

How Hill's Prescription Diet Helps Manage Diabetes

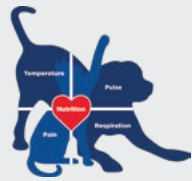
Diabetes is common in overweight pets. Although there is no cure, the nutrition of our Prescription Diet food for Diabetes can help play a role in controlling the disease. With the right diet, diabetic pets can still enjoy a happy, active life.

Prescription Diet w/d Canine

Available in dry and cans

A reduced fat, high-fibre food, clinically proven to help manage dogs with diabetes mellitus.

- A low level of rapid glucose-releasing carbohydrates **help regulate blood glucose levels**
- High quality protein and effective levels of L-carnitine help **maintain lean muscle mass**
- Appropriate levels of fat and calories help **maintain a healthy body weight**



Prescription Diet w/d Multi-Benefit Feline

Available in dry and cans

Clinically tested nutrition formulated for **multiple benefits**: hyperlipidemia management, blood sugar management, weight management and digestive health.

- Formulated with an optimal blend of soluble and insoluble fibre to help **minimise blood glucose fluctuation**, which may **reduce insulin dosage**
- Reduced fat level helps **avoid weight gain**

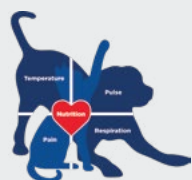


Prescription Diet m/d Feline

Available in dry and cans

A high protein, low carbohydrate diet proven to help manage cats with Diabetes Mellitus and/or excess weight. This food is clinically proven to:

- **Regulate glucose supply**
- **Manage weight** and help reduce body fat



References:

1. Data on file. Hill's Pet Nutrition, Inc.
2. Fritsch D, Allen TA, Dodd CE, et al. Dose-titration effects of fish oil Omega-3 fatty acids in osteoarthritic dogs. Journal of Veterinary Internal Medicine 2010; 24:1020-1026.
3. Kruger JM, Lulich JP, MacLeay J, et al. Comparison of foods with differing nutritional profiles for long-term management of acute nonobstructive idiopathic cystitis in cats. J Am Vet Med Assoc. 2015;247(5):508-517
4. Lulich 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.

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**Hill's Prescription Diet
Weight Loss and
Management food**
Using nutrition to transform
the lives of overweight pets

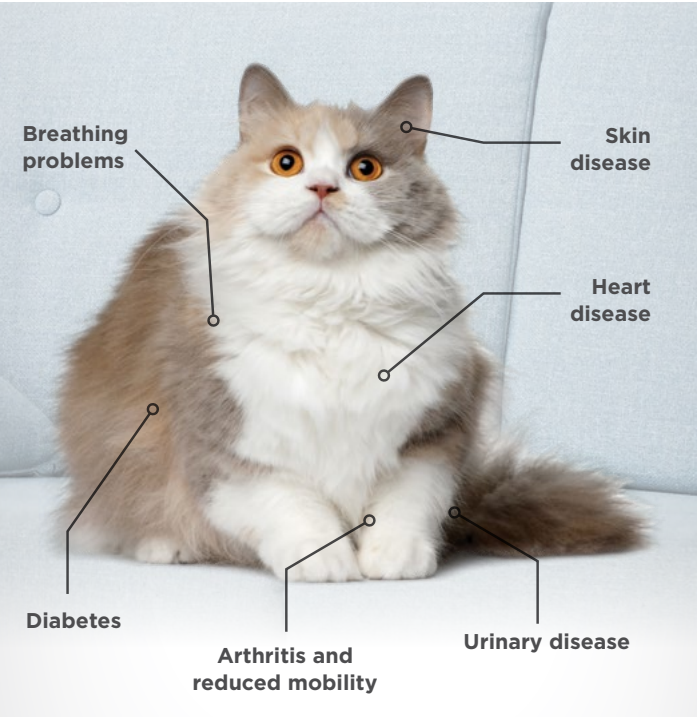
**SCIENCE
DID THAT.**

Risks of Obesity

Obesity is the leading health problem pets face today. Obese pets live shorter lives and have an increased risk for many serious conditions such as:

- Diabetes
- Arthritis
- Heart disease
- Breathing problems

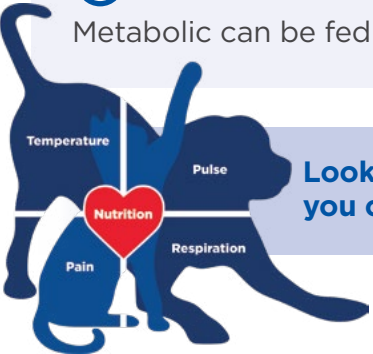
About 90% of pet parents don't see their pet as overweight, but more than 50% of pets are overweight. Even as little as **20% extra body weight can increase their risk.**



Making a Strong Recommendation

90% of pet parents want a food recommendation from their veterinary healthcare team. Give them the advice they need:

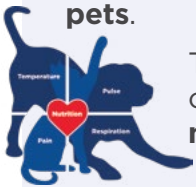
- What they should feed their pet**
Prescription Diet Metabolic helps pets lose weight and helps keep it off without excessively reducing portion sizes.
- How much to feed**
Refer to the feeding guide on pack, and encourage pet parents to weigh the food before feeding. Adjust feeding to maintain weight.
- How often to feed**
Pets needing to lose weight should be fed daily, with their daily portions split into two meals – one in the morning and one in the evening.
- How long to feed**
Metabolic can be fed long term to pets needing to lose weight or maintain current weight.



