



# PREY-INSPIRED VETERINARY DIETS

**Tiki Cat** VETERINARY SOLUTIONS™

Managing cats' most common  
medical conditions with  
nutrition for the  
obligate carnivore.



PREY-INSPIRED  
ULTRA PALATABLE  
HIGH PROTEIN/LOW CARB  
SUPER HYDRATING  
MINIMALLY PROCESSED  
REAL ANIMAL PROTEINS  
NATURALLY FORMULATED  
NON-GMO INGREDIENTS  
NO BY-PRODUCTS  
NO FILLERS OR ADDITIVES  
NO ARTIFICIAL ANYTHING  
VETERINARY EXCLUSIVE.



# CATS ARE OBLIGATE CARNIVORES. MEAT IS A BIOLOGICAL NECESSITY.

In the wild, cats get everything they need - moisture, protein, vitamins and essential fatty acids in a preformed state - from prey. While cats' lifestyles have changed with indoor living and food that is provided, their biology and nutritional needs have remained virtually the same as their ancestor, the African wild cat. Tiki Cat® Veterinary Solutions™ offer the high-protein, low-carbohydrate diets they need formulated specifically to address certain medical conditions.

Cats' physiology didn't change with domestication - neither did their nutritional needs. 90% of domestic cats share haplotypes (genetic fingerprint) with only one nucleotide of difference from their ancestors.

## CATS WERE MADE FOR PREY DIETS

### INCAPABLE OF CREATING SOME AMINO ACIDS LIKE TAURINE & ARGININE.

Muscle mass and energy are fueled by animal protein, which also provides essential nutrients - like taurine, arachidonic acid, arginine, and vitamin A - that their bodies are unable to make on their own.

**BIG(ER) BRAIN.** Requires a steady demand for glucose, rather than in spikes which high-carbohydrate foods will create.<sup>1</sup>

**NO SALIVARY ENZYME (AMYLASE).** Cannot predigest carbohydrates before they reach the stomach.<sup>2</sup>

### NATURALLY LOW THIRST DRIVE.

Because their kidneys have remarkably high concentration power and prey is rich in moisture, cats may ignore minor levels of dehydration.

### A CAT'S BODY RUNS ON ANIMAL PROTEINS.

They rely on wet food to meet moisture requirements, and their capacity to metabolize carbohydrates is exceptionally low.

### SHORT DIGESTIVE TRACT.

Compared to their body size, cats have one of the shortest digestive tracts of all mammals because raw meat is digested rapidly.

### LIVER CAN CONVERT PROTEIN INTO GLYCOGEN/ GLUCOSE.

A cat's liver has a unique capability to constantly produce an enzyme which will convert protein into glucose to provide energy. Extra glucose is stored as glycogen and then released when needed to provide a constant source of energy.

**VETERINARIAN RECOMMENDED. CAT APPROVED.**

<sup>1</sup> Gittleman, J.L. Carnivore Brain Size, Behavioral Ecology, and Phylogeny. Journal of Mammalogy, 1986; Volume 67-Issue 1:23-36.

<sup>2</sup> Kienzle, E. Carbohydrate Metabolism of the Cat. Activity of amylase in the gastrointestinal tract of the cat. Journal of Animal Physiology and Animal Nutrition, 1993; 69 (1-5): 92-101.

