

Feline Thyroid Health



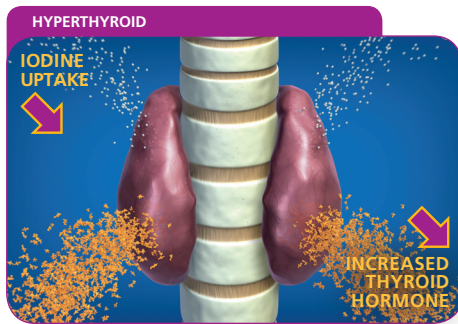
Clinical Nutrition to
Improve Quality of Life™

What is hyperthyroidism?

The thyroid gland, located in your cat's neck, uses dietary iodine to make thyroid hormones that help regulate important body functions including your cat's:

- Metabolism
- Body temperature
- Blood pressure
- Heart rate
- Gastrointestinal (bowel) function

If your cat has hyperthyroidism, his or her thyroid gland will be enlarged and produce excessive amounts of thyroid hormone.



Hyperthyroidism is a common feline endocrine disorder, most often diagnosed in older cats over age 10. Left untreated, hyperthyroidism can have serious, sometimes fatal, consequences on vital organs like the heart and kidneys. The good news is, this disease is highly manageable and can be controlled with proper veterinary care.



Signs of feline hyperthyroidism

Signs of hyperthyroidism can vary in severity depending on how long a cat has been ill. If your cat exhibits any of the following signs, contact your veterinarian immediately:

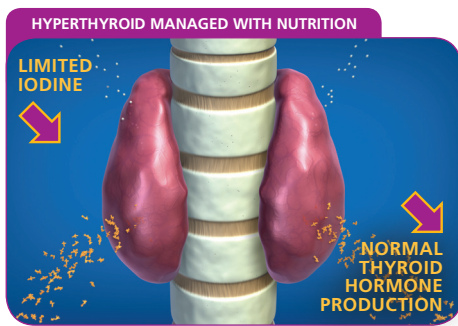
- Weight loss
- Increased appetite
- Diarrhea and/or vomiting
- Increased thirst
- Poor skin and coat condition
- Hyperactivity

Cats with chronic kidney disease and diabetes mellitus exhibit some signs similar to hyperthyroidism. Your veterinarian may also need to perform tests for these diseases to ensure an accurate diagnosis.

Managing hyperthyroidism

Four potential options for managing cats with hyperthyroidism are:

1. **Daily nutrition:** limiting dietary iodine intake reduces thyroid hormone production
2. **Daily medication:** anti-thyroid drugs inhibit the production of thyroid hormones
3. **Radioactive iodine therapy:** radiation to treat abnormal thyroid tissue
4. **Surgery:** removal of diseased thyroid tissue



Prescription Diet® y/d™ limits iodine intake to reduce production of thyroid hormone.



The importance of nutrition

Hill's® Prescription Diet® y/d™ Feline Thyroid Health brand pet food is the first and only clinically proven nutrition to restore thyroid health without medication, surgery, or radioactive iodine therapy.

If your cat has been diagnosed with hyperthyroidism, feeding **Prescription Diet y/d** carefully limits the levels of dietary iodine to reduce thyroid hormone production and help restore thyroid health.



Hill's® Prescription Diet® y/d™ Feline Thyroid Health

Easy. Effective. Safe.

- Clinically proven nutrition to restore thyroid health
- Limited dietary iodine helps reduce thyroid hormone production
- **Improves thyroid health in 3 weeks***
- No need to give your cat a pill or medication
- Complete daily nutrition with a taste your cat will love

Additional benefits for overall health

- Supports kidney health with controlled phosphorus and low sodium
- Helps maintain bladder health with controlled mineral levels
- Promotes heart health with essential nutrients like taurine and carnitine
- Promotes healthy skin and a luxurious hair coat with high levels of omega-3 and -6 fatty acids



Switching to Prescription Diet® y/d™

Transition tips

- Leave each meal of the new food out for no more than one hour at a time
- Offer the new food in a familiar food bowl side-by-side with the usual food. Many cats will readily eat the new food within a few days, but others may take a week or longer (sometimes up to six weeks), so it pays to be patient
- Once your cat is eating the new food every day, start to decrease the amount of the old food that is available by 25% each day, until the transition is complete
- Make sure you know the minimum amount of food your cat should eat each day, and **contact your veterinarian for advice if your cat is eating less than the recommended amount**

General feeding recommendations

- Keep feeding (food and water), sleeping/resting and litter box areas separate
- In a multi-cat household, each cat should have his or her own food and water station — preferably in a quiet, low-traffic place
- Provide fresh water daily, some cats prefer to drink from a dripping faucet or water fountain
- Provide food and water in wide, shallow bowls so the cat's whiskers don't touch the sides.
- Place food and water dishes separate from each other
- Keep food and water dishes clean

IMPORTANT

Because iodine intake from other food sources — treats, another pet's food, etc. — can compromise the effectiveness of low-iodine nutrition, it's critical that you follow your veterinarian's feeding instructions carefully and feed only y/d.

These are general guidelines only. Cats with concurrent conditions such as kidney disease or diabetes need special consideration. Your veterinarian will recommend a transition plan specific to your cat's needs.

*When fed as the sole source of nutrition



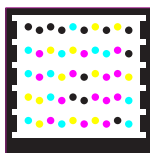
Ask your veterinarian

... how Hill's® Prescription Diet® y/d™ Feline Thyroid Health pet food can help you safely and effectively manage your cat's hyperthyroidism.



**Nutrition is vital.
Ask your vet today.**

HillsPet.com/Thyroid



Get the free mobile app
at <http://gettag.mobile>

**Scan with your smart phone to learn
more about Prescription Diet y/d**

For more information about Hill's® pet foods,
call Hill's Consumer Affairs at 1-800-445-5777.

Find us on  @Facebook.com/HillsPetUS



*Hill's guarantees Prescription Diet® pet foods for quality, consistency and taste. If you are not completely satisfied with any purchase of Prescription Diet pet food for these reasons, simply return the unused portion to your veterinarian for a full refund or replacement.



**VETS' #1 CHOICE
FOR THEIR OWN PETS™**

©/™ Trademarks owned by Hill's Pet Nutrition, Inc. ©2012 Hill's Pet Nutrition, Inc.

P9956