment, you can help your patient get back to their day-to-day life and rejoin the family.

TALKING TO YOUR CLIENTS ABOUT THE NUTRITION OF c/d MULTICARE FOODS

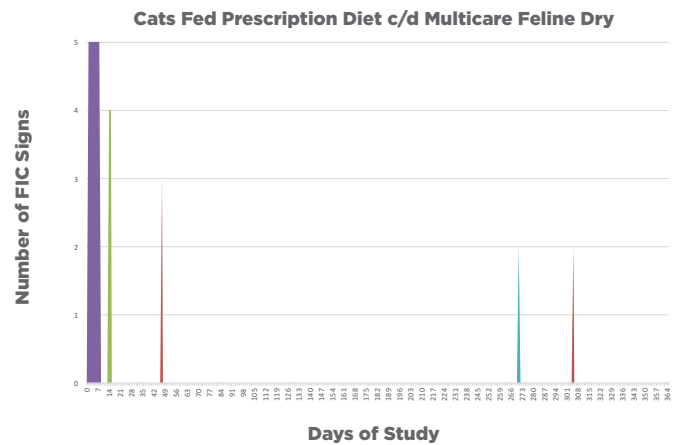
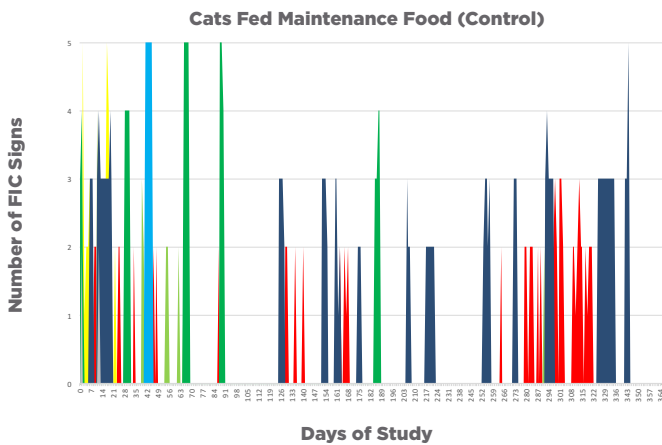
- 1** Urinary issues require lifelong care to manage and minimize future recurrences
- 2** 65% of FIC signs will recur in 1-2 years if left unmanaged
- 3** Prescription Diet c/d Multicare can help your cat get back to their day-to-day life and rejoin the family
- 4** Prescription Diet c/d Multicare Stress is now available in **Ocean Fish** flavour, and the kibbles are infused with fish oil for an even tastier mealtime! In fact, we are so confident in our pet-approved taste that all our foods offer a **100% satisfaction guarantee or your money back.**



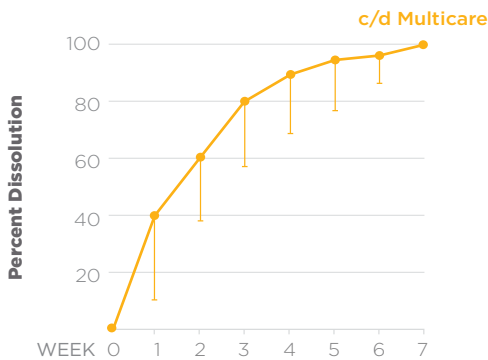
BREAK THROUGH THE BARRIERS WITH c/d MULTICARE STRESS

Help your patient rejoin the family with a comprehensive, clinically proven nutrition to manage urinary issues — Hill's Prescription Diet c/d Multicare Stress.

THE ONLY NUTRITION SHOWN IN A CONTROLLED STUDY TO REDUCE THE RATE OF RECURRING FIC SIGNS BY 89%²



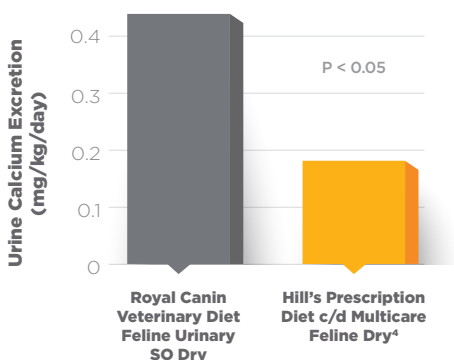
In a 1-year study, cats with FIC fed Prescription Diet c/d Multicare (right) had a significantly lower mean incidence rate for multiple sign days compared with cats fed a control food (left). (P=0.01). Control group (maintenance food) = 14 cats, c/d Multicare group = 11 cats. Only cats that experienced signs are represented, with a unique colour for each cat.



