Cat Hydration, Wet Food & OTC Urinary Support

Obligate Carnivore Moisture (70–80% Water) • Wet Formats • OTC Urinary Diets vs. Vet Emergencies

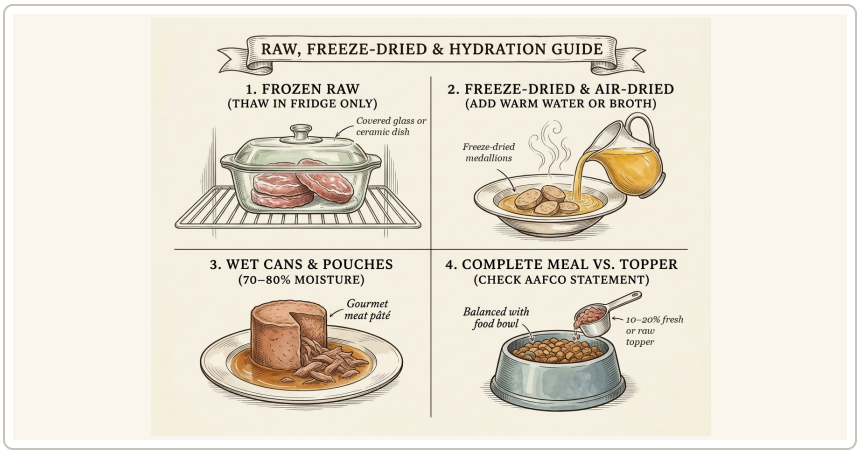
The Quick Version: Domestic cats evolved from desert wildcats with a naturally low thirst drive — meaning many cats don't drink nearly enough water from a standing bowl! Feeding **wet food (70–80% moisture vs. 5–10% in dry kibble)**, broths, or a running water fountain is the easiest way to help a healthy cat take in more water every day. **Important Emergency Rule:** if a cat is ever straining in the litter box with little or nothing coming out, call a vet immediately!



APPLIES TO	WET FOOD MOISTURE	TEXTURE OPTIONS	OTC URINARY LINES	STRAINING / BLOCKED?
Adult Cats, Kittens & Seniors	**70–80% Water (vs. 5–10% Dry)**	**Pâté, Shreds, Minced, Gravy, Broth**	**Sold Here for Healthy Cats**	**EMERGENCY — Call Vet Today!**

1. Why Moisture Matters for Cats — And When It's a Vet Emergency

KNOW THE DIFFERENCE BETWEEN EVERYDAY HYDRATION SUPPORT, A VET'S PRESCRIPTION PLAN, AND A BLOCKAGE EMERGENCY!



STOP: Urinary Emergency
Straining, crying in box, blood in urine, or nothing coming out → VET NOW!
Life-Threatening

Diagnosed / Rx Cats
We don't sell Rx diets or overrule a vet's urinary/kidney plan
Vet's Plan Wins

Wet Cans & Pouches
70–80% moisture counts directly toward your cat's daily water intake!
70–80% Moisture

OTC Urinary Formulas
Over-the-counter urinary lines we carry for healthy adult cats
Read Label Claim

Opened Can Storage
Cover & refrigerate immediately; max ≤4 hours in the bowl (>50°F room)
Cover & Chill

2. Two Ways That Work — Pick What Fits Your Home

SHORT & SWEET: BOTH OPTIONS WORK GREAT

1. STOP First: Spot the Red-Flag Signs That Need a Veterinarian Today

Before looking at any food shelf, make sure your cat isn't showing active urinary distress:

EMERGENCY WARNING SIGNS (ESPECIALLY IN MALE CATS!)

2. Match the Wet Food Texture to What Your Cat Likes to Eat

Cats have strong texture preferences — our cat aisles are organized by texture and package style so you can test what your cat loves:

SMOOTH PÂTÉ & MOUSSE VS. FLAKED SHREDS & MINCED CHUNKS IN GRAVY

3. Over-the-Counter (OTC) Urinary Cat Lines We Carry

For healthy adult cats whose owners want an over-the-counter urinary formula, we carry several vet-formulated and specialty OTC options:

STOCKED OTC ADULT URINARY FORMULAS

3. Moisture-Rich Wet Cat Brands & Hydration Boosters We Carry

EVEN ADDING ONE WET MEAL OR BROTH TOPPER A DAY BOOSTS YOUR CAT'S WATER INTAKE!

