

Expect something different

88% of pets lost weight in two months at home*

Hill's™ Prescription Diet™ Metabolic Advanced Weight Solution

- Clinically proven to safely provide 28% body fat loss in dogs and cats in two months†
- Helps pets feel full and satisfied between meals
- Clinically proven to avoid weight regain following a weight loss programme
- 80% of pet owners would recommend Metabolic Advanced Weight Solution to friends with overweight pets

Great taste your pet will love

Available in dry and cans

NEW
Breakthrough weight solution



NEW
Breakthrough weight solution

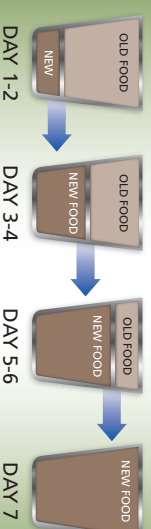


Weight loss and maintenance proven to work in real homes, with real pets, under real world conditions.

How to introduce the new food

- Gradually introduce the new food over a 7-day period
- Mix the new food with your pet's current food, gradually increasing the amount until only new food is fed

• Always refer to the feeding guide on the pack



This is a general guideline only. Your vet will recommend a transition plan specific to your pet's needs.

Join our Pet Slimmer Programme and get these rewards:

- a small FREE starter bag
- an enrolment gift
- a R40 money off voucher

For more information visit

www.petslimmer.co.za



RECOMMENDED BY VETERINARIANS WORLDWIDE



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Helping manage your pet's **WEIGHT**



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What is obesity?

Obesity is the most common health condition in dogs and cats. Up to 50% of pets are above their ideal weight for their breed, age and gender.

Overweight pets live shorter lives. Even as little as 20% extra weight can increase the risk of serious conditions such as diabetes, arthritis, heart disease and breathing problems.¹

Common causes

Weight gain is usually caused when pets eat too many calories and don't get enough exercise. Those special treats could be a major cause of an expanding waist line. However there can be other contributing factors:

Age

Older pets are usually less active, so they need fewer calories.

Breed

Some breeds are more likely to gain weight, including Labrador Retrievers, Spaniels, Dachshunds, Pugs and mixed-breed cats.

Neutering

While it's the responsible thing to do, the procedure alters pets' metabolism, making them prone to weight gain.

Pets can vary so much in size and shape, even within a specific breed. This makes it difficult to determine if yours is overweight. So it's a good idea to have your vet check your pet's weight regularly.

Is your pet overweight?

Signs

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

What is your pet's ideal weight?

Every pet has an ideal weight unique to his individual size and body composition. Knowing this target is the first step in any successful weight loss programme.

Ask your vet about **Hill's Body Fat Index**, a simple visual tool that will help you understand the health risks of your pet's condition. Your vet may use the tool to assess your pet's ideal weight and prepare a customised feeding plan. Some clinics may offer the **Hill's Pet Slimmer programme**, which offers fantastic support and lovely rewards for enrolling and meeting weight loss milestones.

www.petslimmer.co.za



How can special food help?

What you feed your pet plays an important role in helping support ideal weight.

Why Hill's™ Prescription Diet™ pet food?

Hill's Prescription Diet weight management products are recommended by vets around the world for weight reduction. They are scientifically formulated and clinically proven to help your pet lose weight. They provide great tasting, complete and balanced nutrition designed to keep pets feeling fuller for longer - making weight loss simple and satisfying for your pet.



Hill's™ Prescription Diet™ product range



Metabolic – Advanced Weight Solution

- Clinically proven weight loss and maintenance²
- Changes a pet's metabolic profile from "fat storing" to "fat burning" to lose weight and reduce the risk of rebound weight gain.



r/d™ – Weight Loss – Low Calorie

- Clinically proven to reduce body fat by 22% in dogs in 2 months and 20% in cats in 3 months²
- High protein and total dietary fibre, reduces hunger and discourages begging.



w/d™ – Low fat – Diabetes – Colitis

- A reduced fat and moderate fibre food recommended for obese prone pets to maintain their optimal body weight.



m/d™ – Weight Loss – Low Carbohydrate – Diabetic

- High protein, low carbohydrate food recommended for cats that respond better to a metabolic approach to weight loss. Or for cats with diabetes.



Available in wet and dry for greater enjoyment.

² Data on file. Hill's Pet Nutrition, Inc.

¹ Toll PW, Yamka RM, Schoenher WD, et al. Obesity. In: Hand MS, Thatcher CD, Remillard RL, et al, eds. Small Animal Clinical Nutrition, 5th ed. Topeka, KS: Mark Morris Institute; 2010:501-542.