





#### 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.



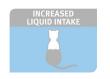
#### **Ingredients**

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

% fed
94.5
3.2
0.22
0.16
0.018
22 kcal/ 100g

<sup>\*</sup>Calculated following NRC 2006 equations.

## **Key Benefits**



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



Increase urine dilution



**Great taste** 



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