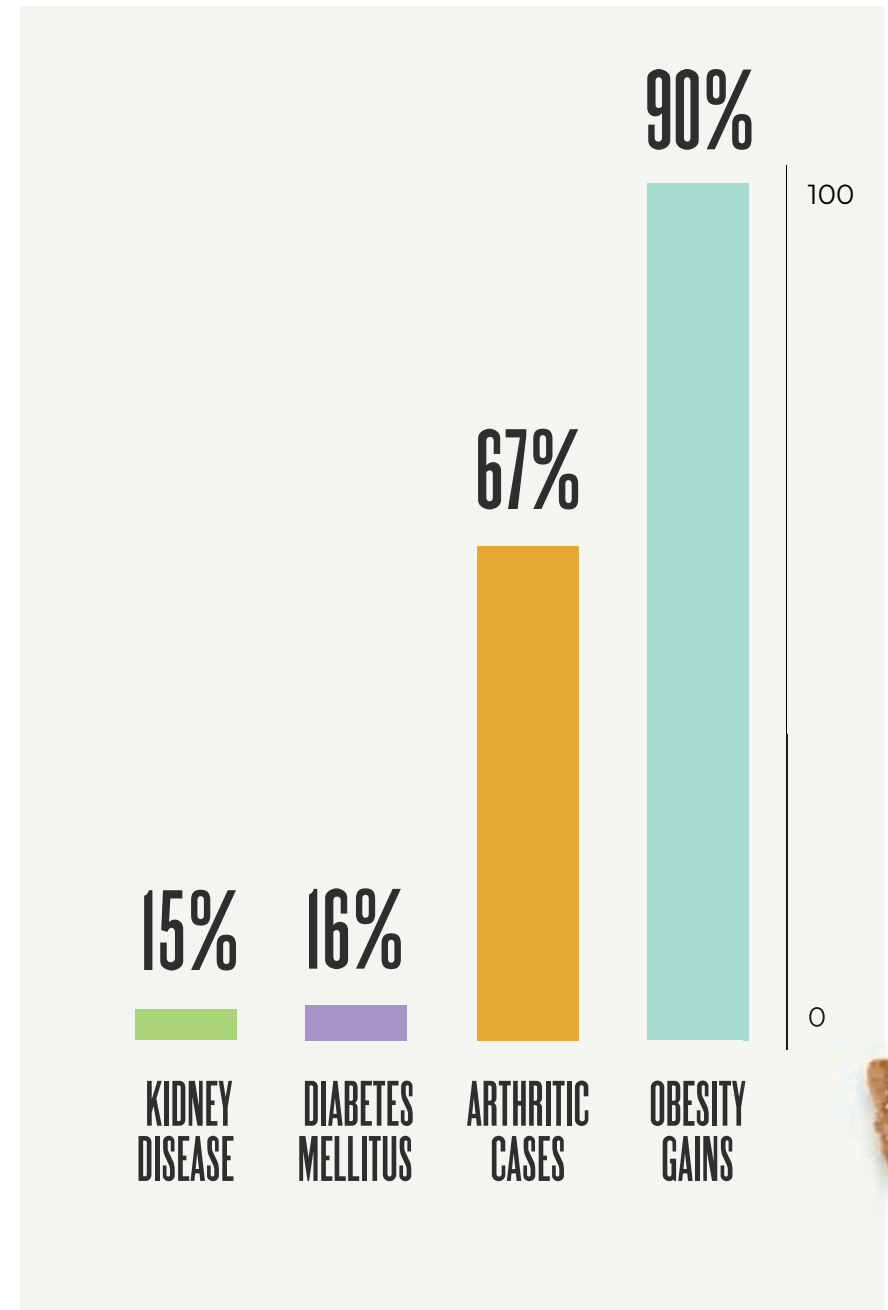


FEEDING CATS INCORRECTLY CONTRIBUTES TO  
THE RISE OF CERTAIN DISEASE CONDITIONS

# THE #1 CAUSE OF THE MOST COMMON CAT CONDITIONS IS A DRY, HIGH-CARB DIET.

**The modern dry diet was made for the owner, not the cat.**

Its convenience and perceived value have made it a popular way to feed. But for cats, the high carbohydrate and low protein makeup is physiologically misaligned and can be harmful to their health over time. Tiki Cat® Veterinary Solutions™ takes a cat first approach with diets specifically formulated for the unique nutritional needs of the obligate carnivore.



*\*Multiple reports indicate an acceleration of feline diseases often associated with the consumption of dry, high-carbohydrate diets and minimal moisture intake.*

# VETERINARIAN RECOMMENDED. CAT APPROVED.

## MEAT-FIRST RECIPES

**Real meat protein has high biological value and is highly digestible.**

Minimal processing protects the integrity and nutritional value of ingredients.