Dissolves struvite stones in as little as 7 days (average 27 days)³

In this study:

- Stones decreased by 50% in size after 2 weeks of feeding
- 100% of stones dissolved after 7 weeks
- Dissolution of stones via nutrition is safe, effective and the standard of care⁴



Reduces urine calcium and the risk of calcium oxalate crystal formation 2X better than leading competitor^{5,6}

Cats fed Prescription Diet c/d Multicare had significantly lower urine calcium⁵ and showed a significant reduction in the risk for calcium oxalate crystal precipitation as measured by the Hill's Calcium Oxalate Titration test⁶

For more information about these studies, call Hill's Veterinary Consultation Services (1-800-548-8387)

PRESCRIPTION DIET c/d MULTICARE STRESS

- 1 The **ONLY** nutrition shown in a controlled study to **reduce the rate of recurring FIC (Feline Idiopathic Cystitis) signs by 89%**⁷
- 2 **Dissolves struvite stones in as little as 7 days (average 27 days)**⁸
- 3 Added L-tryptophan and hydrolyzed casein to help manage stress, a known risk factor for FIC^{9,10}

**NEW
FLAVOUR**



WHAT CAUSES STRESS IN CATS?

Adversarial relationships with other pets

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

Major life changes

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

Noisy events

From parties to remodeling, loud noises can trigger stress

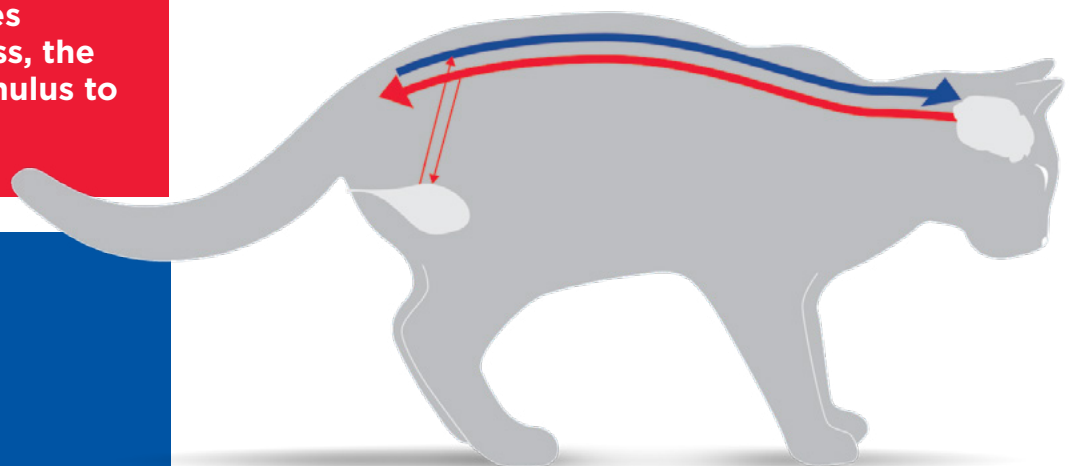
Boredom

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

THE BRAIN/BLADDER CONNECTION

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

Bladder sensitivity increases feedback to the brain, which amplifies the stress response



NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT FELINE URINARY ISSUES

FELINE



**c/d Multicare
Stress
+Metabolic**



**c/d
Multicare
Stress**

**NEW OCEAN FISH
FLAVOUR AVAILABLE IN
8.5 LB AND 17.6 LB BAGS**



**c/d
Multicare
+Metabolic**



**c/d
Multicare**

**OCEAN FISH FLAVOUR
NOW AVAILABLE IN 4 LB,
8.5 LB AND 17.6 LB BAG**

The only nutrition shown in a controlled study to reduce the rate of recurring FIC signs by 89%¹¹



Dissolves struvite stones in as little as 7 days (average 27 days)¹²



Promotes low urine calcium to help reduce the risk for CaOx recurrence¹³



Contains L-tryptophan & hydrolyzed casein to help manage stress



Features nutrition clinically proven to reduce weight by 11% in 60 days^{14, 15}



Recommended for lifelong feeding of cats



PRESCRIPTION DIET c/d MULTICARE+METABOLIC

The best tasting c/d Multicare formula ever¹⁶ — dogs can't wait to eat it!

