



Managing Overweight Pets

9 out of 10 pet parents of overweight pets mistakenly identify their pet's weight as normal. This is widely referred to as the "Fat Gap" and is a key factor in the pet obesity epidemic. Sadly, 92% of pet parents don't see that pet obesity is a serious health risk. 30% of pet parents don't check their pet's weight, but the reality is that they just don't see that their pets are overweight.

The Solution



Nutrition



Exercise



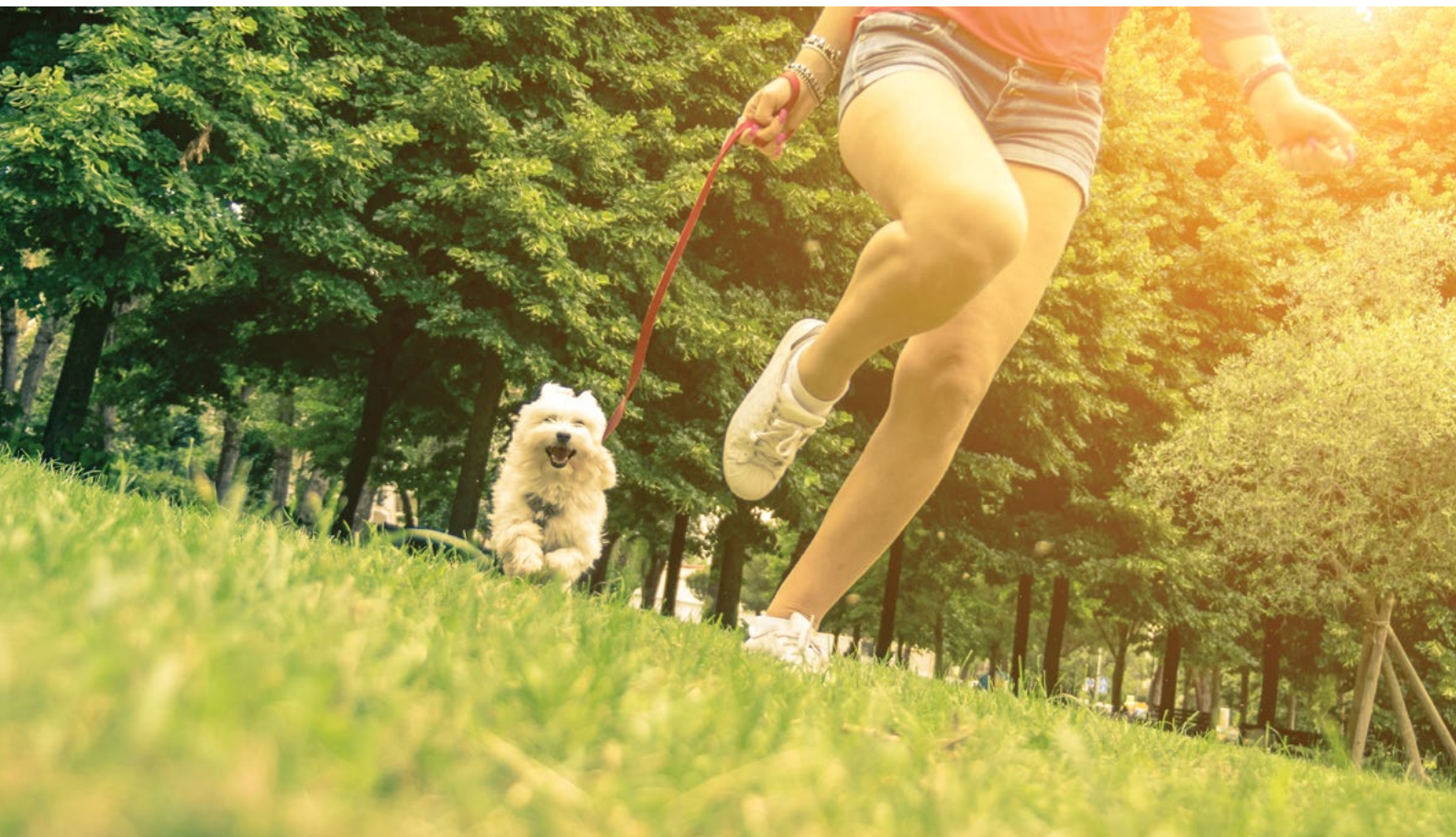
Regular weigh-ins



The Hill's Pet Slimmer Programme

GET ON BOARD WITH HILL'S PET SLIMMER PROGRAMME

www.PetSlimmer.co.za is a web-based programme run by 100s of vet clinics in South Africa and Namibia. Pet parents enroll their pet in a weight loss journey that combines the clinically proven food with regular weigh-ins and your expert advice.



