

RAWZ – Nutritional Benefits for Hydrating Cat Purees

1. High Moisture to Support Water Intake

Adequate water intake is an important part of supporting overall health in cats. Cats have evolved from desert-dwelling ancestors; where they historically obtained much of their water through the consumption of prey, which contains approximately 65–75% moisture.⁷ Because of this, cats tend to have a relatively low reliance on drinking free water. Thus, in some cats, dietary moisture can play an important role in helping support total water intake. Research has demonstrated that increasing the moisture content of a cat's diet can increase total daily water intake, even when the amount of water consumed separately from food decreases.²

RAWZ Hydrating Cat Purees provide a high-moisture format (up to 84% moisture maximum) that not only provides an easy way for pet parents to incorporate additional moisture into their cat's daily routine but also allows their cat to consume additional water as part of something they naturally enjoy eating. Increasing dietary moisture helps support total water intake and healthy urine production, which are important for maintaining normal urinary tract and kidney function.² So, whether fed directly, used as a topper, or offered alongside a cat's regular diet, the Hydrating Purees provide both palatability and supplemental hydration in a convenient format.

2. Green Mussels as a Natural Source of Omega-3

Green mussels provide a rich, natural supply of omega-3 fatty acids, EPA and DHA. Not only are EPA and DHA important for overall health, they support anti-inflammatory, skin and coat health, heart health, immune function, and cognitive function.¹⁰ Incorporation of green mussels into a cat's diet has shown to improve grooming ability, activity level, and playfulness.⁴ Green mussels also contribute protein and a natural source of minerals such as chloride, iodine, selenium, and sodium. Given their wide range of benefits, green mussels can support your pet's long-term health and well-being.

3. Goat's Milk for Digestive Health

Supporting a healthy gut and digestion is important for a pet's overall health and wellbeing. Goat's milk contains naturally occurring oligosaccharides which act as prebiotics that nourish gut bacteria, in turn, supporting digestion.^{1,10} When compared to cow's milk, goat's



milk has lower lactose levels, lower fat content, and smaller fat globules, making it easier to digest.⁵ High lactose levels can negatively impact digestive efficiency and cause gastrointestinal upset in cats.⁶ By incorporating goat's milk into this high moisture format, RAWZ Hydrating Cat Puree provides a combination of hydration and digestive support.

References

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