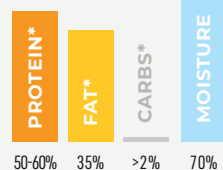
## VARIETY : 2 FLAVORS, 3 FORMATS

**This stimulates appetite and provides protein variety and a better balance of essential nutrients,** just as it would from hunting various animals in the wild.

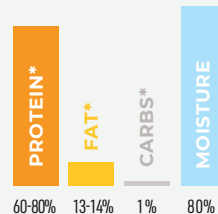
TIKI CAT DIETS  
COMPARE  
FAVORABLY  
TO A NATURAL  
PREY DIET

\*DRY MATTER BASIS  
(MOISTURE REMOVED)

PREY



TIKI WET



## PHYSIOLOGICALLY APPROPRIATE NUTRITION

The ideal diet for cats should have the same **composition as prey**.<sup>3</sup> Macronutrient studies have shown that cats will naturally select foods that allow them to reach a balanced composition close to that of natural prey: 52% protein, 36% fat, and up to 12% carbs on a dry matter basis and moisture between 60-80%.

## QUALITY YOU CAN SEE

Tiki Cat® Veterinary Solutions™ uses only real, non-GMO ingredients that are minimally processed. No grains, by-products, or artificial ingredients.

## EASIER FOR THE CAT AND THE OWNER

Diet may be the first step in treating a certain medical condition and is less stress-inducing than giving a pill or injection.

## PALATABLE & AROMATIC

Therapeutic diets are only effective if cats eat them. Tiki Cat® Veterinary Solutions™ are packed with real meat and fish in savory broth.



<sup>3</sup> Kerr, K.R., Faecal microbiota of domestic cats fed raw whole chicks v. an extruded chicken-based diet. Journal of Nutritional Science. 2014.



LO-  
CALORIE™

AN ESTIMATED 60%  
OF CATS IN THE U.S.  
ARE CLINICALLY  
OVERWEIGHT  
OR OBESE.

source : [PetObesityPrevention.org](http://PetObesityPrevention.org)

## SUPPORTS HEALTHY WEIGHT

### THE CHALLENGE: OBESITY

**Obesity increases the risk of several diseases and disorders and compromises life expectancy.**

Typical weight loss diets restrict calories by adding fiber and carbohydrates, but don't impact food intake.<sup>4</sup> This is problematic because cats will keep eating until their protein requirements are met. The lower the protein content of the diet, the more the cat has to eat before it consumes enough protein, overloading the metabolic system with sugars, and disrupting the microbiome and appetite regulation.

<sup>4</sup> Butterwick, R.F., Hawthorne, A.J. Advances in Dietary Management of Obesity in Dogs and Cats. The Journal of Nutrition, 1998; Volume 128-Issue 12:2771S-2775S.



