

Changing to a new cat food

Increasing food's appeal

After beginning gradual transition, here are some additional tips for helping your cat change to a new food:

- Provide privacy and a quiet eating area away from loud noises and other cats.
- Hand-feed your cat, at least initially. The person offering the food should have a good relationship with the cat.
- Offer moist food (e.g., canned) along with dry food.
- If moist food has been refrigerated, warm to body temperature before feeding. Stir thoroughly to distribute "hot spots" that occur during microwave warming. If it's too warm to touch, it's too warm to feed.
- When changing to moist food, offer the food on a flat dish or saucer so your cat's whiskers don't brush against the side of the dish. It may also help to initially place a small amount of warm moist food near the edge of the dish so your cat can lick it easily.
- If your veterinarian has recommended a therapeutic food (e.g., for kidney disease, urinary disease) ask for the form of food you prefer to feed (moist, dry or both). Adding foods from the grocery or pet food store will greatly decrease the benefit of the therapeutic food.

If you need more help

Consult your veterinarian for additional information if:

- Your cat has not eaten for 24 hours
- You have questions about feeding multiple cats in the house
- You are interested in treat options for your cat

For more information about Hill's® pet foods, call Consumer Affairs at **1-800-445-5777** or visit



Special Feeding Instructions

Cat's name: _____

Recommended food: _____

Feeding directions: _____

Other: _____



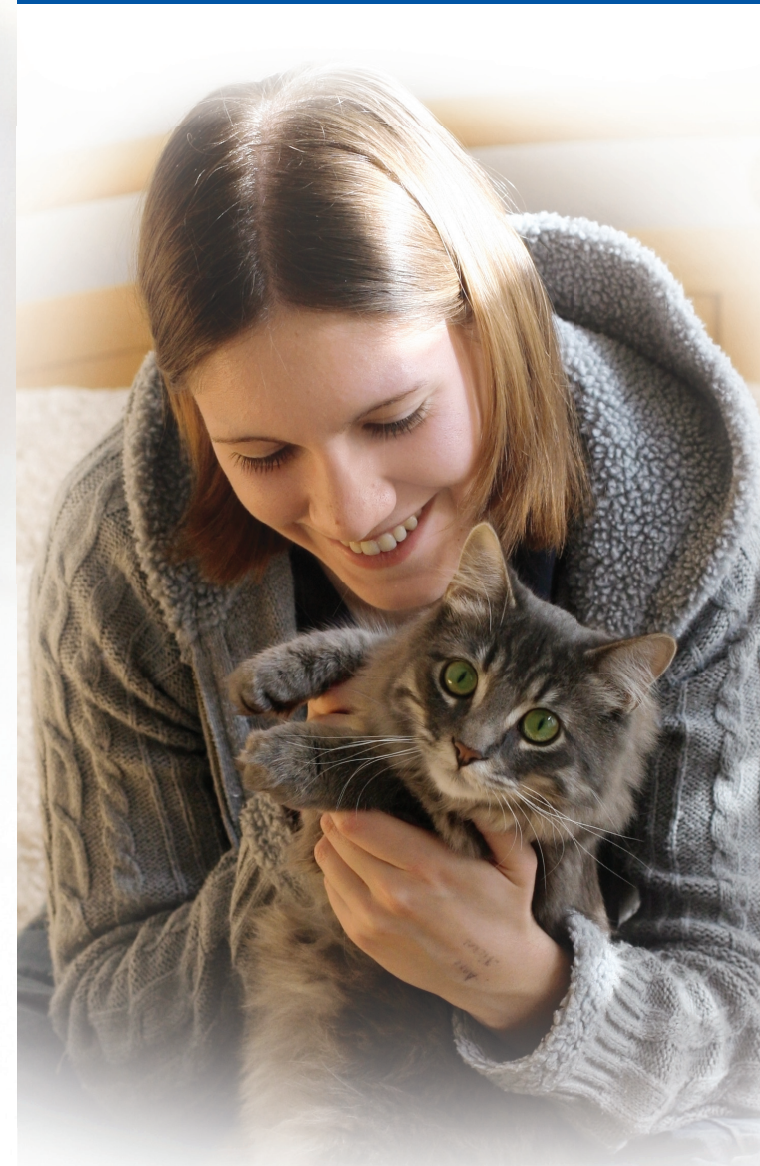
All Hill's pet foods come with a 100% guarantee that your pet will love the taste or you can return the unused portion for a full refund or replacement.

