INSIDE FLAP • KEEPER HABITS

4 Keys to Long-Term Health

Small Daily Habits That Prevent 95% of Vet Visits

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.

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!

BACK COVER • TAKE THIS TO THE AISLE

Grab-and-Go Setup Checklist

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!)

MY CAT'S FAVORITE TEXTURES & FLAVORS & FEEDING LOG

Pet Name & Weight: _____

Current Food & Protein: _____

Treats / Chews & Notes: _____

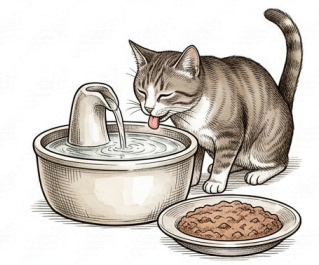
Critter Cabana & Cascade Pet Supply

Questions about labels, picky eaters, or switching foods? Stop by or call our team anytime — we're here for the full every hydrated meal!

CRITTER CABANA & CASCADE PET SUPPLY • CARE GUIDE

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!

QUICK VITAL STATS AT-A-GLANCE

APPLIES TO **Adult Cats, Kittens & Seniors**	WET FOOD MOISTURE **70–80% Water (vs. 5–10% Dry)**
TEXTURE OPTIONS **Pâté, Shreds, Minced, Gravy, Broth**	OTC URINARY LINES **Sold Here for Healthy Cats**

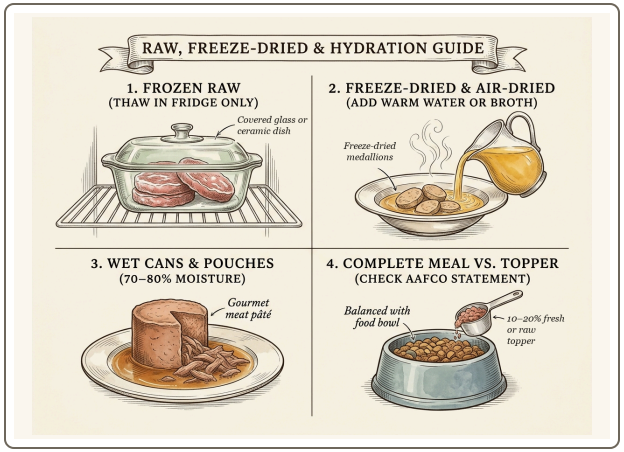
STRAINING / BLOCKED?
EMERGENCY — Call Vet Today!

OPEN FOR LABEL RULES, BRANDS, FEEDING TIPS & CHECKLIST →

STEP 1 • LABEL & NUTRITION BASICS

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

Frequent Buyer Program: Just give your phone number at the register at any of our 6 stores — buy 10 to 12 bags of most food brands and your next bag of the same size is free!

STEP 2 • STOCKED STORE OPTIONS

Two Ways That Work

Pick Option A or Option B Based on Your Home Setup

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!)

Hill's lists these warning signs: **straining to pee, going in and out of the litter box often, blood in the urine, excessive genital licking, or peeing outside the box**. A cat that squats and nothing comes out may have a life-threatening blockage — call your vet or an emergency clinic immediately!

PRESCRIPTION URINARY DIETS VS. OVER-THE-COUNTER (OTC) URINARY FOODS

Prescription diets (labeled 'only available through your veterinarian') require a vet's Rx and are sold through your clinic. If your cat has no symptoms or diagnosis and you want an everyday OTC urinary or moisture-rich food, we help with that right here!

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

Pâté is smooth and dense (great for cats that lick or mash food); **Flaked/Shreds** (like **Weruva / B.F.F.** and **Tiki Cat**) use real shredded meat/fish in consumable broth; **Minced & Gravy** recipes entice picky lickers.

POUCHES, CUPS & GOAT-MILK GRAVY TOPPERS

Single-serve **Wet Food Pouches** and cups mean zero leftover half-cans in the fridge! Just check the AAFCO line: some broth/complement pouches are toppers ('supplemental feeding only') rather than complete meals.

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 (DRY & WET)

Depending on store stock, look for **Farmina N&D Quinoa Urinary** (dry), **Forza10 Active Urinary** (dry & wet), **Diamond CARE Urinary Support** (dry), **Hill's Science Diet Adult Urinary & Hairball Control** (OTC line, dry & wet), and **Purina ONE / Iams Adult Urinary**.

CHECK THE AGE & PREGNANCY RESTRICTION ON EVERY URINARY BAG!

Most adult OTC urinary formulas carry a label note stating they

STEP 3 • DIET & NUTRITION

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

Smooth Transition Rule: Follow the gradual mixing chart printed