MOUSSE

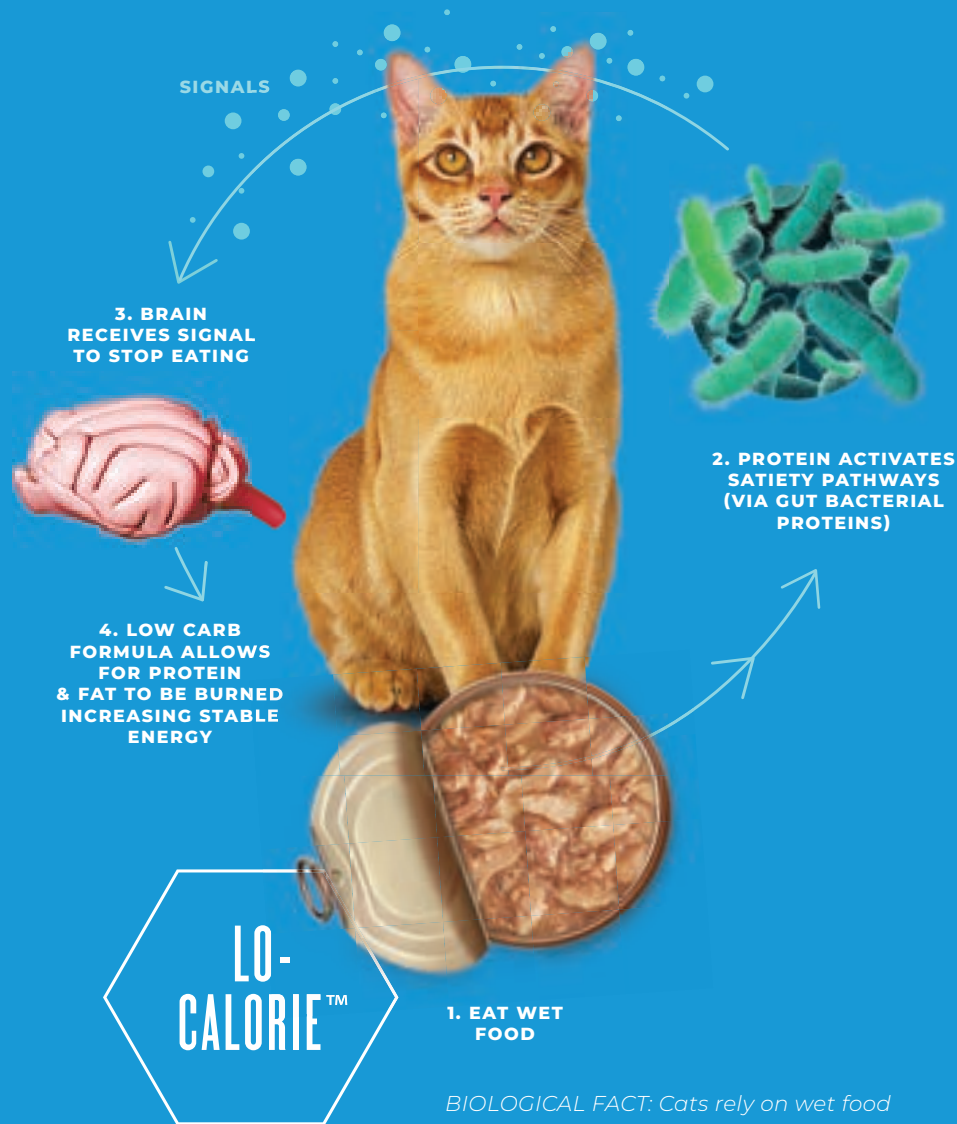
FLAKED

SHREDS



## HOW IT WORKS:

# THE ROLE OF SATIETY & ENERGY IN WEIGHT LOSS



*BIOLOGICAL FACT: Cats rely on wet food to meet moisture requirements, and their capacity to metabolize carbohydrates is exceptionally low. They use protein and fat as energy sources.*

## THE SOLUTION:

# HIGH PROTEIN AIDS SATIETY & INCREASES THE ENERGY RATIO

Increasing the protein/energy ratio of a diet is the most efficient way to ensure weight loss without loss of lean muscle mass. The entire Tiki Cat® Veterinary Solutions™ LO-CALORIE™ range is formulated to provide high levels of proteins derived solely from minimally processed real meat and fish. These protein sources have high biological value and high digestibility, provide a complete set of amino acids, and contain an appropriate caloric intake, thereby promoting muscle anabolic activity and fat loss. The broth causes the distention of the stomach, enhancing the sense of satiety. The calorie content is at most 64 kcal/can.



**Clinical Trial : 100% lost weight, 80% of cats reached ideal weight in 3 months.**

**The Details:** 14 overweight cats were fed Tiki Cat® Veterinary Solutions™ LO-CALORIE™ daily for 3 months. **Result:** 11 out of 14 cats achieved ideal body weight and body condition by the end of the study. The 3 remaining cats were continuing to lose weight.



GLUCO-  
BALANCE™



HELPS MAINTAIN GLUCOSE BALANCE

**THE CHALLENGE: DIABETES MELLITUS**

Diabetic cats have an insufficiency of insulin, which leads to a failure to assimilate glucose by tissue cells, causing hyperglycemia. High amounts of carbohydrates can spike glucose and induce insulin resistance. Diabetic cats also have a decreased Prevotella genus in the gut microbiome, which is also correlated with dietary carbohydrates.<sup>5</sup>

<sup>5</sup> Kieler, I.N., Osto, M., Hugentobler, L., Puetz, L., Gilbert, M. T.P., Hansen, T., et. al. Diabetic cats have decreased gut microbial diversity and a lack of butyrate producing bacteria. 2019. Sci. Rep. 9 4822-4835.

