



DENTAL DISEASE

**Stop the hurt
before it starts**



Ask us about

PRESCRIPTION DIET™
t/d™ Dental Care



**CLINICALLY PROVEN
TO REDUCE GINGIVITIS,
PLAQUE AND TARTAR**



**WORKS LIKE A TOOTHBRUSH
TO CLEAN PLAQUE FROM
THEIR TEETH AS THEY EAT**



WHAT IS DENTAL DISEASE?

Problems usually start with a build up of sticky plaque that hardens to form tartar. If not removed, this can lead to gingivitis, a painful condition of inflamed gums. And even worse, the bacteria and toxins present in the infected mouth can enter the bloodstream and affect vital organs, causing serious illnesses including heart and kidney disease.

It can be difficult to keep your pet's teeth clean, so dental problems are common. According to the American Veterinary Dental Society eight out of ten pets have oral disease by the age of four.





CAUSES

Factors that can make pets more prone to dental disease include:

Age

Dental disease is more common in older pets.

Breed

Small dogs are more likely to have overcrowded mouths and teeth are harder to keep clean.

Food

Feeding a diet containing sticky foods and titbits can lead to a more rapid build-up of plaque.

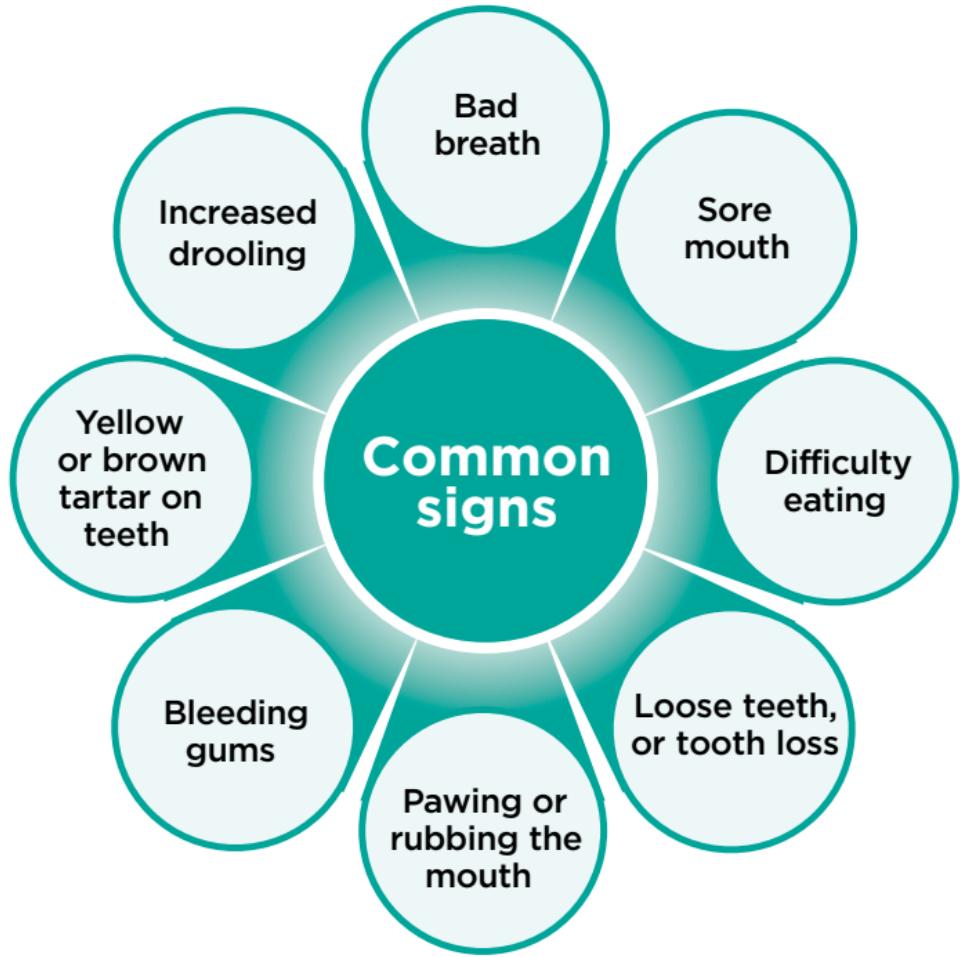
Damage

Accidents, bones or even hard plastic frisbees can damage teeth.



COMMON SIGNS

If your pet has dental problems, the first thing you'll notice is bad breath. Common signs include:





CAN FOOD HELP?

