



50%

Over half of pets are considered overweight or obese¹



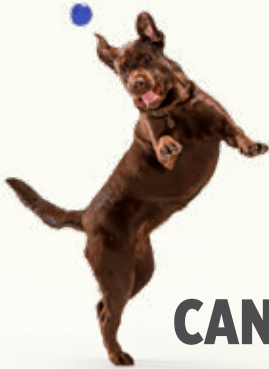
The trend is increasing²

Looking for
**SOLUTIONS TO
BETTER FIGHT**
pet obesity?

**SPARK A
CONVERSATION.
SPARK HIS
METABOLISM.**



NUTRITIONAL SOLUTIONS TO HELP YOU FIGHT PET OBESITY & RELATED CONDITIONS



CANINE



Metabolic

Metabolic+
Urinary

Metabolic+
Mobility

w/d
Multi-Benefit

r/d
Weight Loss

Weight Loss



Weight Maintenance



S+OXSHIELD



GI: Fiber-Responsive Diseases



Diabetes Care



Recommended for Lifelong Feeding



Arthritis & Mobility Care



Struvite Dissolution



FELINE



Metabolic

Metabolic+
Urinary

Metabolic+
Urinary
Stress

m/d
Gluco
Support

w/d
Multi-Benefit

r/d
Weight Loss

Weight Loss



Weight
Maintenance



S+OXSHIELD



GI: Fiber-Responsive
Diseases



Diabetes Care



Recommended for
Lifelong Feeding



FLUTD: Struvite
Dissolution & FIC



FLUTD: FIC & Stress
Management



*When used in conjunction with appropriate antimicrobial therapy

THE ONLY NUTRITION CLINICALLY PROVEN TO ACTIVATE METABOLISM³

Hill's® Prescription Diet® Metabolic

- 1 Reduces the need for clients to precisely measure the food to **safely achieve weight loss success**⁴
- 2 **88% of pets lost weight** in two months at home⁵
- 3 **Helps control begging** in 9 out of 10 dogs, 8 out of 10 cats⁶
- 4 Clinically proven to **avoid weight regain** following a weight loss program⁷



TASTE PETS CAN'T RESIST

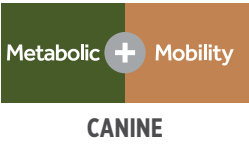


TWO CONDITIONS. ONE FOOD.

Hill's® Prescription Diet® Metabolic+



CONTAINS THE FULL STRENGTH EFFICACY OF METABOLIC, PLUS:



- 1 With nutrition to **improve mobility** in as little as **21 days**⁸
- 2 Omega-3 fatty acids **reduce inflammation and loss of cartilage**
- 3 Glucosamine and chondroitin help **repair cartilage and interrupt degradation**



- 1 With nutrition to **dissolves struvite stones** in as little as **7 days**⁹
- 2 **Controlled levels** of magnesium, calcium and phosphorus
- 3 With nutrition to **reduce the recurrence of FIC signs by 89%**¹⁰



- 1 Formulated to help **dissolve struvite stones***
- 2 **Reduces the risk of struvite and calcium oxalate stones**
- 3 With omega-3 fatty acids to help **reduce inflammation from UTIs and stones**



- 1 **The same great nutrition** of Metabolic+Urinary
- 2 With special ingredients to **reduce stress**

RELIABLE WEIGHT LOSS NUTRITION FOR OVER 60 YEARS

Hill's® Prescription Diet® r/d®

A terrific option when you need a high-fiber, low-calorie approach

- 1 Optimal blend of soluble and insoluble **fiber to trigger satiety**
- 2 **Low in fat** and **calories**
- 3 High in carnitine and lysine to help **metabolize fat** and **maintain lean body mass**
- 4 **Clinically proven weight loss**¹¹



TRUSTED NUTRITION FOR MULTIPLE CONDITIONS

Hill's® Prescription Diet® w/d® Multi-Benefit

Now Hill's® Prescription Diet® w/d® has a new name — w/d® Multi-Benefit

- 1 Helps **minimize blood glucose fluctuation**, which may reduce insulin dosage
- 2 **Addresses fiber-responsive GI conditions** such as colitis, diarrhea or constipation
- 3 Helps trigger satiety and give dogs a feeling of fullness to **maintain a healthy weight**



