

## THE IMPORTANCE OF FELINE HYDRATION

All of us, cat owners and cat lovers, know that encouraging cats to drink is never an easy task, even when we provide them with clear, fresh water every day. This is not a problem linked to the age of the cat, the breed or the habitat, it's a natural characteristic of the animal.

### Why do we find it hard to get our cats to drink enough?

The reason why domestic cats are naturally poor drinkers can be traced millions of years back, when their ancestors lived in the desert. With less water around, cats adapted to surviving by obtaining the most of their water from their food. 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 several organs and system functionalities.

### To be hydrated is to be healthy

Water is vital to a cat's life because it helps them to maintain quite a lot of body functions. Amongst others, poor hydration may compromise your cat's long-term health by increasing the risk of urinary problems, known as 'Lower Urinary Tract Disease (LUTD)'. This can lead to your pet having low energy as well as poor skin and organ function. Increasing your cat's water intake, together with a healthy diet, is a key factor in lowering the list of LUTD.

*"Many situations exist in a pet's daily life (e.g., health conditions) that may benefit from or be required to ingest more water. A nutrient-enriched water supplement could provide a feasible method to support increased water intake as an alternative, or in addition to high-moisture or sodium-enriched foods."*

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Some methods to increase hydration would include changing to wet food or giving subcutaneous fluids, but sometimes that is not acceptable for the owner or the cat, so researching for new options is a must.

### Introducing a new concept in hydration for your cat with ProPlan® HC HydraCare™

Making cats drink enough represents a challenge for pet owners not only because cats are naturally poor drinkers -as stated earlier but also because they are very sensitive to the taste of water and the type of bowl used to serve it. For this reason, Purina has been researching about this topic over the years and it is finally launching a revolutionary supplement with a great tasting formula that's proven to increase cats' water intake and make their urine more diluted.

**VIDEO** - <https://www.youtube.com/watch?v=DvOFFaezqWw>

This complementary pet food offers a tasty, soft textured jelly which is served on its own, as an extra third bowl. The formula can engage cats to lick it up due to its great taste, increasing their total water intake and decreasing at the same time the risk of suffering from urinary related diseases previously mentioned.