

## PURINA® PRO PLAN® HC Hydra Care™ makes the difference

The addition of PURINA® PRO PLAN® HC Hydra Care™ as a supplement to your cat's daily diet will help to increase the consumption of water intake, offering great health benefits, especially if your cat is in need of a greater water intake or suffering from urinary tract problems.

### Key Benefits

#### INCREASED LIQUID INTAKE



Shown to increase total water intake and promote hydration\*\*

#### URINE DILUTION



Helps to increase urine dilution

#### GREAT TASTE



Great taste



\*\*Compared to cats consuming only water in addition to dry feeding. Cats must consume at least 26mL/kg of body weight daily for benefit.

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PRO PLAN®



NEW

PURINA® PRO PLAN®  
HC Hydra Care™



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Your Pet, Our Passion.®

NEW

## THE NEXT EVOLUTION IN HYDRATION

Introducing new  
PURINA® PRO PLAN® HC Hydra Care™  
Its innovative, great tasting formula  
is proven to increase a cat's  
water intake and urine dilution.

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NEW

## Introducing new PURINA® PRO PLAN® HC Hydra Care™ a new concept in hydration for cats.

PURINA® PRO PLAN® HC Hydra Care™ is a revolutionary supplement with an innovative, great tasting formula that's proven to increase a cat's water intake and make their urine more diluted, helping to improve their hydration.

## The importance of keeping your cat hydrated

Encouraging cats to drink water is never easy, as they are naturally poor drinkers, and very picky, even when you provide them with clean, fresh water every day.



## Do you find it hard to get your cat to drink enough?

The reason why domestic cats are naturally poor drinkers can be traced back millions of years, to when their ancestors lived in the desert. With less water around, cats adapted to surviving by obtaining most of their water from their food. They also highly concentrated their urine, to help conserve water.

This is why today, cats are still prone to drink less water than they should. And that's why it's so important that we make sure they stay hydrated, as it affects everything from circulation to digestion.

## To be hydrated is to be healthy

Water is vital to a cat's life because it helps them to maintain a multitude of body functions. Amongst others, poor hydration may compromise your cat's long-term health by increasing the risk of urinary problems, known as Feline Lower Urinary Tract Disease (FLUTD). Increasing your cat's water intake, together with a high quality diet, helps to keep your cat hydrated and their body functions working well.

## PURINA® PRO PLAN® HC Hydra Care™ makes the difference

The formula will engage cats to happily lick it up due to its great taste, helping to increase their total water intake and helping to dilute their concentrated urine.

- Shake well before feeding
- Feed **1 pouch per each 2kg of body weight per day**
- **Low in calories:** only 19kcal per pouch
- Clean, fresh drinking water should always be available
- Serve at room temperature

