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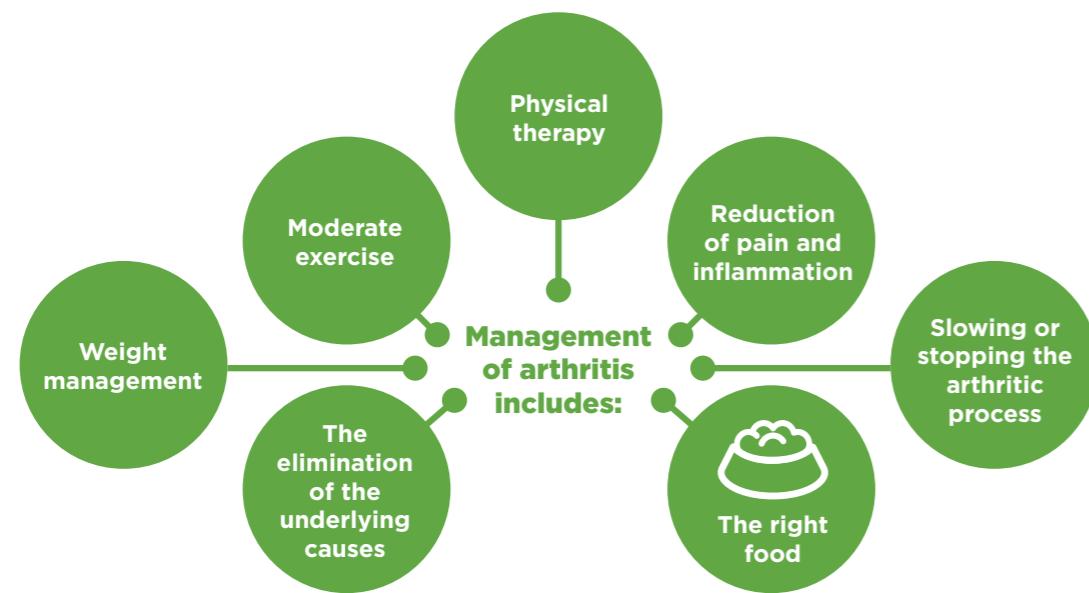
MANAGING MOBILITY ISSUES IN PETS




Hill's Prescription Diet
Mobility food for dogs and cats
Using nutrition to transform
the lives of pets with joint issues

SCIENCE
DID THAT.

Mobility issues in pets are common, but being proactive about them early on helps limit joint damage and helps avoid or delay the need for more aggressive treatments.



For a long-term solution we want to address the causes of arthritis and not just the symptoms

SHORT-TERM FIX	LONG-TERM SOLUTION
<p>Although treatment such as anti-inflammatory drugs can relieve pain from arthritis quickly, there are many downsides:</p> <ul style="list-style-type: none"> Doesn't maintain healthy cartilage or prevent degradation May cause gastrointestinal, liver or kidney problems Low pet parent compliance Expensive <p>Effects of NSAIDs</p> <p>NSAIDS REDUCE INFLAMMATION CARTILAGE DEGRADATION CONTINUES JOINT DEGRADATION CONTINUES</p>	<p>The right food is part of a longer-term approach, including nutrition, that:</p> <ul style="list-style-type: none"> Shows a marked improvement in as little as 21 days¹ Limits cartilage degradation and preserves healthy joint cartilage Helps reduce inflammation and joint discomfort Improves pet parent compliance Produces no side effects <p>Effect an approach including nutrition</p> <p>NSAIDS & OMEGA-3 FATTY ACIDS REDUCE INFLAMMATION EPA REDUCES CARTILAGE DEGRADATION JOINT DEGRADATION INTERRUPTED</p>

The Science Behind Prescription Diet j/d

Prescription Diet j/d is clinically proven to **improve mobility in as little as 21 days¹**. Three key studies support this scientific claim.

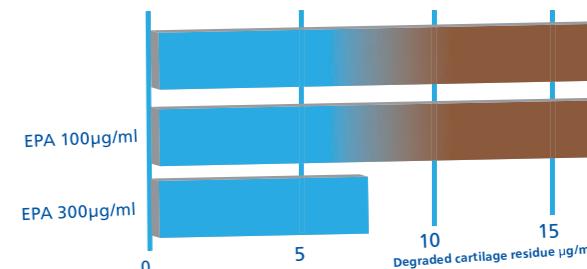
High levels of EPA/DHA⁸ (types of Omega-3 fatty acids) in j/d down-regulate aggrecanase, an enzyme that breaks down cartilage



John Innes
BVSc, PhD, CertVR,
DSAS(Orth), MRCVS
Professor of Small
Animal Surgery,
Liverpool University

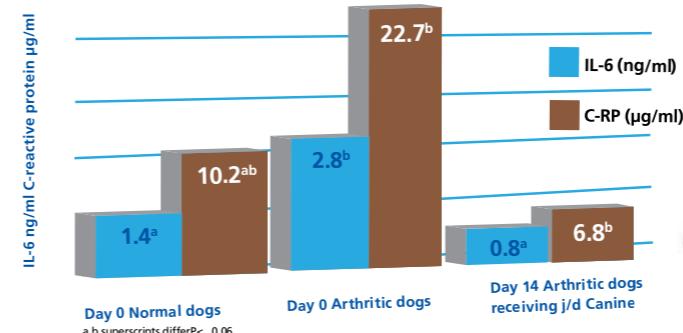
"Our results showed that the EPA in Hill's Prescription Diet j/d Canine nutrition helped to reduce proteoglycan loss from cartilage. This would have beneficial effects in helping to preserve loss of cartilage. By preserving the cartilage, we can soothe joints in the long term and ensure greater mobility for dogs with Osteoarthritis."

