



References

1. 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.

2. Caterson B, Little CB, Cramp J et al. Eicosapentaenoate supplementation abrogates canine articular cartilage degradation in 'in vitro' explant culture systems, in Proceedings, Hill's European Symposium on Osteoarthritis and Joint Health 2005;14-19.

3. Frantz N. Effect of Prescription Diet j/dTM Canine on clinical measures, cartilage bio-markers, and metabolomic changes in dogs with osteoarthritis. Journal of Veterinary Internal Medicine 2010; 24: 718 Abstract 156.

4. Hill's Data on File.

5. Fritsch D, Allen TA, Dodd CE, et al. A multicentre study of the effect of a therapeutic food supplemented with fish oil Omega 3-fatty acids on the carprofen dosage in dogs with osteoarthritis. Journal of American Veterinary Medical Association. Vol 236, No. 5, March 1, 2010; 535-539.

6. Roush KJ, Cross AR, Renberg WC, et al. Effects of dietary supplementation with fish oil Omega-3 fatty acids on weight bearing in dogs with osteoarthritis. Journal of American Veterinary Medical Association. Vol 236, No. 1, January 1, 2010; 67-73.

7. Roush JK, Dodd CE, Fritsch DA, et al. A multi-centre veterinary practice assessment of the effect of Omega-3 fatty acids on canine osteoarthritis. Journal of American Veterinary Medical Association. Vol 236, No. 1, January 1, 2010; 59-66.

8. Sparkes A, Allen TA, Fritsch D, and Hahn KA. Effective dietary management of spontaneous appendicular osteoarthritis in cats. Unpublished.

9. Floerchinger AM, Jackson MI, Jewell DE, et al. Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. J Am Vet Med Assoc. 2015;247(4):375-384.

10. Towell TL, Forrester SD, Cross S, et al. Evaluation of a Weight Management Food Designed to Increase Basal Metabolism in a Home Setting. Intern J Appl Res Vet Med 2015;13:14-22.

11. Ross SJ, Osborne CA, et al. Clinical evaluation of dietary modification for treatment of spontaneous chronic kidney disease in cats. J Am Vet Med Assoc 2006;229:949-957.

12. Jacob F, Osborne C, Polzin D, et al. Effect of dietary modification on health-related quality of life (HRQL) in dogs with spontaneous chronic renal failure (abstr). In: Proceedings, 22nd ACVIM. Minneapolis, MN, 2004:828.

13. Jacob F, Polzin DJ. Clinical evaluation of dietary modification for treatment of spontaneous chronic renal failure in dogs. J Am Vet Assoc. 2002;220: 1163-1170.

Hill's Pet Nutrition Inc., PO Box 27136, Hout Bay 7872
Tel: (021) 791 - 9600 • Toll-free 0800 228 783
infoza@hillspet.com • www.hillspet.co.za

