

WHAT IS KIDNEY FUNCTION?

Kidneys remove waste substances from the blood and maintain the normal balance of fluid and minerals within the body. Kidney issues occur when the kidneys become damaged and no longer work at full capacity.

Signs of kidney issues:

Increased thirst and urination

Loss of appetite

Weight loss and weakness

Lack of energy and sleepiness

Upset stomach and loose stool

Factors that can play a role:

Getting older
Certain breeds

Certain medications
Environmental toxins



The right therapeutic food



Takes stress off the kidneys with controlled phosphorus and low sodium



Builds lean muscle mass and supports mobility with high-quality protein



Has a great taste your pet will love

The role of nutrition in managing kidney issues

The right food, along with early detection, can help slow the progression of kidney disease and give your pet a better quality of life. Should your pet seem to have

lost their appetite, Hill's kidney support foods contain Enhanced Appetite Trigger (E.A.T.) Technology, shown to increase food intake.



NUTRITION FOR KIDNEY SUPPORT



PRESCRIPTION DIET

k/d

Helps protect vital kidney function | Clinically proven nutrition to improve and lengthen quality of life



PRESCRIPTION DIET

k/d + Mobility

All the benefits of k/d plus helps improve mobility | Nutrition to improve the ability to run and jump in 21 days for dogs and 28 days for cats



PRESCRIPTION DIET

k/d Early Stage

Specialized nutrition for early support of vital kidney function | Clinically shown to help sustain vital kidney function and healthy body condition



Plus other great nutrition your vet may recommend

WHAT ARE DIGESTIVE DISORDERS?

A digestive disorder is any condition that prevents proper digestion or alters the rate at which food passes through your pet's digestive tract.

Signs of distress or digestive disorders:




Upset stomach	Flatulence
Loose stool	Weight loss
Constipation	

Factors that can play a role:

Dietary indiscretion	Inflammation in the gut
Infection	Stress



The right digestive care food

-  Helps promote a healthy GI microbiome
-  Has easy-to-digest ingredients that are gentle on tummies, promoting better absorption of important nutrients
-  Has a great taste your pet will love

The role of microbiome health

The gut microbiome is a unique ecosystem containing billions of microbes and other organisms unique to each pet. By using nutrition to balance their microbiome, you can help not only your pet's digestive health, but also their overall well-being.



NUTRITION FOR DIGESTIVE UPSET



PRESCRIPTION DIET

GI Biome

For pets with digestive upsets caused by imbalance in the gut microbiome | Healthy stool in as little as 24 hours



PRESCRIPTION DIET

i/d

For pets with digestive upsets (also appropriate for puppies & kittens) | Helps improve digestion and stool quality
Available in small bites for dogs



PRESCRIPTION DIET

i/d Low Fat

For dogs with digestive upsets who require low-fat nutrition
Clinically shown to lower blood fat level, help settle digestive upsets



PRESCRIPTION DIET

i/d Stress

For small dogs with stress-related digestive issues



Plus other great nutrition your vet may recommend

What are common urinary signs?

Urinary tract issues can be frustrating for pet parents — and extremely uncomfortable for pets. Proper nutrition can help pets maintain a healthy urinary tract.

Signs of urinary issues:

- Painful urination
- Frequent accidents or urinating in unusual places
- Blood in urine
- Urinating more than usual

Factors that can play a role:

- Excess weight
- Stress (in cats)
- Unbalanced diet
- Low water intake



DID YOU KNOW?

Urinary tract concerns are a top reason cat owners visit a vet clinic.¹

The right therapeutic food



Reduces the building blocks of bladder stones and crystals



Helps dissolve certain bladder stones and reduces the risk of recurrence



Has a great taste your pet will love

The role of nutrition in managing urinary issues

A healthy bladder starts with the right balance of vital nutrients. Hill's urinary care nutrition is formulated to promote a urinary environment that reduces the risk of developing struvite and oxalate crystals.

Nutrition for urinary health



c/d Multicare

Lifelong urinary care to reduce the risk of struvite and calcium oxalate stones



c/d Multicare Low Fat

Urinary care for dogs with fat sensitivities



c/d Multicare Stress

Urinary care with ingredients to reduce stress, a risk factor for urinary issues



c/d Multicare Stress + Metabolic

Urinary health nutrition with proven weight benefits and added ingredients to reduce stress



c/d Multicare + Metabolic

Urinary health nutrition with proven weight loss benefits



u/d

Reduces risk of urate and cystine stones

Common signs of food & environmental sensitivities

- Scratching, licking and rubbing
- Red patches, spots or pimples
- Hair loss
- Digestive upsets (in case of food sensitivities)

Nutrition's role in managing sensitivities

Your vet may recommend Hill's Prescription Diet as a key part of a comprehensive treatment plan to help manage sensitivities.