IT IS ESTIMATED  
THAT BETWEEN  
0.2% AND 1%  
OF CATS WILL BE  
DIAGNOSED WITH  
DIABETES IN  
THEIR LIFETIME.

*source: Cornell University*



MOUSSE

FLAKED

SHREDS



# HOW IT WORKS: THE ROLE OF PROTEIN & CARBS IN INSULIN BALANCE



*BIOLOGICAL FACT: A cat's liver has a unique capability to convert protein into glucose to provide energy. Extra glucose is stored as glycogen and then released as a constant source for their brain (versus spikes carbohydrates create).*

## THE SOLUTION:

# HIGH PROTEIN AND LOW CARBOHYDRATE SUPPORTS ENDOCRINE FUNCTION

Diabetes is considered a possibly reversible endocrine disease. Switching a diabetic cat to a low-carbohydrate, high-protein diet increases *Prevotella* genus of the microbiome and improves insulin response.<sup>6</sup> Tiki Cat® Veterinary Solutions™ GLUCO-BALANCE™ offers high levels of protein with a high biological value derived from meat, a moderate amount of fat, and a mineral-vitamin balance to meet nutritional needs. The high protein level leads to a correct gluconeogenic process, which is the fundamental way that cats regulate blood glucose levels. Low carbohydrates (less than 2%) help to limit the glycemic load and promote the development of a beneficial microbiome.



<sup>6</sup> Wernimont, Susan M., Radosevich, Jennifer, Jackson, Matthew I., Ephraim, Eden, Badri, Dayaker V., MacLeay, Jennifer M., Jewell, Dennis E., Suchodolski, Jan S. The Effects of Nutrition on the Gastrointestinal Microbiome of Cats and Dogs: Impact on Health and Disease. Front Microbiol. 2020; 11: 1266.



pH-  
BALANCE™



HELPS MAINTAIN URINE PH

**THE CHALLENGE: URINARY DISORDERS**

The weak thirst drive in cats makes them susceptible to bladder irritation and urolith (most commonly, struvite and calcium oxalate) stone formation, which can lead to FLUTD. These issues are most common in cats that are middle-aged, overweight, and fed a dry diet, which exacerbates their lack of hydration. Dry diets and dehydration cause urine to become alkaline with pH values over 7, putting them at risk of urolith formation.

BLADDER/URINARY  
TRACT DISEASE HAS  
BEEN THE #1 MOST  
PREVALENT MEDICAL  
CONDITION IN CATS  
FOR THE PAST  
10+ YEARS.

