

NEW

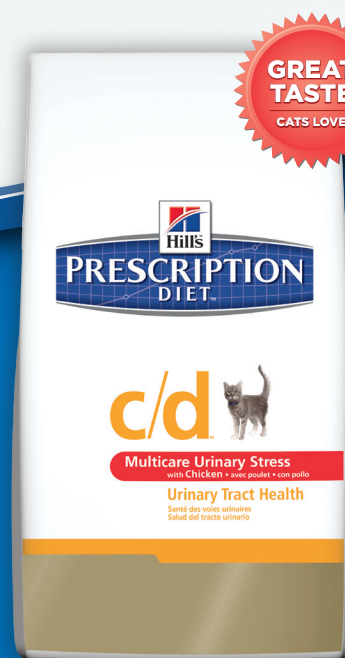
Break the cycle

with **c/d[®] Multicare Urinary Stress**



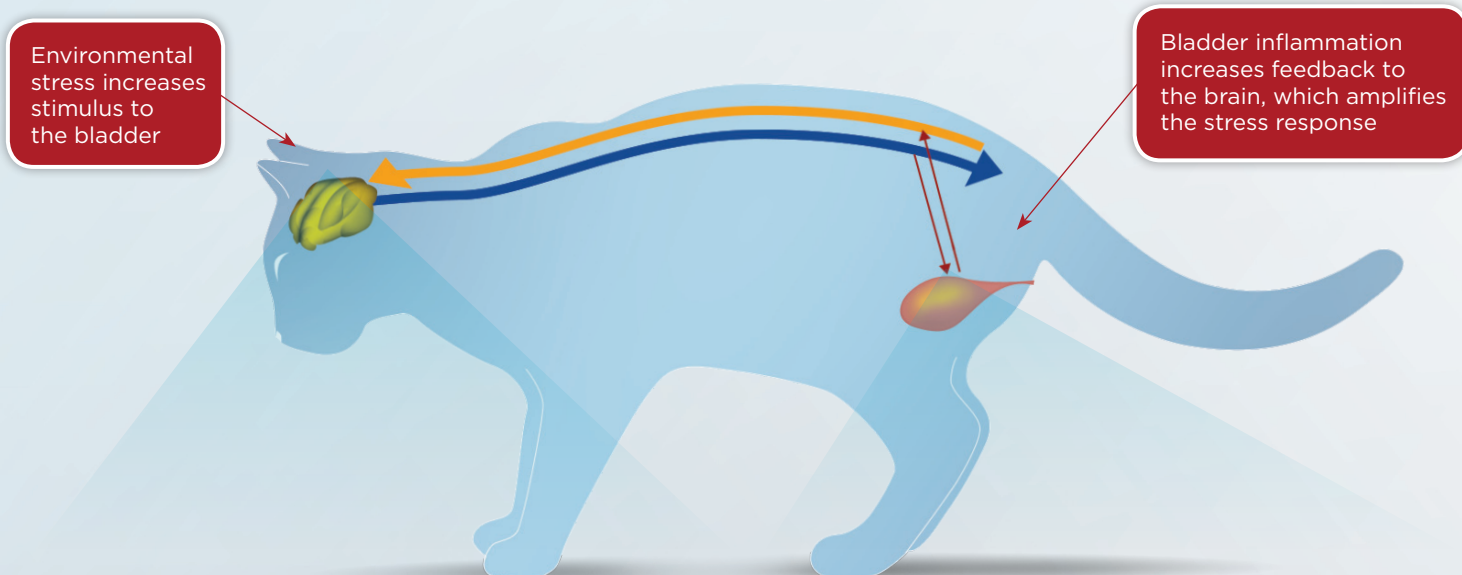
The only nutrition clinically tested to reduce the recurrence of FIC signs, now with ingredients to help manage stress

- ✓ Added **L-tryptophan** and **hydrolyzed casein** to help manage stress, a known risk factor for FIC^{1,2}
- ✓ Clinically tested to **reduce the recurrence of FIC signs by 89%**³
- ✓ Clinically tested to **dissolve struvite stones in as little as 7 days**⁴ (Average 28 days)
- ✓ Formulated to reduce the occurrence of calcium oxalate stones



CHANGE THEIR FOOD.
CHANGE THEIR WORLD.

Stress and FIC: A Vicious Cycle



How c/d® Multicare Urinary Stress works to break the cycle

HOW IT WORKS IN THE BRAIN

L-tryptophan

a precursor of serotonin, a neurotransmitter in the brain to balance mood

Hydrolyzed casein

a bioactive peptide, helps relieve anxiety

HOW IT WORKS IN THE BLADDER

Omega-3 fatty acids

EPA and DHA help reduce and control inflammation

Antioxidants

vitamin E and beta-carotene help counteract stress and free radicals

Offer your clients a **FIRST** for **FIC** and **Stress**

NEW PRODUCT

c/d® Multicare
Urinary Stress with Chicken

DRY	SKU
6.35-lb. (2.88 kg.)	2839



NEW WET FORM

Chicken and Vegetable Stew*

24 x 2.9 oz (82 g.)	3387
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*Available May 2014



For more information, visit **HillsVet.com**

*Pereira GG, Fragoso S, Pires E. Effect of dietary intake of L-tryptophan supplementation on multi housed cats presenting stress related behaviors, in *Proceedings. BSAVA* 2010.

*Beata 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.

*Kruger JM, Lulich JP, Merrill J, et al. *Proceedings American College of Veterinary Internal Medicine Forum* 2013.

*Lulich 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;243:1147-1153.

Average 28 days *in vivo* study in urolith forming cats.

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Clinical Nutrition to Improve
Quality of Life™