

WHAT ARE THE BENEFITS OF SPECIALISED NUTRITION?

If your cat is overweight or neutered then feeding them a diet specifically designed to help reduce the risk of FLUTD is recommended.

FOR OVERWEIGHT CATS – PURINA® PRO PLAN® LIGHT

Overweight cats are at increased risk of FLUTD. Helping your cat lose the excess weight will reduce the risk.

PRO PLAN® Light

For sedentary, less active or overweight cats.

- **Helps cats lose weight** thanks to low fat (40% less than adult maintenance formula), high protein and added fibre
- **Highly palatable** to help compliance
- **Helps maintain hair health and beauty during weight loss** thanks to vitamin A, essential fatty acids and zinc for a silky and glossy coat



FOR NEUTERED CATS – PURINA® PRO PLAN® STERILISED OR STERILISED ADULT 7+

Neutered cats are at increased risk of FLUTD. Providing a specially formulated diet will reduce the risk.

PRO PLAN® Sterilised Dry and wet varieties

Helps limit the risk of feline lower urinary tract disease (FLUTD).

- **Helps maintain urinary tract health:**
 - Dry: Contains balanced minerals and formulated for controlled urinary pH
 - Wet: Provides increased water intake and diuresis thanks to higher food moisture
- **Helps maintain an ideal body weight** thanks to high levels of protein, moderate fat, low carbohydrates & added fibre (dry)
- **Helps promote healthy kidneys** thanks to OPTIRENAL, a unique formulation of nutrients including antioxidants, arginine and omega-3 fatty acids (dry)



PRO PLAN® Sterilised Adult 7+

Helps limit the risk of feline lower urinary tract disease (FLUTD).

- **Helps maintain urinary tract health** – Contains balanced minerals and formulated for controlled urinary pH
- **Helps maintain an ideal body weight** thanks to high levels of protein, moderate fat and added L-carnitine
- **Helps extend the healthy lifespan and improve quality of life in older cats** thanks to LONGEVIS® a proprietary combination of ingredients (antioxidants, prebiotics and omega 6 and 3 fatty acids) proven to extend lifespan of 7+ cats by one year on average



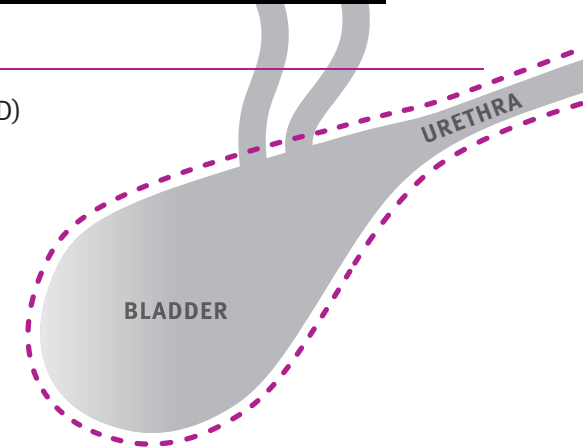
UNDERSTANDING FELINE LOWER URINARY TRACT DISEASE (FLUTD)

PURINA® PRO PLAN®

Feline Lower Urinary Tract Disease (FLUTD) is a common condition in domestic cats.

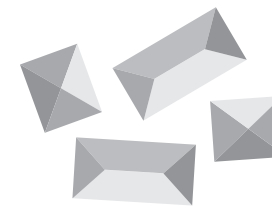
It leads to:

- **Difficult and painful urination**
- **Blood** in the urine
- **Urination** outside the litter tray
- **Urinary obstruction/blockage** (worst case) leading to a total inability to pass urine which requires emergency veterinary treatment



What causes FLUTD?

There are several causes of FLUTD but the most commonly diagnosed are:



Urinary crystals and stones

which not only irritate the bladder but can also totally or partially block the cat's urinary system. They are composed of minerals naturally found in a cat's urine which form when the urine is too concentrated.



Feline Idiopathic Cystitis

(inflammation of the bladder) which is a very complex condition linked to stress.

PURINA® PRO PLAN®

PURINA® PRO PLAN®

IS MY CAT AT INCREASED RISK OF FLUTD?

Some cats are known to be at a higher risk of developing FLUTD than others. Risk factors which can contribute to FLUTD include:



BEING OVERWEIGHT OR OBESE

It is well known that in both humans and pets, being overweight increases certain health risks. Allowing your cat to become obese increases the risk of them developing FLUTD.

The exact reason for this is not fully understood but may be related to reduced activity levels in overweight cats leading to them urinating less frequently. Factors which make your cat more likely to become overweight are also known to increase their risk of FLUTD.

These include:

- Being kept indoors with no access to outside
- Lack of exercise



NEUTERING (especially males)

There are many benefits of neutering – both individual health benefits and wider control of the unwanted pet population. Despite this, neutering may increase the risk of certain types of FLUTD.

This may be because neutered cats are sometimes less active and more prone to becoming overweight than entire animals leading to a reduced frequency of urination – so make sure your neutered cat is kept slim by not overfeeding them and by encouraging exercise.



STRESS

Stress is known to increase a cat's risk of developing FLUTD – in particular FIC (Feline Idiopathic Cystitis). Cats predisposed to FIC appear to have an excessive response to stress probably caused by an abnormal interaction in these cats between the nerve supply to their bladder, the protective layer lining the bladder and compounds within the urine.

Types of stress known to increase a cat's risk of developing FLUTD include:

- **Emotional or environmental stress** – e.g. moving house or the introduction of a new pet or baby to your household. Try to plan ahead for these circumstances and talk to your vet about helping keeping the stress to a minimum
- **Stress relating to multi-cat households** – Tensions between cats within a household can increase the risk of FLUTD
- **Abrupt changes to daily routine or owner's schedule** – for example owners working away from the home for longer periods. Cats that are very 'needy' and owner-dependent are especially vulnerable to stress associated with these changes



LOW WATER CONSUMPTION

Cats who drink very little water produce very concentrated urine. Most cats can tolerate this but in some individuals highly concentrated urine can irritate the bladder or lead to formation of crystals and stones.

HOW CAN YOU HELP REDUCE THE RISK OF FLUTD FOR YOUR CAT?

There are several ways you can help reduce the risk of your cat developing FLUTD. These include:



IF YOUR CAT IS OVERWEIGHT, HELP THEM LOSE WEIGHT

– and maintain a healthy weight long term – Talk to your vet about the best diet for your cat- and weigh and measure their daily portions



PROVIDE PLENTY OF OPPORTUNITIES FOR YOUR CAT TO EXERCISE

Find creative ways of getting your cat to exercise more – providing toys and places to jump and hide all encourage physical activity. Hiding food in different places around the house is a good way of encouraging your cat to “work” for their lunch! Where possible and appropriate allow your cat access to the outdoors



MINIMISE MAJOR CHANGES TO ROUTINE

Try to find ways of smoothing any stressful alterations in your cat's usual daily schedule by planning for changes and, where possible, introducing them gradually



IF YOUR CAT IS PARTICULARLY ANXIOUS, TALK TO YOUR VET ABOUT WAYS OF REDUCING HER FEARS.

If you have several cats, ensure they have plenty of places to get away from each other and private spaces to sleep and eat



ENSURE PLENTY OF CLEAN, FRESH WATER IS AVAILABLE

In a bowl at a distance from the litter tray



SUPPLY PLENTY OF LITTER TRAYS

(1 for each cat in the household plus 1 extra spread around the house in quiet locations) and keep them clean