Look out for this image in the detailer which highlights some of the words you can use to help recommend the right food for your overweight patients.

Unique Way to Help Pets Lose Weight

The unique weight management technology found in Hill's Prescription Diet Metabolic food is based on the science of **nutrigenomics**. Prescription Diet Metabolic products contain a synergistic blend of unique ingredients to help **change the gene expression of overweight pets.**

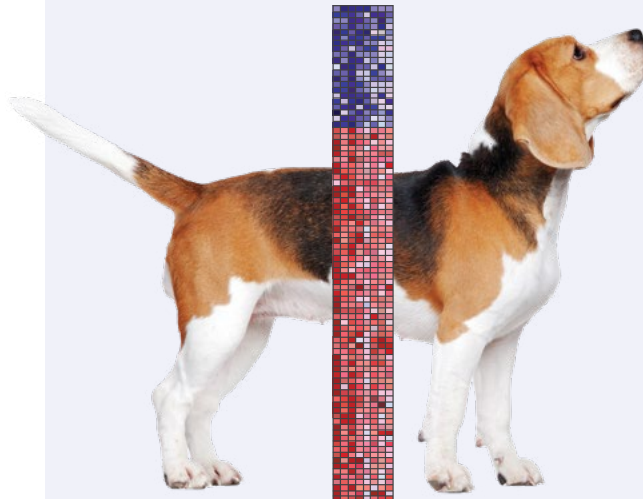


This naturally activates each pet's unique metabolism to behave more like that of a lean pet, allowing for **safe and effective weight loss** while **maintaining muscle mass.**

Obese and lean pets have different gene expression

Lean and obese pets are **metabolically different** as demonstrated by **different gene expression profiles.**

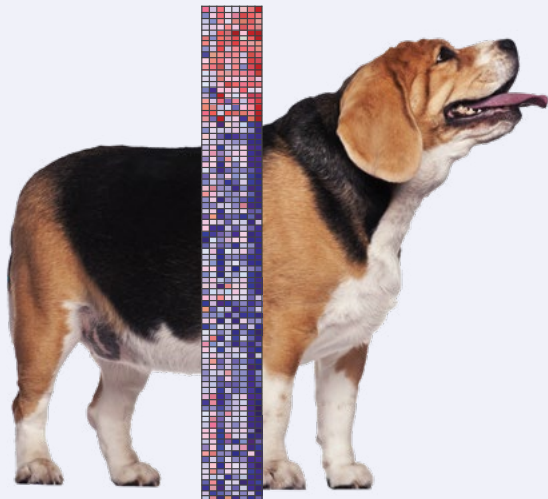
HEALTHY
Gene Expression



Lean pets are **FAT BURNERS**

- Down-regulated
- Up-regulated

UNHEALTHY
Gene Expression



Obese pets are **FAT STORERS**

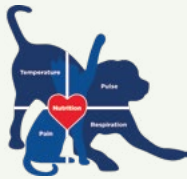
Each small block represents a specific gene expression. The bright red blocks show genes that are very active, while the dark blue means they're less active. The fat dog has many dark blue genes, meaning there are not many active genes that are needed for burning fat. Hence, the dog is overweight. The thin dog has many more active genes that encourage fat burning shown in the red blocks.

Prescription Diet Metabolic Canine & Feline

Available in dry (Canine, Canine Mini & Feline), stew (Canine & Feline) and cans (Canine)

Clinically proven to safely provide 28% body fat loss in dogs and cats in 2 months.¹

- 88% of pets lost weight in 2 months at home¹**
- Helps pets feel full and satisfied between meals to **reduce hunger and begging**
- Helps **avoid weight regain** following weight loss



Prescription Diet Metabolic + Mobility Canine

Available in dry (Canine, Canine Mini) and stew

This tasty dog food combines the full strength technology of Prescription Diet Metabolic and j/d. It's been proven to be effective in both weight management and joint health, with studies showing the following:

- Clinically proven to **improve mobility in as little as 21 days²**
- Weight loss in 88% of pets in 2 months¹**



Prescription Diet c/d Multicare Stress + Metabolic Feline

Available in dry

This diet is made with the full strength technology of Metabolic and c/d Multicare Stress food. It is suitable for cats with concurrent urinary and weight issues, where stress may be a factor.

- The only nutrition shown to **reduce the rate of recurring FIC signs** by 89%³
- Dissolves struvite stones** in as little as 7 days (average 27 days)⁴
- With added L-tryptophan and milk protein hydrolysate to **control stress**