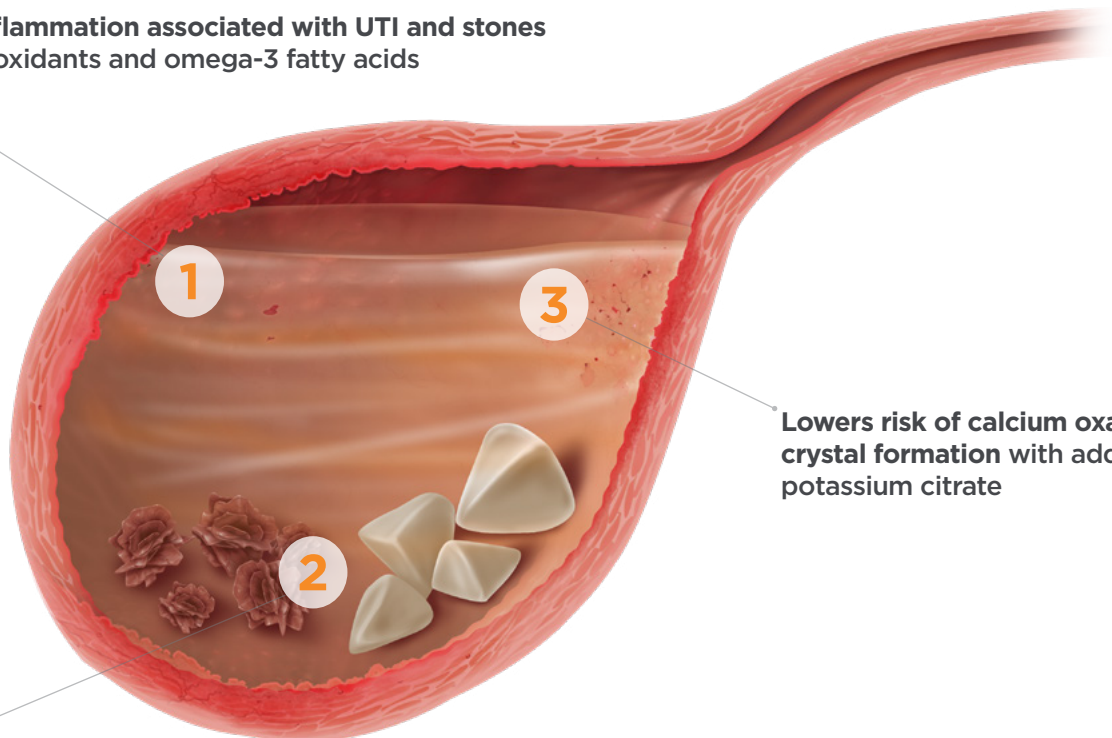
Common barriers to canine urinary health are related to weight:

- 1 Canine obesity has reached epidemic proportions
- 2 Overweight dogs have more than twice the risk for developing calcium oxalate uroliths¹⁷
- 3 LUTD is the second most common obesity-related concurrent condition in dogs¹⁸



WORKS THREE WAYS TO SUPPORT URINARY HEALTH

Helps reduce inflammation associated with UTI and stones with added antioxidants and omega-3 fatty acids



Lowers risk of struvite and calcium oxalate stones with controlled minerals

Lowers risk of calcium oxalate crystal formation with added potassium citrate

NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT CANINE URINARY ISSUES

CANINE



c/d
Multicare
+Metabolic



c/d
Multicare



s/d



u/d

Dissolves struvite stones
(ensure bacterial UTIs
are eliminated)



Helps reduce
inflammation from
UTI and stones



Reduces the risk of
struvite & calcium
oxalate stones



Nutrition clinically proven
to reduce weight by 13%
in 60 days¹⁹



Reduces the risk
of urate and cystine
stones



Recommended for lifelong
feeding of adult dogs



For more information, call Hill's Veterinary Consultation Services at 1-800-548-8387



Minnesota
Urolith Center



URINARY CARE

OUR CARE GOES FAR BEYOND OUR PRODUCTS

DISCOVER OUR PARTNERSHIP WITH
MINNESOTA UROLITH CENTER

WANT TO GET STARTED WITH THE MUC?

The Minnesota Urolith Center (MUC) is the global standard for urolith analysis and treatment advice — trusted by over 40,000 veterinary clinics globally.

STEP 1 Download the MUC App



Use the MUC free app to check on the status of submitted samples, review recommendations, and predict stone types using their CALCulate tool.

STEP 2 CALCulate Before you Operate



The CALCulate tool searches the extensive MUC database and predicts the most likely urolith type in your patient.

Begin care using their treatment recommendations.

