



Senior⁷⁺



**Your senior cat
– a guide to feeding
cats aged 7+**



*Vets' No.1 Choice To
Feed Their Own Pets*

Hill's – our dedication to pets

You want the best for your cat. At Hill's we feel the same way. We know about the deep and special bond that exists between people and their pets. This dedication has meant we've been providing the best nutrition for pets around the world for over 50 years.



Hill's – we lead the way

Hill's was the first company to develop special nutrition that helps manage specific diseases and conditions in dogs and cats. We have used this expertise to develop the best everyday nutrition for healthy pets. The superior nutrition of Hill's Science Plan Feline Senior helps older cats stay healthy for longer.

Because Science Plan provides a correct balance of proteins, essential fatty acids, vitamins and minerals for renewed vitality and has a taste that cats love, it's no wonder that Hill's is the number one choice for vets to feed their own pets.



Why Science Plan* is right for your senior cat

At around the age of seven, cats reach what is known as the 'senior' stage of life.

The nutritional needs of senior cats are different from those of younger adults, so you should change your cat's food. With well balanced levels of vitamins and minerals for cats aged seven and above, Hill's Science Plan Feline Senior or Feline Light Senior can help keep your cat healthier and feeling younger.

The best ingredients

Science Plan Feline Senior provides superior nutrition for cats aged seven and above:

- Superior antioxidant formula for a healthy immune system
- Omega-3 and omega-6 fatty acids for a healthy skin and coat
- Lower in phosphorus and salt to help maintain good kidney function

- Enriched with taurine to help maintain good vision and a healthy heart
- Supports urinary tract health by controlling mineral levels and urinary pH

Best taste

We carry out extensive taste tests to formulate Science Plan products with a taste that older cats love.

Great value

Our highly nutritious and digestible ingredients mean that a bowl of Science Plan offers your cat far more nutritional value than a bowl of ordinary cat food, so the cost per day of feeding Hill's is less than you might think.

We're so sure that you and your cat will love Science Plan that we offer a full money-back guarantee.





Superior Antioxidant Formula

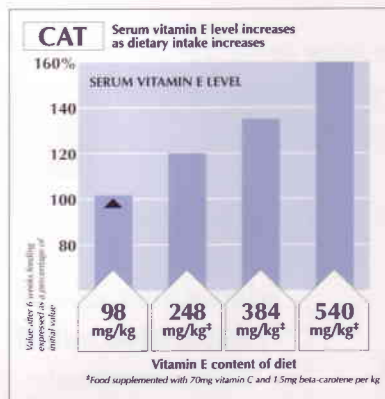
A cat's immune system deteriorates as she gets older, leaving her at greater risk of disease and the signs of premature ageing.

A strong immune system for lifelong health

New research findings show that the higher level of Vitamin E in Hill's Science Plan, in combination with additional amounts of other natural antioxidants such as Vitamin C, Beta-Carotene and Selenium, helps keep your cat's immune system strong. So feeding your cat the superior nutrition of Science Plan every day will help maintain a strong, healthy immune system to help slow the signs of ageing.



In dry food only



▲ Statistically insignificant change; other changes statistically significant ($p < 0.05$)

Feline Science Plan*

Vitamin E	Vitamin C	β-Carotene
550	70	1.5

Levels guaranteed to the end of shelf life (in mg/kg food).
Levels in dry food only.

For cats, an increased protective effect is achieved when food contains 540mg Vitamin E per kg of dry food.





The right product for your cat

Hill's Science Plan Feline Senior formulas are specially designed to help keep your companion with you as long as possible.



Science Plan[®] Feline Senior

- Superior nutrition for renewed vitality
- Available in great-tasting flavours:
 - Chicken (dry)
 - Tuna (dry)
 - Turkey (can)



Each variety is made with highly digestible ingredients and is easy for older cats to chew.

Science Plan[®] Feline Light Senior

- Low fat, low calorie, superior nutrition for older cats likely to gain weight
- Enriched with L-carnitine to help turn fat into energy



How and when to feed your cat

Begin by feeding the quantities as recommended on the pack. If switching your cat from another product to Hill's Science Plan Feline Senior, gradually introduce it over a 7-day period. Do this by mixing your cat's former food with increasing proportions of the new food, until only Science Plan Feline Senior is being fed. She will then be able to fully enjoy the taste and benefits of the superior nutrition provided by Science Plan Feline Senior.

Water

Your cat must have an adequate supply of fresh water at all times. Not having water to drink for a sustained length of time can harm your cat's health.

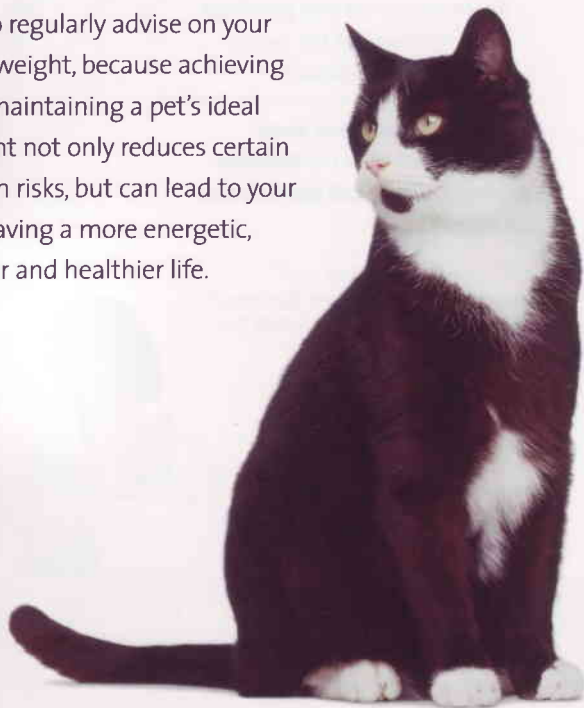
Treats & tidbits

Although it's tempting to give them, table scraps do not provide your cat with the correct balance of nutrients that she needs.

Try to be sparing with treats, as giving too many can lead to weight gain or nutritional imbalance, especially in older cats.

You and your vet

Your vet is the best source of information about the health and well-being of your cat. Look out for signs of changes in your cat's health and contact your vet if you are in any doubt. Ask your vet to regularly advise on your cat's weight, because achieving and maintaining a pet's ideal weight not only reduces certain health risks, but can lead to your cat having a more energetic, longer and healthier life.



To help your cat keep in the best of health, ask at your veterinary practice for advice on the following important subjects:

• **Vaccination**

Even older cats should be vaccinated regularly to protect them against a variety of serious diseases

• **Exercise**

Exercise is very important to the overall health of older cats, particularly those that live indoors, so ask your vet about the appropriate level of exercise for your cat

• **Dealing with parasites**

Fleas and worms can be unpleasant and represent a health risk for both you and your cat. Ask your vet for advice on the best forms of prevention

• **Grooming**

Keeping your cat well groomed helps to maintain her overall health and appearance

For more information about any aspect of Hill's Pet Nutrition products, please call our Helpline on 0800 282438.

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