HILL'S PORTFOLIO

Prescription Metabolic Canine and Feline

Prescription Diet Metabolic uses nutrigenomics to help to **change a pet's metabolism from that of a "fat storer" to a "fat burner"**, allowing pets to **lose weight and avoid the yo-yo effect** more effectively. Pet parents are also happier as their pets can maintain weight without resorting to drastically small meal sizes. As we know, it's the behaviour of the pet parent that often determines the outcome.

- ➔ Clinically proven to safely provide 28% body fat loss in dogs and cats in 2 months.¹
- ➔ Helps pets feel full and satisfied between meals to reduce hunger and begging.
- ➔ Helps avoid weight regain following weight loss.
- ➔ 88% of pets lost weight in 2 months at home.²
- ➔ Use as the maintenance diet for best long-term weight maintenance.

Available in

Dry (medium and mini kibble), stews and cans (dog only).



Metabolic dog food is available two delicious flavours, Chicken and Lamb!

Prescription Diet Metabolic + Mobility Canine

One food to help manage concurrent conditions in dogs: obesity and osteoarthritis. Combines the full strength technology of Metabolic and j/d.

- ➔ 88% of pets lost weight at home in two months.
- ➔ Improves mobility in as little as 21 days.³

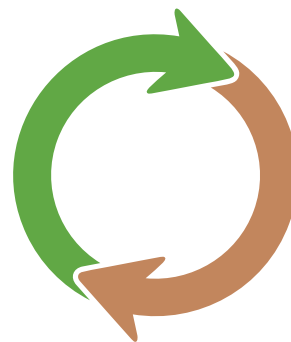
Available in

Dry (medium and mini kibble) and stews



OBESITY OFTEN GOES HAND IN HAND WITH ARTHRITIS

- ➔ Overweight dogs are prone to a range of mobility issues and even a little excess weight can put extra stress on joints.⁴
- ➔ Dogs with arthritis are less able or willing to exercise, which can easily lead to or worsen weight problems.



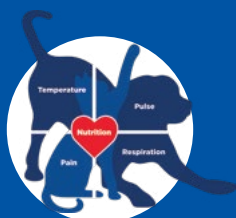
Prescription Diet c/d Multicare Stress + Metabolic

Obesity and stress are two predisposing factors for urinary issues, particularly in cats, so should be managed concurrently. Fat cats are 2.5 times more likely to have urinary issues.

- ➔ Made with the full strength technology of c/d Multicare Stress and Metabolic.
- ➔ Dissolves struvite stones in as little as 7 days.⁶
- ➔ With added ingredients to control stress.
- ➔ Reduces body weight by 11% in 60 days.⁵

Available in

Dry.



Recommending the Right Food

90% of pet parents want a food recommendation from their veterinary healthcare team. Make sure you give them one!

Metabolic	Metabolic + Mobility	c/d Multicare Stress + Metabolic	w/d	m/d
<ul style="list-style-type: none"> Overweight dogs Weight maintenance after weight loss Breeds prone to weight gain Neutered pets beginning to pick up weight 	<ul style="list-style-type: none"> Overweight dogs with mobility issues 	<ul style="list-style-type: none"> Overweight cats with urinary issues or stress Multi-cat households 	<ul style="list-style-type: none"> Fibre-responsive conditions: diabetes mellitus, and constipation Struvite urolithiasis reduction in obese-prone dogs Struvite-associated FLUTD in obese-prone cats 	<ul style="list-style-type: none"> Diabetes mellitus. Hepatic lipidosis.

References

1 - 5. Data on file. Hill's Pet Nutrition, Inc.

6. 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;243:1147-1153. Average 27 days in vivo study in urolith forming cats.

