Hill's
Transforming Lives

URINARY CARE

SOME SEE BARRIERS WE SEE BREAKTHROUGHS

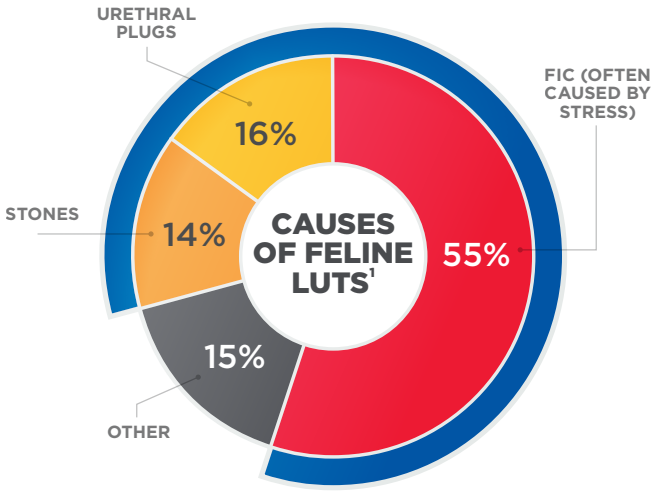
Look to Prescription Diet c/d Multicare when urinary issues like these get between your patient and their family:

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

PRESCRIPTION DIET c/d MULTICARE STRESS ADDRESSES 85% 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

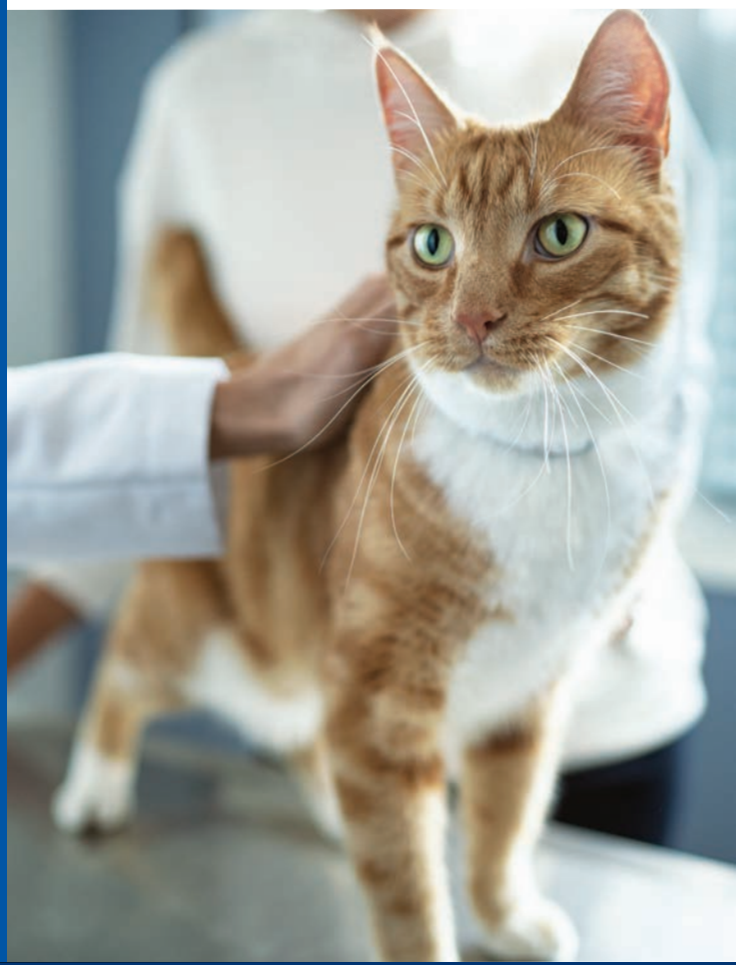


With a multimodal approach including the right nutrition and environmental enrichment, you can help your patient get back to their day-to-day life and rejoin the family.