In vitro study² showing how an increased dosage of EPA decreases the amount of degraded cartilage residue produced in dogs



High levels of Omega-3 fatty acids help soothe joints

Effect of Hill's Prescription Diet j/d Canine on C-reactive protein and IL-6 in dogs with Osteoarthritis^{3,4}



Enriched with high levels of G&C, building blocks of joint cartilage



Dr. Gérard Bartel,
DVM
Veterinary orthopaedic
surgeon working in private
practice; Président Small
Animal Veterinary Association,
Aquitaine Region Mont-de-
Marsan, France

"Pet owners are usually well informed and aware of the usefulness of chondroprotectors – glucosamine and chondroitin sulphate – in the prevention and treatment of osteoarthritis. These added G&C levels in j/d, associated with a high level of EPA, Omega-3 fatty acids and antioxidants, are both interesting and reassuring to them. Therefore, pet owners easily accept feeding their pets j/d, which quickly improves mobility

Added G&C12 levels mg/kg dry matter	
1000mg/kg	j/d Canine dry food
2000mg/kg	j/d Feline dry food

and quality of life. Seeing these improvements reinforces their commitment to feeding them this nutrition."

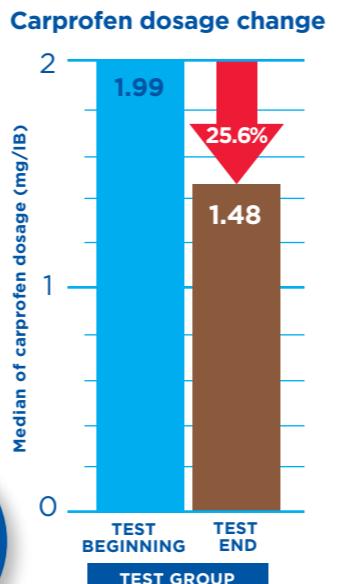
Peer-reviewed clinical studies support the efficacy of Hill's Prescription Diet j/d

1 j/d Canine allows the NSAIDs dosage to be reduced by up to 25%⁵



The objective of this study was to determine whether feeding dogs a diet high in fish oil Omega-3 fatty acids reduces the dosage of the NSAID carprofen in dogs, compared to dogs receiving a control food. At 3-weekly intervals, a veterinary decision was made about lowering the dosage of carprofen for each individual dog within the two food groups.

- Test group of 65 dogs was fed Hill's Prescription Diet j/d Canine
- Control group of 66 dogs was fed a typical commercial dog food



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RESULTS:

Feeding test food resulted in an average dosage decrease of 25%

2 j/d improves weight bearing capacity in 82%⁶ of dogs



This study used force plate analyses to assess the effect of a test food on client-owned dogs with Osteoarthritis compared to a control food.

- Test group of 26 dogs was fed j/d Canine
- Control group of 18 dogs was fed a typical commercial dog food

RESULTS:

Hill's Prescription Diet j/d group:

- Showed a significant change in mean peak vertical force
- 82% of the dogs on the test nutrition showed improvement compared to only 38% of the control dogs (P=0.01)

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Force Plate Gait Analysis is a non-invasive objective method of evaluating limb function, utilising a ground-level platform over which an animal is 'walked'. This method quantifies in terms of 'peak vertical force' any changes over time in the weight-bearing capacity of an affected limb.

3 j/d improves the signs of Osteoarthritis⁷



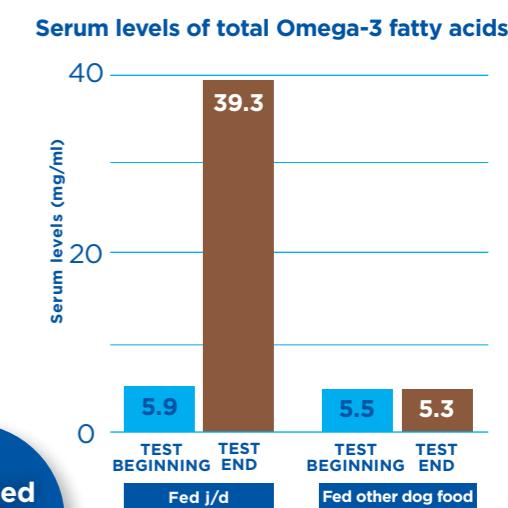
This randomised double-blind study used veterinary examination and owner assessment to evaluate the efficacy of j/d on the signs of osteoarthritis in two groups of dogs.

