

The nutrition
they need.
Great taste
they'll love.



IMPROVED
FLAVOR

NEW
LOOK

DRY	SKU
4-lbs (1.81 kg)	6247
8.5-lbs (3.85 kg)	8679
17.6-lbs (7.89 kg)	8680



Transitioning to a new food

Gradually mix increasing amounts of the new food with decreasing amounts of the old food over a 7-day period

DAYS 1 & 2



DAYS 3 & 4



DAYS 5 & 6



DAY 7



Exciting **NEW** innovations for Spring 2014

c/d® Multicare is the single solution for multiple conditions of FLUTD — now with great new flavors they'll love to eat!

**NEW
PRODUCT**

c/d® Multicare

**Urinary Stress
with Chicken**



DRY **SKU**
6.35-lbs (2.88 kg)* 2839

STEWS
2.9-oz (82 g)* 3387
Chicken and Vegetable

**NEW
NAME**

c/d® Multicare

**Urinary Tract Health
with Chicken**



DRY **SKU**
4-lbs (1.81 kg)* 6247
8.5-lbs (3.85 kg)* 8679
17.6-lbs (7.89 kg)* 8680

MINCED
5.5-oz (156 g) 6238

STEWS
2.9-oz (82 g)* 3386
Chicken and Vegetable

**NEW
FLAVOR**

c/d® Multicare

**Urinary Tract Health
with Ocean Fish**



DRY **SKU**
4-lbs (1.81 kg)* 2781
8.5-lbs (3.85 kg)* 2782

MINCED
5.5-oz (156 g) 6239

STEWS
2.9-oz (82 g)* 3385
Vegetable, Tuna and Rice

*Available Spring 2014

Multiple conditions. Single solution.

- ✓ Clinically tested to **reduce the recurrence of FIC signs by 89%¹**
- ✓ Clinically tested to **dissolve struvite stones in as little as 7 days²** (Average 28 days)
- ✓ Formulated to **reduce the occurrence** of calcium oxalate stones
- ✓ **L-tryptophan** and **hydrolyzed casein** help control stress, a known risk factor for FIC^{3,4} (Urinary Stress only)
- ✓ Ideal for **long-term feeding** and **multiple cat households**



For more information, contact your Hill's representative.

¹Kruger JM, Lulich JP, Merilä J, et al. *Proceedings: American College of Veterinary Internal Medicine Forum* 2013.

²Lulich 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.

³Pereira GG, Fragoso S, Pires E. Effect of dietary intake of L-tryptophan supplementation on multi housed cats presenting stress related behaviors. *Proceedings: BSAVA* 2010.

⁴Beata 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.

**CHANGE THEIR FOOD.
CHANGE THEIR WORLD.**