STEP 3 Submit Urolith Samples



If you remove uroliths, submit them to the MUC for quantitative analysis.

The MUC accepts urolith samples from cats and dogs.



iPhone



Android

Download app using QR code

CALCuRad helps you determine if urolith dissolution is a potential treatment for canine stones.

To use, you simply take a picture of a lateral radiograph with the stone zoomed in and submit. Results are provided in seconds.

To set up an account for your clinic and learn how to send in samples, visit UrolithCenter.org



The Minnesota Urolith Center (MUC) is the global standard for urolith analysis and treatment advice — trusted by over 40,000 veterinary clinics globally.

Benefits for you from the MUC:

- **FREE STONE ANALYSIS**
- Results in as little as 4 days
- Personalized nutrition recommendation for each pet
- Supported by an educational grant from Hill's Pet Nutrition

HillsVet.ca/Urinary

¹Lekcharoensuk C, Osborne CA, Lulich JP. Epidemiologic study of risk factors for lower urinary tract diseases in cats. *J Am Vet Med Assoc.* 2001;218(9):1429-1435. ²Kruger JM, Lulich JP, MacLeay J, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc.* 2015;247(5):508-517. ³Lulich JP, Kruger JM, MacLeay JM, et al. Efficacy of two commercially available, low-magnesium, urine-acidifying dry foods for the dissolution of struvite uroliths in cats. *J Am Vet Med Assoc.* 2013;243(8):1147-1153. ⁴Lulich JP, Berent AC, Adams LG, et al. ACVIM small animal consensus recommendations on the treatment and prevention of uroliths in dogs and cats. *J Vet Intern Med.* 2016;30:1564-1574. ⁵Glueck T, Bartges JW, Callens A, et al. Evaluation of 3 struvite-oxalate preventative diets in healthy cats. *J Vet Intern Med.* 2012;26:801. ⁶Data on file. Hill's Pet Nutrition, Inc. 2017. Urine calcium directly measured and risk of calcium oxalate crystal formation measured by Hill's COT test vs. US ROYAL CANIN VETERINARY DIET™ Feline Urinary SO™ dry formula. ⁷Kruger JM, Lulich JP, MacLeay J, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc.* 2015;247(5):508-517. ⁸Lulich JP, Kruger JM, MacLeay JM, et al. Efficacy of two commercially available, low-magnesium, urine-acidifying dry foods for the dissolution of struvite uroliths in cats. *J Am Vet Med Assoc.* 2013;243(8):1147-1153. ⁹Average 27 days in vivo study in urolith forming cats. ¹⁰Pereira GG, Fragozo S, Pires E. Effect of dietary intake of L-tryptophan supplementation on multi-housed cats presenting stress related behaviours, in *Proceedings, BSAVA* 2010. ¹¹Beata C, Beaumont-Graff E, Coll V, et al. Effect of alpha-casozepine (Zylkene) on anxiety in cats. *J Vet Behav.* 2007;2(2):40-46. ¹²Kruger JM, Lulich JP, MacLeay J, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. *J Am Vet Med Assoc.* 2015;247(5):508-517. ¹³Lulich JP, Kruger JM, MacLeay JM, et al. Efficacy of two commercially available, low-magnesium, urine-acidifying dry foods for the dissolution of struvite uroliths in cats. *J Am Vet Med Assoc.* 2013;243(8):1147-1153. ¹⁴Data on file. Hill's Pet Nutrition, Inc. 2017. Urine calcium directly measured and risk of calcium oxalate crystal formation measured by Hill's COT test vs. US ROYAL CANIN VETERINARY DIET™ Feline Urinary SO™ dry formula. ¹⁵Floerchinger AM, Jackson MI, Jewell DE, et al. Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in cats. *J Am Vet Med Assoc.* 2015;247(4):365-374. ¹⁶Data on file. Hill's Pet Nutrition, Inc. 2015. ¹⁷vs. Original c/d Multicare Canine ¹⁸Lekcharoensuk C, Lulich JP, Osborne CA, et al. Patient and environmental factors associated with calcium oxalate urolithiasis in dogs. *J Am Vet Med Assoc.* 2000;217:515-519. ¹⁹www.veterinarypracticenews.com/pet-obesity-rates-continue-to-rise-in-the-u-s ²⁰Floerchinger AM, Jackson MI, Jewell DE et al. Effects of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. *J Am Vet Med Assoc.* 2015;247:375-384. ©2021 Hill's Pet Nutrition, Inc. The referenced Royal Canin products are trademarks of Royal Canin. CPD-2236-E