TALKING TO YOUR CLIENTS ABOUT 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**[2]
3. Prescription Diet c/d Multicare can help your cat get back to their day-to-day life **and rejoin the family**

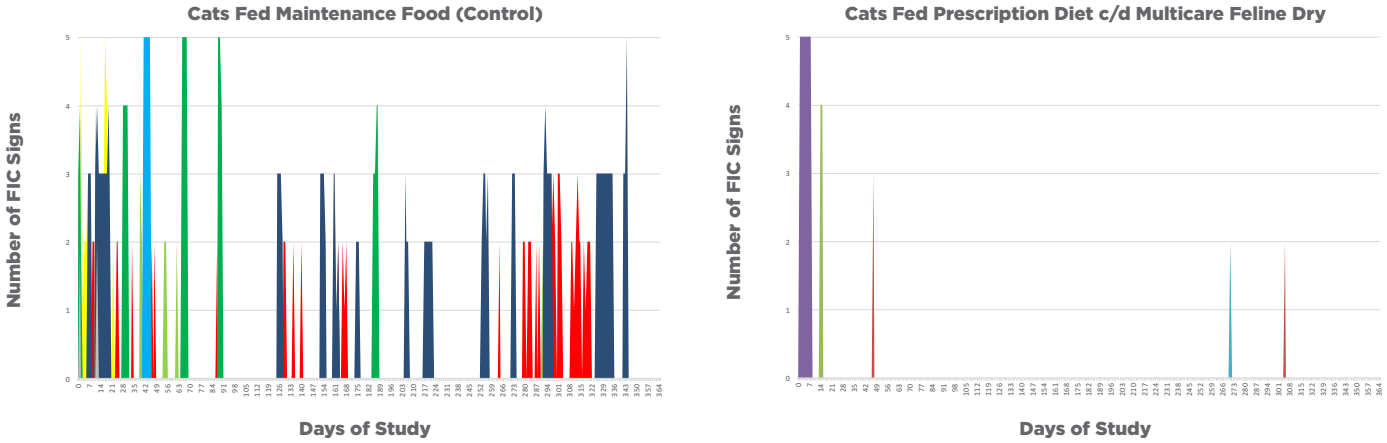
c/d Multicare



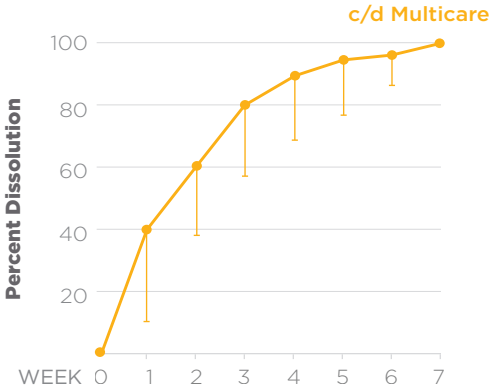
BREAK THROUGH THE BARRIERS WITH C/D MULTICARE STRESS

Help your patient rejoin the family with a comprehensive, clinically proven nutrition to help 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%.[3]



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 color for each cat.



Dissolves struvite stones in as little as 7 days (average 27 days)[4]

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 care[5]

S+OX SHIELD

Formulated to promote a urinary environment that reduces the risk of developing calcium oxalate crystals[6,7]

Cats fed Prescription Diet c/d Multicare had significantly lower urine calcium[6] and showed a significant reduction in the risk for calcium oxalate crystal precipitation as measured by the Hill's Calcium Oxalate Titration test[7]

For more information about these studies, call Hill's Veterinary Consultation Services (1800 800 733)

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%[3]
2. **Dissolves struvite stones in as little as 7 days** (average 27 days)[4]
3. With L-tryptophan and hydrolysed casein to help manage stress, a known risk factor for FIC[8,9]

NOW WITH HILL'S BEST TASTE EVER

Prescription Diet c/d Multicare Stress kibbles are now **infused with fish oil** for an even tastier mealtime! In fact, we're so confident in our pet-approved taste and **vet-endorsed nutrition** that all our foods offer a **money-back guarantee.**

NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT FELINE URINARY ISSUES

FELINE

c/d Multicare Stress +Metabolic

NEW NAME, same great formula!

c/d Multicare Stress

c/d Multicare

	c/d Multicare Stress +Metabolic	c/d Multicare Stress	c/d Multicare
The only nutrition shown in a controlled study to reduce the rate of recurring FIC signs by 89%[3]	✓	✓	✓
Dissolves struvite stones in as little as 7 days (average 27 days)[4]	✓	✓	✓
Promotes low urine calcium to help reduce the risk for CaOx recurrence[6,7]	✓	✓	✓
Contains L-tryptophan & hydrolysed casein to help manage stress	✓	✓	
Features nutrition clinically proven to reduce weight by 11% in 60 days[10]	✓		
Recommended for lifelong feeding of cats	✓	✓	✓

For more information, call Hill's Veterinary Consultation Services at 1800 800 733