The right therapeutic food



Has a great taste your pet will love



Promotes a healthy skin barrier & nourishes coat



Works long term to help manage sensitivities



Improves their quality of life

Transitioning to Prescription Diet

- Gradually transition to this new food for 7 days or more
- 100% satisfaction guaranteed* or your money back
- Variety of forms & delicious flavours

nutrition for long-term sensitivities management

Prescription Diet nutrition for sensitivities is available in various proteins, flavours & textures — delivering therapeutic nutrition to even the pickiest of eaters.



Prescription Diet Derm Complete

Breakthrough nutrition for both food & environmental sensitivities



Prescription Diet z/d low fat

Low fat formula with highly digestible, hydrolyzed soy protein for food & fat sensitivities



Prescription Diet z/d

Highly digestible, hydrolyzed protein for food sensitivities



Prescription Diet d/d

Limited ingredient formula for food sensitivities



Prescription Diet Hypo Treats

Treats for dogs with food sensitivities, related skin conditions and sensitive stomachs

PET OBESITY IS A BIG PROBLEM

50% of pets are overweight¹
**90% of pet parents with an
overweight pet don't realize it²**



Spot the signs of weight issues

Ribs cannot easily be felt	Slow movement
Lack of an obvious waist	Shortness of breath*
Collar needs loosening	Sleeping more than usual
Difficulty walking	

What might be affecting my pet's weight?

Excess calories	Neutering
Age	Over-treating
Lack of exercise	

Managing your pet's weight issues

Your pet needs your love to live their best possible life. Even as little as an extra 20% weight can increase the likelihood of serious conditions such as osteoarthritis, urinary troubles and respiratory diseases.²



*This may be a sign of a more serious problem. If you are concerned, please contact your veterinarian.

NUTRITION TO HELP YOU FEED THE LOVE



PRESCRIPTION DIET

Metabolic

Supports weight loss and maintenance | **88% of pets lost weight at home in 2 months when fed Prescription Diet Metabolic³**



PRESCRIPTION DIET

c/d Multicare + Metabolic

For pets with weight and urinary conditions | **Nutrition to help manage your pet's urinary health and weight**



PRESCRIPTION DIET

r/d

Weight loss for pets | **Clinically proven nutrition for healthy weight loss in just 8 weeks for dogs and 4 weeks for cats⁴**



PRESCRIPTION DIET

Metabolic + Mobility

For dogs' weight care and joint care
**Increases mobility in as little as 21 days
AND 88% of pets lost weight at home in 2 months³**



Plus other great nutrition your vet may recommend

NUTRITION TO HELP MANAGE VARIOUS CONDITIONS



PRESCRIPTION DIET

a/d

For pets' urgent care | **Exceptional taste to encourage eating in sick pets**



PRESCRIPTION DIET

b/d

For dogs' brain aging care | **Supports memory and learning in older dogs**



PRESCRIPTION DIET

m/d

For cats' glucose and weight management | **Clinically proven to reduce body fat**



PRESCRIPTION DIET

y/d

For cats' thyroid care | **Improves thyroid health in as little as 3 weeks^{3,4}**



PRESCRIPTION DIET

g/d

For dogs' aging care | **Supports needs of aging dogs and protects vital heart and kidney function**



PRESCRIPTION DIET

h/d

For dogs' heart care | **Specially formulated to support your dog's heart health**



PRESCRIPTION DIET

j/d

For dogs' joint care | **Improves the ability to run, jump and play again in as little as 21 days^{1,2}**

