



FOR IMMEDIATE RELEASE

Cat Professional and Hill's Pet Nutrition Collaborate to Improve Understanding of FLUTD

Press Release

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Feline lower urinary tract disease is thought to affect up to 10% of cats, with particular prevalence in the indoor cat population and it is often a complex and distressing condition for cat owners to tackle. With this in mind, Cat Professional and Hill's Pet Nutrition are working in partnership to improve knowledge of the condition by giving complimentary copies of 'Caring for a cat with lower urinary tract disease' to veterinary professionals and owners of cats affected by the condition.

Hill's Pet Nutrition have sponsored 1000 copies of 'Caring for a cat with lower urinary tract disease', and are giving away vouchers which allow the recipient to visit the Cat Professional [website](http://www.catprofessional.com) (www.catprofessional.com) to download their interactive copy of the book. 'Caring for a cat with lower urinary tract disease' is the third title in the successful 'Caring for a cat' series which has received worldwide acclaim from cat owners and veterinary professionals alike. Renowned cat behaviourist and bestselling author, Vicky Halls reviewed the book in glowing terms:

*"Feline lower urinary tract disease is a complicated subject for owners to fully appreciate so it is wonderful, at last, to have **one book** that contains **all** the necessary information that can be **recommended to everyone**"*

Written by UK feline specialists Dr Sarah Caney and Professor Daniëlle Gunn-Moore, the book is an invaluable resource for cat owners. The book doesn't shy away from describing the science behind the disease, but this is made very accessible for readers thanks to the 'Terms used by vets' glossary and lots of colour photos. In some cases, cats will require treatment for the rest of their lives and this can be a daunting prospect for even the most attentive owner. The authors explain how many factors such as diet, increasing water intake and providing a 'cat friendly' house can have a hugely positive impact on a patient's progress. There are lots of practical tips on recognising and reducing stress in cats which is known to be a contributory element in many cases of FLUTD.

Hill's Pet Nutrition are distributing the complimentary vouchers to owners who contact their customer service freephone line for advice on the condition (0800 282438 - 9am - 4pm, Monday to Friday). Veterinary Professionals using the free Urolith Analysis Service offered by Hill's, or the Hill's Veterinary Technical Enquiry Line to gain help and advice on nutritional management of Feline Lower Urinary Tract diseases are also able to claim a complimentary voucher to redeem. Adrian Pratt, Veterinary Affairs Manager for Hill's comments "FLUTD is a difficult disease to manage, let alone explain to fully to an owner. What Sarah and Danielle have done here is fantastic and will help owners better understand their cat's problem. That can only be good for the pet"

Cat Professional was established in 2007 with the purpose of offering specialist feline veterinary care and advice to cat-owners and veterinary professionals alike. Dr Sarah Caney, who is Chief Executive and Founder of the company is an internationally recognised feline specialist. Other titles in the same series include 'Caring for a cat with kidney failure', 'Caring for a blind cat' and 'Caring for a cat with hyperthyroidism'. More information about Cat Professional and the publications can be found at www.catprofessional.com

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