PRESCRIPTION DIET c/d MULTICARE+METABOLIC

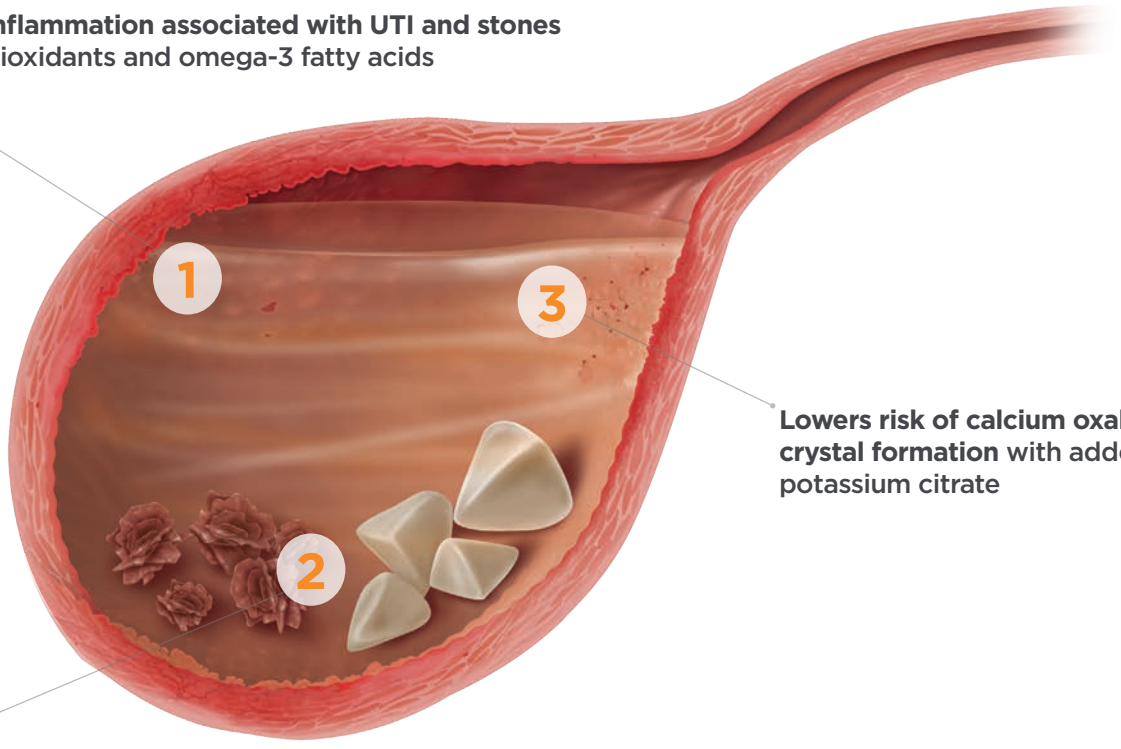
The lowest fat, best tasting c/d Multicare formula ever[11] — dogs can't wait to eat it!

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 uroliths**[12]
3. **LUTD is the second most common obesity-related concurrent condition in dogs**[13]

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 calcium oxalate crystal formation with added potassium citrate

Lowers risk of struvite and calcium oxalate stones with controlled minerals

NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT CANINE URINARY ISSUES

CANINE

c/d Multicare +Metabolic

NEW NAME, same great formula!

c/d Multicare

u/d

	c/d Multicare +Metabolic	c/d Multicare	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 (S+OX SHIELD)	✓	✓	
Clinically proven to reduce weight by 13% in 60 days[14]	✓		
Reduces the risk of urate and cystine stones			✓
Recommended for lifelong feeding of dogs	✓	✓	✓*

*Dogs fed u/d canine long term should be monitored for the development of protein depletion.

For more information, call Hill's Veterinary Consultation Services at 1800 800 733

Hill's

Transforming Lives

OUR CARE GOES FAR BEYOND OUR PRODUCTS

DISCOVER OUR PARTNERSHIP WITH MINNESOTA UROLITH CENTER

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
- Most results are available within 10-14 days of receipt
- Personalised nutritional recommendation for each pet
- Supported by a Hill's Pet Nutrition Education grant

SCAN THE QR CODE TO GET THE APP:

- Download the MUC App
- Predict most likely stone type using the CALCulator function
- Access results for your MUC cases
- Get personalised treatment recommendations

iPhone Android

Ask your Hill's rep about urinary nutrition that's

A STEP AHEAD FOR THEIR BEST LIFE

myhillsvet.com.au

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