*source: Nationwide Pet Health Insurance*



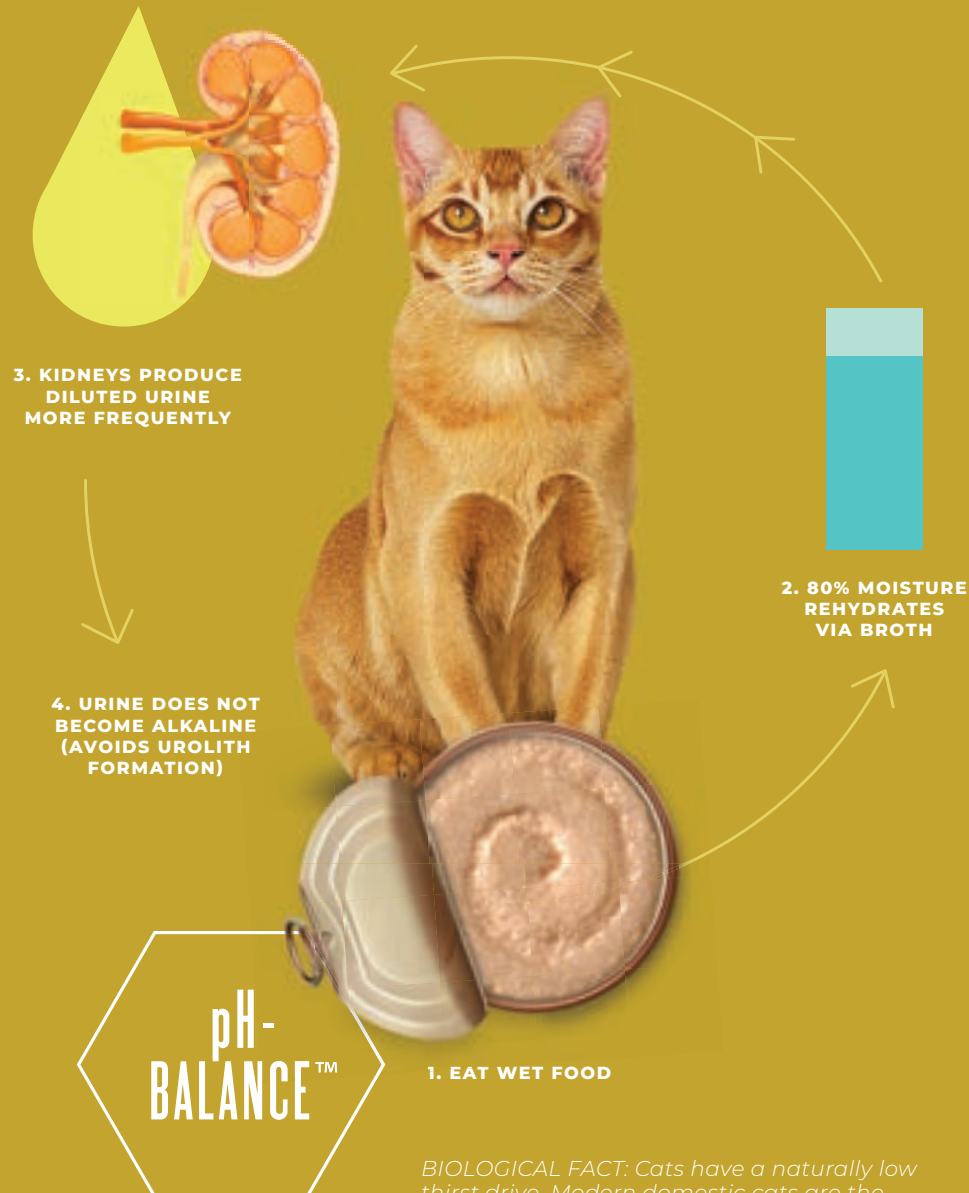
MOUSSE

FLAKED

SHREDS



## HOW IT WORKS: BENEFITS OF HIGH MOISTURE



*BIOLOGICAL FACT: Cats have a naturally low thirst drive. Modern domestic cats are the descendants of desert felines. Water was scarce, so they got most of their hydration from prey. Today's cats still rely on food for hydration.*

## THE SOLUTION:

### SUPPLEMENTAL HYDRATION & MINERALS IMPROVE URINARY HEALTH

A wet diet promotes natural hydration and correct urinary dilution. A constant pH and an RSS that represents the metastable zone must be maintained. The entire Tiki Cat® Veterinary Solutions™ pH - BALANCE™ range is formulated to assist drug therapy in the management of urinary disease due to a lowering of the pH and containment of RSS for both struvite and calcium oxalate uroliths. Tiki Cat® Veterinary Solutions™ pH-BALANCE™ provides high moisture and high levels of protein derived solely from real meat and fish to help regulate urinary pH and RSS and supply a complete set of amino acids. The broth contains an important percentage of liquid useful for rehydrating the cat and promoting urinary dilution. The correct amount and balance of minerals - like low magnesium and high sodium - helps manage urinary problems.



**Clinical Trial :** 10 healthy adult cats, 3 male and 7 female, age 4-12 years of age were fed Tiki Cat® Veterinary Solutions™ pH-BALANCE™ for 3 weeks. Urine was collected and analyzed before and after the study. **Results :** The average urinary pH of the subjects dropped from 6.86 to 6.80, and the specific gravity had a slight decrease during the study. RSS values for calcium oxalate and struvite were below the metastable zone, according to Houston and Elliot, 2008. This suggests a lack of crystal growth and aggregation and some dissolutive capacity.