For More Information

Veterinarian: _____

Hospital: _____

Phone number: _____



A guide for easy transition



When your cat needs a new food

The single most important thing you can do to help your cat accept a new food is gradually transition over a period of at least 4 weeks.

Most cats don't like sudden change and they're more willing to accept new things if change is gradual and they're allowed to make choices.

And cats can be finicky, so their refusal to accept a new food may simply be because it's different, rather than a true dislike of the food.

Following the tips in this guide will help ease your cat's transition to a new food. Your cat will feel less stressed and will benefit from the power of nutrition, resulting in a better quality of life for a longer time.

Patience is the key

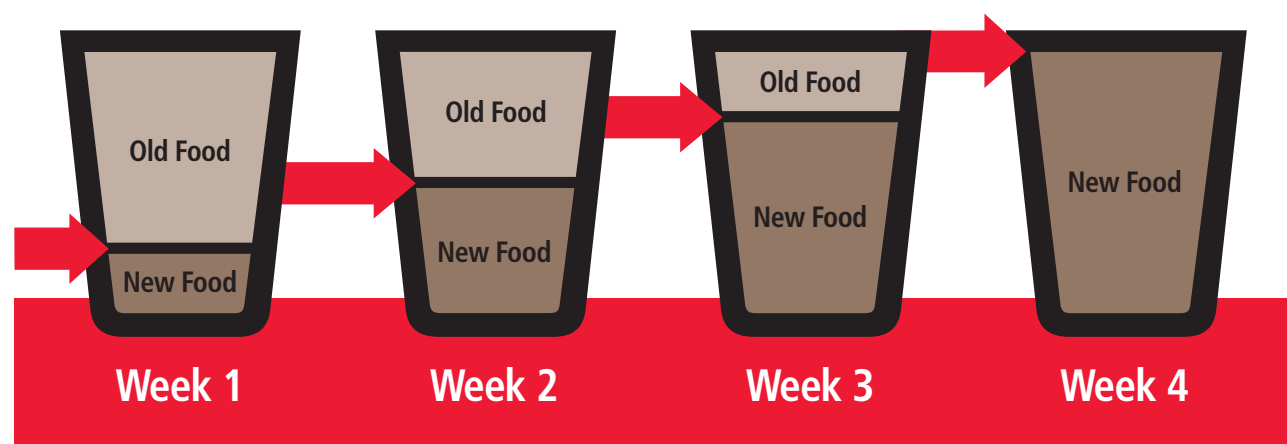
You may be anxious to start feeding a new food right away; however, sudden change often results in failure and frustration. If you are patient and invest a little time initially to help your cat adjust and accept the change, you both will enjoy the benefits of the new food. This is particularly important for foods that should be fed for life (e.g., for kidney disease).

One approach is to mix the current (old) and new food.

- Begin by adding a little more new food each day until it represents 25% of the total food intake by the end of the first week.
- Continue increasing the amount of new food each week so your cat receives only new food by the end of 4 weeks.
- If your cat needs more time, be patient and continue the gradual transition longer.
- You can prepare daily portions of dry food (with appropriate amounts of old and new food) ahead of time and store in plastic sandwich bags.

Another approach is to offer your cat the new food and the current food in separate side-by-side containers.

- This allows cats to make choices instead of feeling forced to eat the new food suddenly.
- It's still important to give your cat at least 4 weeks to begin eating the new food, and then you can gradually provide less of the old food and more of the new food.



Timing it right

Avoid beginning a new food during stressful times such as being in the hospital or not feeling well. Cats can associate the new food with the unpleasant situation and may not be willing to eat it even when they're feeling better.