



34%

of dogs suffer from
vomiting and diarrhoea¹



FOR EVERY
GI PROBLEM

THERE'S A
SOLUTION

¹ Hubbard K, Shelly BJ, McKelvie J, Wood JLN. Risk of vomiting and diarrhea in dogs. Veterinary Record. 2007;161:755-757.

ADVANCED GI PORTFOLIO WITH
SOLUTIONS YOU TRUST



Canine

Feline



PRESCRIPTION DIET™

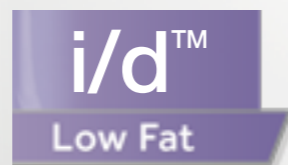
GI Portfolio

GI

Predictable relief for your canine GI cases



Stress-Related
GI Upset



Pancreatitis &
Hyperlipidaemia



Acute GI
Disorders



Adverse Food
Reactions



Adverse Food
Reactions



Fibre-Responsive
GI Disorders



PRESCRIPTION DIET™

i/d™ Low Fat

Clinically proven to lower serum triglycerides, a risk factor for pancreatitis

Key indications:

- Pancreatitis
- Hyperlipidaemia
- Lymphangiectasia
- Protein-Losing Enteropathy
- Exocrine Pancreatic Insufficiency





PRESCRIPTION DIET™

i/d™ Low Fat

Clinically proven to lower serum triglycerides, a risk factor for pancreatitis

Highly digestible and low in fat

Proprietary blend that contains ginger and prebiotic fibre helps soothe the GI tract

Omega-3 fatty acids help break the cycle of inflammation





PRESCRIPTION DIET™

3 out of 4 vets treat stress colitis in dogs at least once a week

Can we take the stress out of GI problems?

3 **OUT** **4**
OF

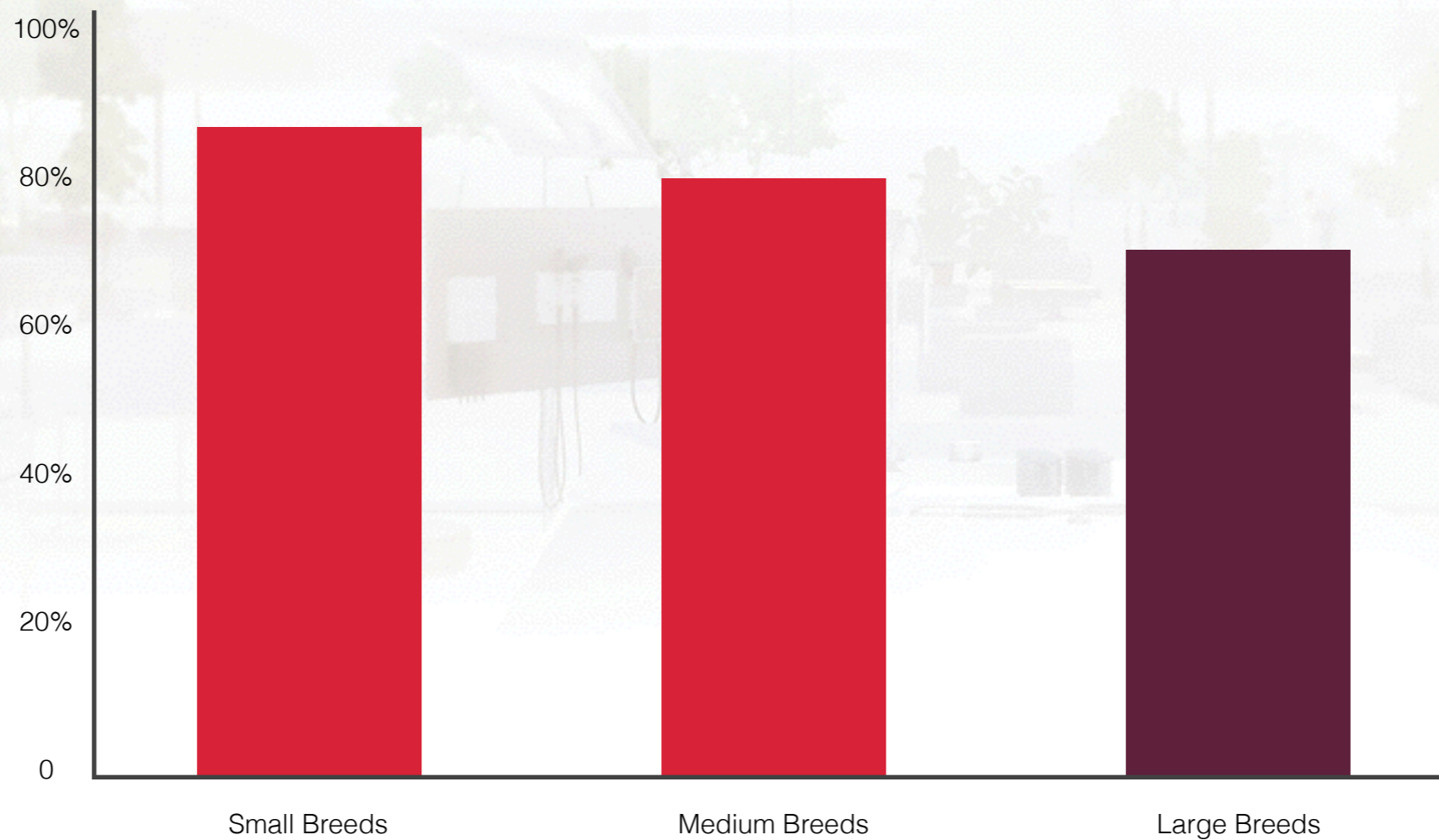
Q: How often do you treat your clients' dogs for stress colitis resulting in diarrhoea, each week on average?