Weruva / B.F.F., Tiki Cat & Fussie Cat
High-Moisture Shreds, Pâtés & Broths

Weruva / B.F.F. ('for the picky cat', made with 'boneless and skinless proteins'), **Tiki Cat** ('real, whole ingredients'), and **Fussie Cat** ('Co-Created By Cats' in goat-milk gravy and aspic).

Nulo, Koha, RAWZ & FirstMate
Pâté, Limited-Ingredient & Minimally Processed Cans

Nulo meat-first pâtés and shreds, **Koha** ('moisture-rich, minimal ingredient' single-protein cans), **RAWZ** minimally processed wet cans, and **FirstMate** simple-ingredient formulas.

OTC Urinary & Hydration Toppers
Farmina Quinoa Urinary, Forza10, Bone Broth & Goat Milk

Over-the-counter urinary support lines plus pourable **cat bone broths, goat milk, and creamy Churu/hydrating puree tubes**.

Wet Food Storage & Cat Hydration Habits:

- **Running Water Fountains** — Many cats ignore still water bowls but drink eagerly from a filtered ceramic or stainless fountain
- **Wide Whisker-Safe Bowls** — Use wide, shallow ceramic or stainless dishes so sensitive whiskers don't brush the sides
- **Never Starve a Cat** — Never try to 'wait out' a picky cat onto a new wet food — a cat that stops eating needs a vet call!
- **Fridge Lid & 4-Hour Rule** — Put a silicone lid on opened cans in the fridge; pick up wet food within 4 hours from the bowl

Honest Label Policy: We quote only what the manufacturer's label and AAFCO state (such as 'lowers urinary pH', 'controlled magnesium', or 'moisture-rich'), and never claim an over-the-counter food treats, dissolves, or cures bladder stones or crystals. If your cat has a diagnosed urinary or kidney condition, always follow your veterinarian's diet plan!

4. Tips, Tricks & Big No-Nos from Our Pet Nutrition Team

REAL-WORLD HABITS THAT KEEP THEM THRIVING

Know the Blockage Warning Signs

Straining in the litter box, frequent trips with no urine, crying, or blood in the urine is a same-day veterinary emergency — never wait to see if a food change helps.

Mix Wet + Dry (Combo Feeding)

You don't have to feed 100% cans to boost hydration — serving a morning and evening wet portion alongside measured dry kibble adds significant daily moisture.

Check 'Complete' vs. 'Complement'

Some gourmet shredded fish/chicken cans and broth pouches are toppers ('supplemental feeding only') — check the AAFCO line on the back!

Keep Water Away From the Litter Box

Cats instinctively prefer their water bowl or fountain placed in a quiet spot away from their litter box and food dish.

5. Grab-and-Go Setup Checklist

ASK US ON THE FLOOR — WE'LL HELP YOU MATCH EVERYTHING!

1. MOISTURE-RICH WET FOOD OR OTC URINARY LINE

- [ ] Complete & Balanced Wet Cat Cans, Cups, or Pouches (Try 2–3 Textures!)
- [ ] OR Over-the-Counter Adult Urinary Formula (Verify Adult Life Stage on Bag)
- [ ] Cat Bone Broth, Goat's Milk, or Hydrating Puree Tubes (Churu / Toppers)

2. FOUNTAIN & WHISKER-FRIENDLY DISHES

- [ ] Filtered Cat Water Fountain + Replacement Carbon/Foam Filters
- [ ] 2–3 Wide, Shallow Whisker-Friendly Ceramic or Stainless Bowls

3. SAFE STORAGE & TRANSITION

- [ ] Silicone Pet Can Covers + Mini Can Scooper/Squeegee
- [ ] Follow the Can/Bag Transition Directions (Go Extra Slow for Picky Cats!)

A Quick Note from Our Team — Keep Learning & Ask Us Anytime!

The quick version: there's more than one right way to feed a healthy, thriving dog or cat! Flip the bag over with our crew anytime — we're happy to check the Guaranteed Analysis, AAFCO life-stage statement, and first five ingredients with you for **every hydrated meal** — use these two pages as your home-base cheat sheet, use your phone number at the register for our Frequent Buyer Program (buy 10–12 bags of most brands, get the next free!), and stop by or call any of our 6 stores anytime!

MY CAT'S FAVORITE TEXTURES & FLAVORS

Pet Name & Age: _____

Current Brand & Protein: _____

Frequent Buyer Phone: _____