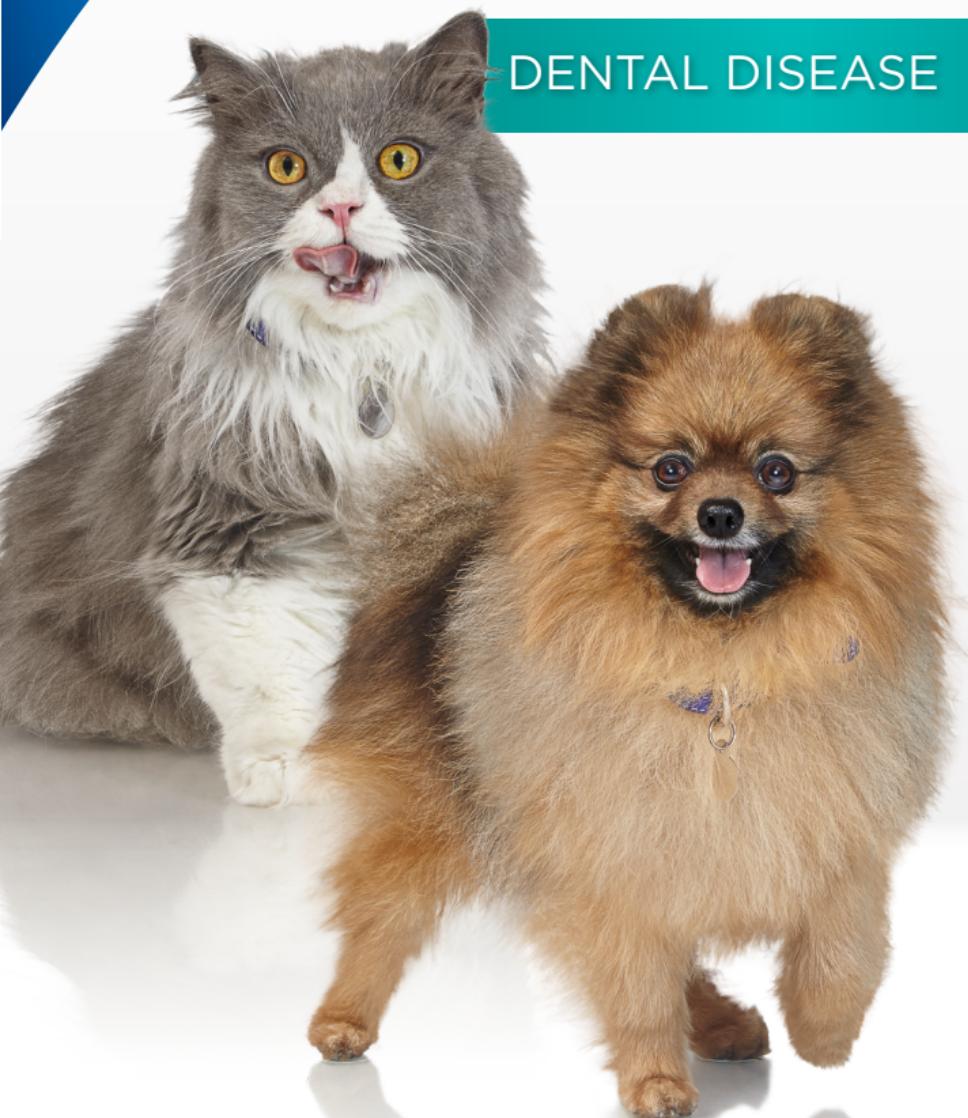
It's best to start by asking your veterinarian about a scale and polish to professionally clean the teeth. After that there are two main options. Brushing your pet's teeth is recommended as the most effective way to prevent oral disease, but it is not always easy to do. A more convenient option is to feed a food designed specially to clean teeth as your pet eats.

Look out for foods that have earned the American Veterinary Oral Health Council's Seal of Acceptance for proven efficacy in the control of plaque and tartar such as Hill's Prescription Diet t/d. It's a completely balanced food suitable for long term feeding and the kibbles have a patented fibre matrix that works like an edible toothbrush, gently scrubbing the exposed tooth and cleaning away plaque and tartar as your pet eats.





DENTAL DISEASE



Patented
kibble technology
that **cleans as your
pet eats**



HILL'S PRESCRIPTION DIET RANGE

Prescription Diet t/d™

Formulated to help manage pets with dental disease.



Key Benefits



CLINICALLY PROVEN to reduce gingivitis and build-up of plaque, stain and tartar



PATENTED KIBBLE TECHNOLOGY that cleans your pets teeth as they eat



COMPLETE AND BALANCED NUTRITION for adult and senior pets



CONTROLLED MINERAL LEVELS to promote urinary tract health in cats



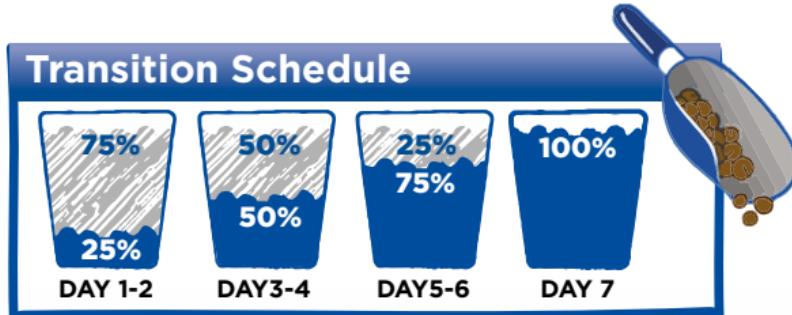
Canine

Feline



HOW TO INTRODUCE THE NEW FOOD

We recommend introducing this new food over a period of weeks to help avoid any tummy upsets and for better acceptance.



Most pets don't like sudden change and are more willing to accept new things if change is gradual and they're allowed to make choices. For finicky and older pets or pets with health conditions, extend the transition period up to four or more weeks.

The Hill's Difference

Hill's™ Prescription Diet™ foods are not medication; they're a combination of nutrients precisely balanced to manage your pet's specific condition. Feeding other brands of dry or wet food, or treats, snacks and table scraps along with Prescription Diet will actually dilute the power of the food your veterinarian has recommended.

100% Guaranteed Great Taste

We're confident your pet will enjoy Hill's™ Prescription Diet™ foods. In fact, we're so confident that we offer a 100% money-back guarantee*.



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* Hill's guarantees Prescription Diet® brand pet food for quality, consistency and taste. If you are not completely satisfied with any purchase of Prescription Diet brand pet food for these reasons, simply return the unused portion to your veterinarian for a full refund or replacement.

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