Hill's Professional Advisory Board, U.S. Survey Results, November 2014 (218 respondents)



Vets treat more small and medium breed dogs for stress colitis

% of Breed Sizes Treated



Q: For which dog breed sizes do you treat stress colitis/diarrhoea each week, on average?

Hill's Professional Advisory Board, U.S. Survey Results, November 2014 (218 respondents)



PRESCRIPTION DIET™

i/d™ Stress

NEW



The first and only GI nutrition to help manage stress-related GI upset in dogs up to 14kg

Key indications:

- Stress-Related GI disorders
- Stress Colitis



PRESCRIPTION DIET™

i/d™ Stress

NEW

First and only GI nutrition to help alleviate stress-related GI upset in dogs up to 14kg



Proprietary anti-stress formula with milk protein hydrolysate

Prebiotic fibre to support intestinal microbiome

Soothing ingredients, including ginger, to calm the GI tract



PRESCRIPTION DIET™

i/d™ Stress

NEW

How Hill's™ Prescription Diet™ i/d™ Stress Works **For the brain and gut**



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PRESCRIPTION DIET™

i/d™

NEW
WINNING
TASTE!²

Clinically proven to resolve diarrhoea
in as little as 3 days*

Key indications:

- Acute Gastrointestinal Disorders
- GI Disorders in Puppies
- Gastric Ulceration
- Oesophageal Disorders
- Gastric Motility Disorders
- Restorative/Urgent Care



* Multi-centre Feeding Study of the influence of Dietary Intervention in Dogs with Gastrointestinal Disorders, Dry formula.

² 52% of dogs prefer i/d™ Canine dry, 40% prefer key competitor in the taste preference test, Sep 2015



PRESCRIPTION DIET™

i/d™

NEW
WINNING
TASTE!²

Clinically proven to resolve diarrhoea
in as little as 3 days*

Highly digestible with optimal
balance of soluble & insoluble fibre
to help improve stool quality

High in electrolytes & B vitamins
to replace lost nutrients

Meets the special nutritional
needs of puppies



* Multi-centre Feeding Study of the influence of Dietary Intervention in Dogs with Gastrointestinal Disorders, Dry formula.

² 52% of dogs prefer i/d™ Canine dry, 40% prefer key competitor in the taste preference test, Sep 2015





PRESCRIPTION DIET™

d/d™

Helps reduce allergic reactions to food
and supports skin health



Key indications:

- Adverse Food Reactions
- Inflammatory Bowel Disease

ALSO AVAILABLE IN:
Duck & Rice • **Salmon & Rice**



PRESCRIPTION DIET™

d/d™

Helps reduce allergic reactions to food
and supports skin health



Highly digestible formula with
novel protein

Enriched with Omega-6 fatty acids
to support skin health

High levels of Omega-3 fatty
acids and antioxidants to help
break the cycle of inflammation

ALSO AVAILABLE IN:

Duck & Rice • **Salmon & Rice**





PRESCRIPTION DIET™

z/d™

**Clinically proven to help reduce skin
& GI signs caused by food allergies**



Key indications:

- Adverse Food Reactions
- Inflammatory Bowel Disease



PRESCRIPTION DIET™

z/d™

Clinically proven to help reduce skin & GI signs caused by food allergies



With hydrolysed protein

Designed to avoid intact proteins

Single protein source formula with no fish oil, beet pulp or chicory

Reduces risk of allergic reaction by limiting exposure to food allergens





PRESCRIPTION DIET™

w/d™

**Clinically proven nutrition for conditions
that respond to fibre**



Key indications:

- Fibre-Responsive GI Disorders
- Constipation
- Colitis



PRESCRIPTION DIET™

w/d™

Clinically proven nutrition for conditions that respond to fibre



Increased fibre to help normalise bowel transit time

Optimal blend of soluble & insoluble fibre to help absorb water and normalise intestinal motility

Clinically proven antioxidants to support a healthy immune system





PRESCRIPTION DIET™

GI Portfolio

GI

Predictable relief for your feline GI cases



i/d™

Acute & Chronic
GI Disorders

d/d™

Adverse Food
Reactions

z/d™

Adverse Food
Reactions

w/d™

Fibre-Responsive
GI Disorders



PRESCRIPTION DIET™

i/d™

Nutritional solution to help improve digestion & stool quality



Key indications:

- Acute Gastrointestinal Disorders
- GI Disorders in Kittens
- Low Colonic Motility/Megacolon
- Maldigestion & Malabsorption
- Restorative/Urgent Care
- Pancreatitis
- Exocrine Pancreatic Insufficiency



PRESCRIPTION DIET™

i/d™

Nutritional solution to help improve digestion & stool quality

Highly digestible with optimal balance of soluble & insoluble fibre to help improve stool quality

High in electrolytes & B vitamins to replace lost nutrients

Meets special nutritional needs of kittens





PRESCRIPTION DIET™

d/d™

**Helps reduce allergic reactions to food
and supports skin health**



Key indications:

- Inflammatory Bowel Disease
- GI Lymphoma
- Adverse Food Reactions
- Chronic Food-Responsive Enteropathies

**ALSO AVAILABLE IN:
Venison & Green Pea Formula**



PRESCRIPTION DIET™

d/d™



Helps reduce allergic reactions to food
and supports skin health

Highly digestible formula with
novel protein

Enriched with Omega-6 fatty acids
to support skin health

High levels of Omega-3 fatty
acids and antioxidants to help
break the cycle of inflammation

ALSO AVAILABLE IN: **Venison &
Green Pea Formula**





PRESCRIPTION DIET™

z/d™



**Formulated to reduce skin & GI signs
caused by food allergies**

Key indications:

- Adverse Food Reactions
- GI Lymphoma
- Inflammatory Bowel Disease
- Chronic Food-Responsive Enteropathies



PRESCRIPTION DIET™

z/d™



Formulated to reduce skin & GI signs caused by food allergies

With hydrolysed protein

Designed to avoid intact proteins

Single protein source formula with no fish oil, beet pulp or chicory

Reduces risk of allergic reaction by limiting exposure to food allergens





PRESCRIPTION DIET™

w/d™

**Clinically proven nutrition for conditions
that respond to fibre**



Key indications:

- Fibre-Responsive GI Disorders
- Constipation
- Colitis



PRESCRIPTION DIET™

w/d™



PRESCRIPTION
DIET™

Digestive/Weight/
Diabetes Management

w/d™

CLINICAL NUTRITION



Chicken



Clinically proven nutrition for conditions that respond to fibre

Increased fibre to help normalise bowel transit time

Optimal blend of soluble & insoluble fibre to help absorb water and normalise intestinal motility

Clinically proven antioxidants to support a healthy immune system



ADVANCED GI PORTFOLIO WITH

SOLUTIONS YOU TRUST

(and your patients enjoy)

Comprehensive digestive care
line in a variety of forms

Clinically proven antioxidants
to support healthy immunity
right where it lives

“It’s a positive change. Carlo feels better now that
he doesn’t have to go out all the time.”

—Elke Maier and Carlo, enjoying i/d™ Sensitive
(Ludwigsburg, Germany)





Transforming Lives™