



THE NEXT EVOLUTION IN HYDRATION

Introducing new Purina® Pro Plan® Hydra Care™.

Its innovative, great-tasting formula is proven to increase cats' water intake and urine dilution.

Introducing a third bowl - a simple solution

The formula will engage cats to lick it up due to its great taste, increasing their total water intake and decreasing urine specific gravity and osmolality.

- Shake well before feeding
- Feed **1 pouch per each 2kg of body weight**
- **Low in calories:** only 19kcal per pouch



PURINA® PRO PLAN® Hydra Care™ makes the difference

The addition of new Purina® Pro Plan® Hydra Care™ as a supplement to a cat's daily diet will help to increase the consumption of water intake, especially if the cat is in need of a greater water intake.



Ingredients

Milk and milk derivatives, glycerol, meat and animal derivatives, various sugars, minerals.

Key nutrient values	% fed
Moisture	94.5
Protein	3.2
Fat content	0.22
Crude ash	0.16
Crude fiber	0.018
Metabolisable Energy*	22 kcal/ 100g

*Calculated following NRC 2006 equations.

Key Benefits



Shown to increase total water intake and promote hydration**



Increase urine dilution



Great taste

**Compared to cats consuming only water in addition to dry feeding. Cats must consume at least 25 mL/kg body weight daily for benefit.