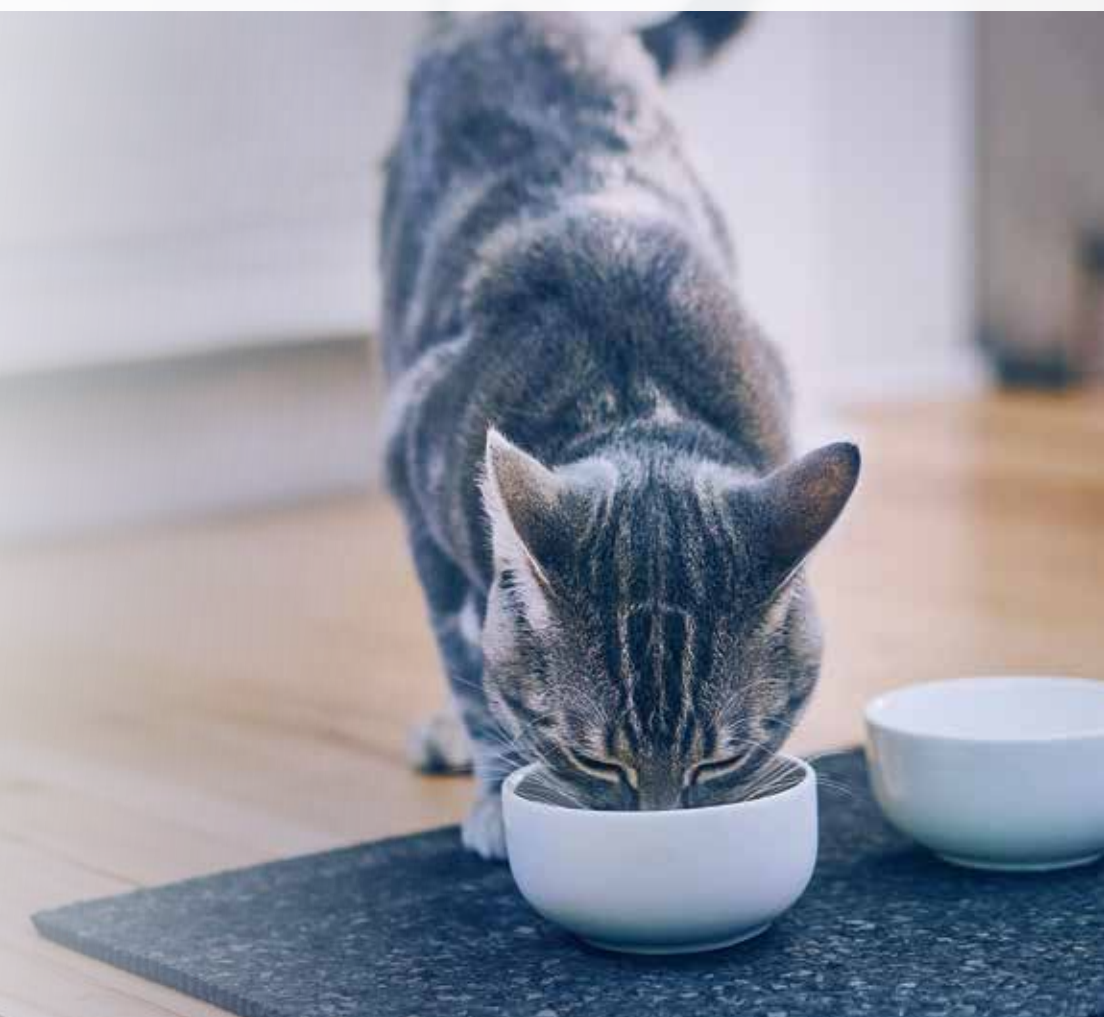
With S+OXSHIELD to promote a urinary environment that **reduces the risk of developing struvite and calcium oxalate crystals**

THE ONLY SOLUTION WITH TWICE THE FIGHT TO HELP REACH REMISSION

Hill's® Prescription Diet® m/d® GlucoSupport

Now Hill's® Prescription Diet® m/d® has a new improved taste, a new stew and a new name — m/d® GlucoSupport

- 1 Clinically shown to help **stabilize glucose levels** and **maintain glycemic control**¹²
- 2 **Clinically proven to alter metabolism** to address obesity, an underlying risk factor of diabetes¹³
- 3 In a feeding trial, **75% of cats reached their ideal body weight** within 20 weeks¹⁴
- 4 **Avoids blood sugar level spikes** with consistent carb levels between wet and dry formulas so pet parents can feed both
- 5 **Great taste and 17% fewer calories** than Purina® Pro Plan® DM dry foods



SPARK A CONVERSATION.

Talking points & tools

"Are you aware?"

Use social media or waiting room time to raise awareness before the conversation (e.g., dedicated weighing area).

"No shame"

Try to focus your weight conversation on metabolism: weight gain can be a sign of a slowing metabolism which happens naturally over time.

"It's guilt free"

Be confident and positive. Metabolic nutrition is an advanced weight loss solution: pet parents can continue feeding their pets almost as they normally do.

"It's convenient!"

Make compliance simple by signing your clients up at HillsToHome.com or other convenient home delivery service for Hill's® foods.



ADVANTAGES FOR YOU



**Easier
conversations**



**More accepted
recommendations**



**Better
compliance**



**More
successes**



**Better relationships
with clients**

Visit HillsVet.com to learn more about our nutritional solutions for weight management.

For best results, feed products as directed in the feeding guide.

^{*}When used in conjunction with appropriate antimicrobial therapy

¹Association for Pet Obesity Prevention (APOOP), 2017 ²Banfield State of Pet Health, 2018 ³Hill's data on file. Based on current therapeutic products in market.

⁴Data on file. Hill's Pet Nutrition, Inc. ⁵Veterinarian-supervised feeding study with 351 client-owned pets; 314 pets completed after 67 days. Data on file. Hill's Pet Nutrition, Inc. ⁶Data on file. Hill's Pet Nutrition, Inc. ⁷Data on file. Hill's Pet Nutrition, Inc. ⁸Lulich JP, Kruger JM, MacLeay JM, et al. Efficacy of two commercially available, low-magnesium, urine acidifying dry foods for the dissolution of struvite uroliths in cats. J Am Vet Med Assoc. 2013;243(8):1147-1153. Average 27 days in vivo study in urolith forming cats. ⁹Kruger JM, Lulich JP, Merrills J, et al. A year-long prospective, randomized, double-masked study of nutrition on feline idiopathic cystitis (abstr), in Proceedings. ACVIM Forum 2013. ¹⁰Data on file. Hill's Pet Nutrition, Inc. ¹¹Data on file. Hill's Pet Nutrition, Inc. ¹²Data on file. Hill's Pet Nutrition, Inc.

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