GI-  
HEALTH™

## HELPS MAINTAIN DIGESTIVE HEALTH

### THE CHALLENGE: INFLAMMATORY BOWEL DISEASE (IBD)

Inflammatory Bowel Disease (IBD) is considered the most common cause of chronic diarrhea, vomiting, and lack of appetite in cats, and it involves chronic inflammation in the stomach, small intestine, and colon. Cats suffering from gastrointestinal issues like IBD can have protein malnutrition and dehydration from diarrhea and vomiting. Dry diets, with lower protein and water content and poorly digestible carbohydrates, exacerbate the condition.

# GI ISSUES HAVE BEEN AMONG THE TOP 5 MEDICAL CONDITIONS IN CATS FOR THE PAST 10+ YEARS.

*Source: Nationwide Pet Health Insurance*



MOUSSE

FLAKED

SHREDS



## HOW IT WORKS:

# FIBER, PREBIOTICS AND PROTEIN'S EFFECT ON DIGESTION



### 1. EAT WET FOOD

*BIOLOGICAL FACT: Compared to their body size, cats have a short digestive tract and are unable to derive any nutrients from plant-based materials. They also lack the salivary enzyme amylase which prevents pre-digestion of carbohydrates.*

## THE SOLUTION:

# DIGESTIBLE PROTEINS & PREBIOTICS

The nutritional aspect is of primary importance in the management of gastroenteritis. Correct dietary management can assist drug therapy. It also aids the restoration of proper intestinal homeostatis and facilitates its return to full functionality. Tiki Cat® Veterinary Solutions™ GI-HEALTH™ is specially formulated to assist the management of gastrointestinal disorders. Proteins derived solely from real meat and fish that have been minimally processed provide high biological value and high digestibility – important for nourishing the gastrointestinal system. A correct intake of fat helps limit the intestinal workload in digestion and assimilation. The balanced supply of soluble fiber guaranteed by the integration of fructooligosaccharides carries out a prebiotic and nutritional purpose for the intestinal epithelium, while the addition of insoluble fiber derived from cellulose has a regularizing action. The percentage of carbohydrates is less than 2%.







## AVAILABLE IN TRIAL PACKS

### **Taste & Texture Matter.**

Trial packs allow a cat to try different flavors and textures in the clinic or at home to determine what they like.



AVAILABLE IN  
18-COUNT  
BOXES



# BETTER TOGETHER.

**As every veterinarian knows, cats - especially those with medical needs - can be selective about what they will eat.**

Cats also crave protein variety, as they did not eat the same prey every day in the wild. That's why each Tiki Cat® Veterinary Solutions™ formula is available in two different flavors and three textures and *available to sample in convenient trial packs.*

**Good for Cats** Cats are healthier and happier when they're fed nutrition they naturally need.

### **Good for Veterinary Hospitals**

Veterinarians have exclusive access to a unique therapeutic diet. It's only sold in authorized veterinary hospitals - not online or in pet retail stores - giving cat owners a reason to come to YOU.

**VETERINARIAN  
RECOMMENDED.  
CAT APPROVED.**

TO ORDER : [MWIAH.COM](http://MWIAH.COM), [CUSTOMERENGAGEMENT@MWIAH.COM](mailto:CUSTOMERENGAGEMENT@MWIAH.COM), 800.824.3703



**MADE BY  
CAT EXPERTS.  
EXCLUSIVELY FOR  
CAT EXPERTS.**

**Tiki Cat<sup>®</sup>  
VETERINARY  
SOLUTIONS<sup>™</sup>**



©2023 WHITEBRIDGE PET BRANDS. ALL RIGHTS RESERVED.

**TIKIVET.COM**

MAIL@TIKIVET.COM

TO ORDER : MWIAH.COM, CUSTOMERENGAGEMENT@MWIAH.COM, 800.824.3703