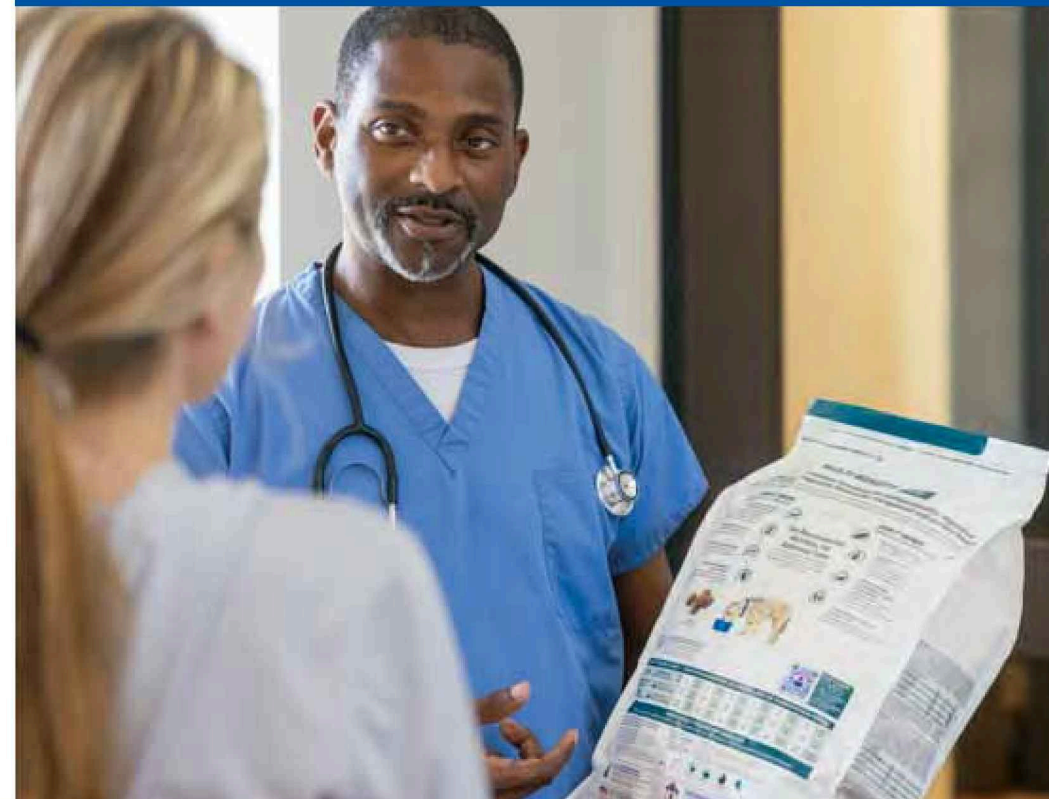


PRESCRIPTION DIET

l/d

For dogs' liver care | **Supports liver health and helps protect vital liver function**

Plus other great nutrition your vet may recommend



WHAT CAN LEAD TO DENTAL ISSUES?

Age

Dental issues are more common in older pets

Breed

Small dogs or those pets with a flat face or short nose are more prone to dental issues.

Food

Certain foods can increase your pet's risk of dental issues, so ask your vet for a recommendation

Over 70% of pets (ages 2+) show signs of dental issues.¹

Signs include:

- Bad breath
- Yellow or brown crust on teeth
- Bleeding gums
- Changes in chewing habits
- Drooling
- Tooth loss



Clinically Proven Therapeutic Dental Food



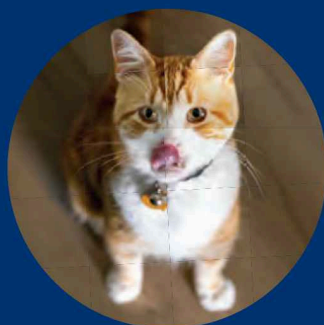
Features the VOHC seal, awarded to products that control both plaque and tartar



Has unique kibble size, shape & texture to help clean teeth to the gumline



Provides great taste your pet will love



NUTRITION FOR DENTAL HEALTH



PRESCRIPTION DIET

t/d

Clinically proven to reduce plaque, stain & tartar buildup and clean up to the gumline.

Also available in Small Bites.



PRESCRIPTION DIET

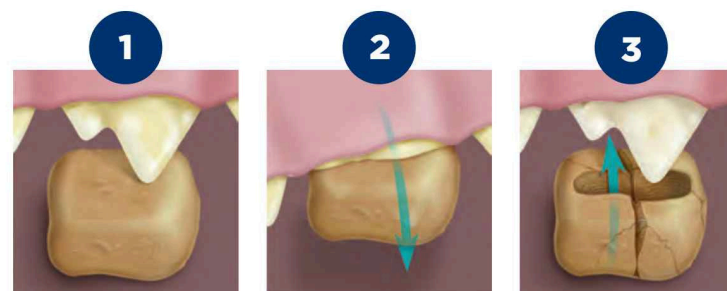
t/d

Clinically proven to reduce plaque, stain & tartar buildup and clean up to the gumline.



HOW IT WORKS

Uses an exclusive fibre matrix that works like a toothbrush



1. With every bite, the special fibre matrix scrapes the tooth surface to clean teeth and freshen breath.
2. Unique fibre alignment and large size kibble helps the kibble stay in contact with tooth surface right to the gumline.
3. Kibble gently scrapes away plaque and tartar to clean teeth and promote healthy gums.

meet your new
friend in the fight



Clinical nutrition to nourish & support pets fighting cancer.

1

**Encourages
enthusiastic appetite
& food intake**

with tasty ingredients
& unique, easy-
to-chew kibble

2

**Helps
maintain muscle**
with highly digestible
proteins & fats, and
rich in calories

3

**Supports
healthy digestion**
with ActivBiome+
digestive support



Transforming Lives

onc care
FOR PETS WITH CANCER

adventures made possible
time made magical



**Powerful nutrition designed
for pets with cancer.**

With taste beyond belief, for
adventures beyond imagination.

**SCIENCE
DID THAT.**