



# THE NATURAL AUTHORITY™

## ON INDOOR CATS

### Introduction:

Indoor cats are protected from the dangers of neighborhood predators and road hazards and live in a more comfortable environment than their outdoor counterparts, but prolonged exposure to indoor activities and to central heating and air conditioning (HVAC) can compromise their potential well-being. Additionally, the increased self-grooming by indoor cats can cause uncomfortable hairballs. As a result, an Indoor Cat's dietary needs are different from those of the outdoor cat.

### Why is an indoor formula important?

**Skin & Fur** – Indoor cats may experience reduced skin & fur quality due to prolonged exposure to HVAC. Although HVAC creates a comfortable living environment for the Indoor Cat, the dry air created by the HVAC can lead to flaky skin and poor coat quality.

**Hairballs** – Indoor cats spend up to 3-4 hours per day self-grooming. Increased grooming can result in significant hairball formation in the cat's digestive tract. Hairballs can form an intestinal blockage, which can be detrimental to the cat's health if not easily eliminated.

**Weight Management** – Indoor Cats are less active than outdoor cats, sleeping up to 75% of the day. The resulting inactivity can lead to unhealthy weight gain, predisposing them to weight-related concerns such as diabetes, osteoarthritis and even a shorter life-span.

**Litterbox Odor** – Indoor cats eliminate in litter boxes, thereby regularly exposing their owners to odor. Excessive stool odor can be a sign of a poorly designed diet.

### What are key components of an indoor cat formula?

**Skin & Fur Health** – An indoor cat diet should provide the best possible skin and fur health benefits. The Nutro Company's Indoor Cat diets leverage WALTHAM® research for skin and fur – a patented combination of natural Linoleic Acid and Zinc. Linoleic acid is an essential omega-6 fatty acid found in vegetable oils. Linoleic acid helps improve the skin barrier function by helping to minimize transepidermal water loss. Zinc is an essential mineral involved in collagen and keratin synthesis, the structural proteins for hair, skin, and nails. Deficiencies of these dietary elements can cause dry coat quality, flaky skin, and poor wound healing.

**Fiber** - Fiber is a nutrient that helps to promote intestinal health and motility. Fiber is derived from plant-based sources such as beet pulp, cellulose, and alfalfa. NUTRO® Indoor Cat foods contain FIBERBLEND™ formula - a unique blend of soluble and insoluble fiber to help reduce hairball formation. This unique combination of fibers provides fuel for intestinal cells and helps move material through the gut to prevent the formation of hairballs.

**Higher Protein and Moderate Fat** – Because of the indoor cat's decreased activity, an indoor cat formula should have a higher protein to fat ratio to promote lean body mass, which enables increased mobility throughout life. Additionally, lean body mass (i.e. limiting excess fat) is key to preventing a number of risks, such as diabetes or osteoarthritis. L-Carnitine, a natural amino acid commonly found in meat and poultry, can help the cat's body metabolize fat for energy to promote an ideal body weight.

**Highly Digestible Ingredients** – Targeted levels of highly digestible animal and plant proteins enable improved protein digestion and can even help reduce litterbox odor.

**NUTRO® NATURAL CHOICE® Indoor Cat Formulas are based on the natural nutrition principles described in this article.**

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