- Test group of 71 dogs was fed j/d Canine
- Control group of 56 dogs was fed a typical commercial dog food

RESULTS:

Hill's Prescription Diet j/d group showed:

- Significantly improved ability to rise from resting position, play and walk
- Increased serum concentrations of Omega-3 fatty acids
- 15-fold increase in mean EPA concentration



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4 j/d improves mobility in just 21 days¹

4 j/d improves mobility in just 21 days¹

This randomised double-blind, multi-site clinical trial used veterinary examination and owner assessment to evaluate the efficacy of j/d on the signs of Osteoarthritis in 177 dogs.

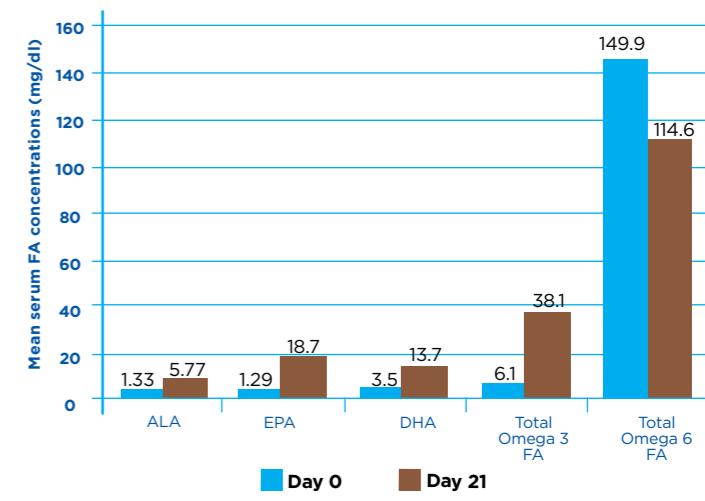
- Test group of 55 dogs was fed j/d
- Control groups of 62 and 60 dogs were fed other nutrition with different levels of fish oils

RESULTS:

Dogs fed j/d Canine saw significant improvement in ability to rise, walk, run, jump, climb steps and play in just 21 days

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Serum FA concentrations for dogs completing study according to protocol



Making a Food Recommendation

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

What should they feed their pet?

Hill's Prescription Diet j/d helps improve a pet's ability to run, walk and jump in as little as 21 days¹.

How much to feed

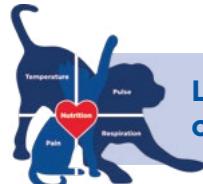
Refer to the feeding guide on pack, and encourage pet parents to weigh the food before feeding. For Metabolic + Mobility, adjust feeding to maintain weight.

How often to feed

A pet's daily food portion can be split into two meals – one in the morning and one in the evening.

How long to feed

Hill's Prescription Diet Mobility food should be fed long term to pets requiring joint support.



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 patients.

The right food can help

Hill's Prescription Diet j/d and j/d Reduced Calorie

Clinically proven to improve mobility in as little as 21 days in dogs¹ and 28 days in cats⁸.

- High levels of the fatty acids EPA in dogs and DHA in cats helps **reduce inflammation** and down-regulate the production of cartilage-destroying enzymes, **slowing the progression of joint deterioration**
- Added glucosamine and chondroitin sulphate provide the building blocks to help **retain healthy cartilage**
- High levels of omega-3 fatty acids **reduce pain, inflammation and discomfort**



Suitable for long-term feeding of adult dogs and cats with joint issues.



Recommended for dogs with joint issues and are prone to weight gain or need to maintain their weight.

Available in dry.

Hill's Prescription Diet k/d + Mobility

This food combines the science of **k/d, j/d and b/d**, providing a nutritional solution ideal for **managing geriatric patients**.

- Improves and lengthens quality of life¹¹⁻¹³**
- Enhanced appetite trigger (E.A.T) technology for **increased caloric intake**
- Supports pets' ability to **build lean muscle mass**
- Supports vitality and alertness** in older pets

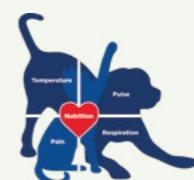


Available in dry and a stew for dogs and cats.

Hill's Prescription Diet Metabolic + Mobility

One food to help manage concurrent conditions in dogs: obesity and arthritis. It combines the **full strength technology of Metabolic and j/d**.

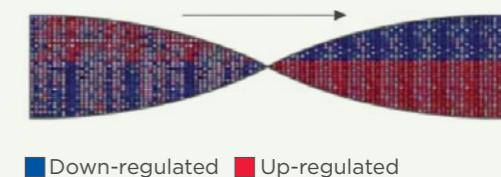
- Clinically proven to **safely provide 28% body fat loss** in dogs in 2 months⁹
- 88% of pets lost weight in 2 months at home¹⁰**
- Helps pets feel **full and satisfied** between meals to **reduce hunger and begging**
- Helps **avoid weight regain** following weight loss



Available in dry, a stew and a smaller kibble for mini dogs.

Obese pets are
FAT-STORERS

Lean pets are
FAT-BURNERS



■ Down-regulated ■ Up-regulated

Available in dry.