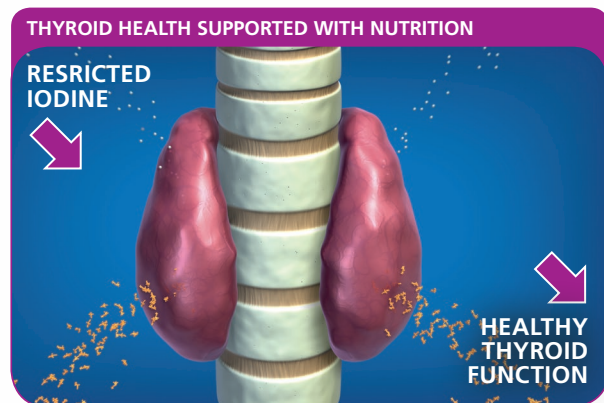


A new way to support your cat's thyroid health

Your vet will recommend a clinically proven nutrition to support your cat's thyroid health without medication, radioactive iodine therapy or surgery.

Formulated with your cat's specific health condition in mind, while not compromising on taste.



IMPORTANT

Because iodine intake from other food sources – treats, and other pet food, etc. – can compromise the effectiveness of restricted iodine nutrition, it's critical that you follow your vet's feeding instructions carefully and feed only restricted iodine food.

Hyperthyroid cats not managed with medication tend to eat too much. As their thyroid function normalises, they eat less, which may be a sign of recovery. Hyperthyroid cats may also have a lack of appetite due to other disease (such as kidney disease or diabetes), old age or medication.



For more information ask your vet or vet nurse.
www.hillspet.co.uk or www.hillspet.ie



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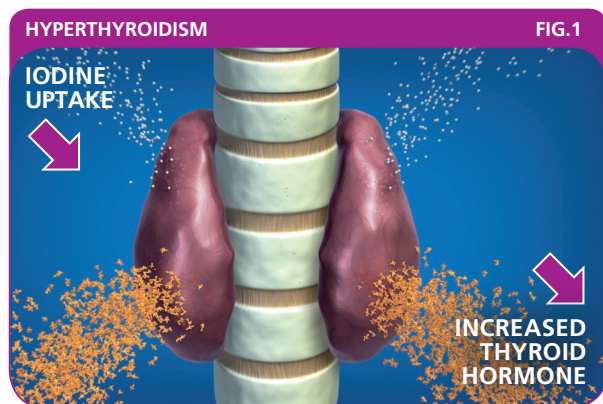
Supporting your cat's THYROID HEALTH



What is hyperthyroidism?

Hyperthyroidism is a common feline endocrine disorder, most often diagnosed in older cats.

If your cat has hyperthyroidism, his or her thyroid gland will be enlarged and produce excessive amounts of thyroid hormone, which is not desirable (Fig.1).



Thyroid hormones, produced by the thyroid gland using iodine from food, help regulate important body functions, including your cat's:

- Metabolism
- Heart rate
- Body temperature
- Blood pressure
- Gastrointestinal (bowel) function

Left untreated, hyperthyroidism can have serious, sometimes fatal consequences, damaging vital organs like the heart and kidneys. The good news is this disease is highly manageable and can be controlled with proper veterinary care.

Signs of feline hyperthyroidism

Signs of hyperthyroidism can vary in severity depending on how long a cat has been ill. If your cat exhibits any of the following signs, contact your vet immediately:

- Weight loss
- Increased thirst
- Increased appetite
- Poor skin and coat condition
- Hyperactivity
- Diarrhoea and/or vomiting

Similar signs may occur in cats with chronic kidney disease and diabetes mellitus. Your vet may also need to perform tests for these diseases to ensure an accurate diagnosis.

Ways to maintain thyroid health

4 potential options for maintaining your cat's thyroid health are:

1. **Specially formulated daily nutrition:** restricted dietary iodine intake to maintain healthy thyroid functioning
2. **Daily medication:** anti-thyroid drugs to inhibit the production of thyroid hormones
3. **Radioactive iodine therapy:** radiation to treat abnormal thyroid tissue
4. **Surgery:** removal of abnormal thyroid tissue