/HillsPetZA @HillsPetSA @HillsPetFoodSA @HillsPetFoodSA



© Hill's Pet Nutrition, Inc. 2024



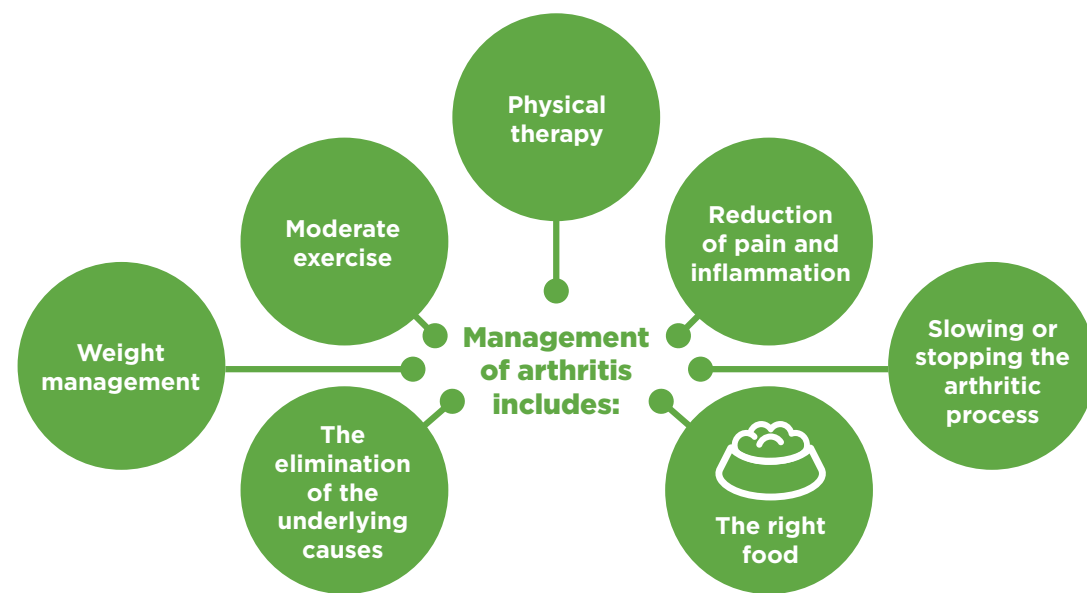
MANAGING MOBILITY ISSUES IN PETS



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

Although treatment such as anti-inflammatory drugs can relieve pain from arthritis quickly, there are many downsides:

- Doesn't maintain healthy cartilage or prevent degradation
- May cause gastrointestinal, liver or kidney problems
- Low pet parent compliance
- Expensive

Effects of NSAIDs

NSAIDS REDUCE INFLAMMATION

CARTILAGE DEGRADATION CONTINUES

JOINT DEGRADATION CONTINUES

LONG-TERM SOLUTION

The right food is part of a longer-term approach, including nutrition, that:

- 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

Effect an approach including nutrition

NSAIDS & OMEGA-3 FATTY ACIDS REDUCE INFLAMMATION

EPA REDUCES CARTILAGE DEGRADATION

JOINT DEGRADATION INTERRUPTED

The Science Behind Prescription Diet j/d

Prescription Diet j/d is clinically proven to **improve mobility in as little as 21 days**¹. Three key studies support this scientific claim.

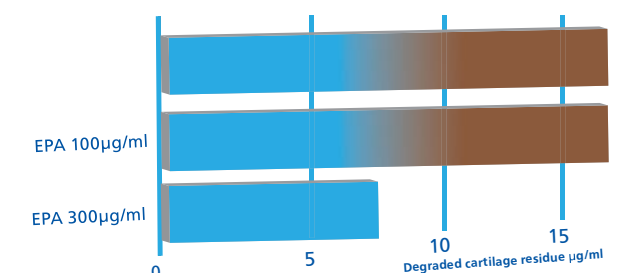
High levels of EPA/DHA⁸ (types of Omega-3 fatty acids) in j/d down-regulate aggrecanase, an enzyme that breaks down cartilage



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

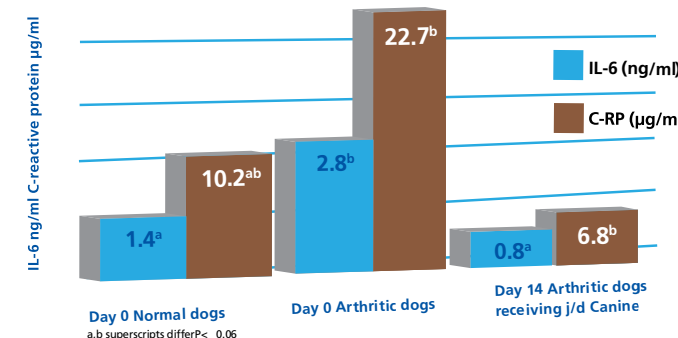
“Our results showed that the EPA in Hill’s Prescription Diet j/d Canine nutrition helped to reduce protoglycan loss from cartilage. This would have beneficial effects in helping to preserve loss of cartilage. By preserving the cartilage, we can soothe joints in the long term and ensure greater mobility 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; President 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

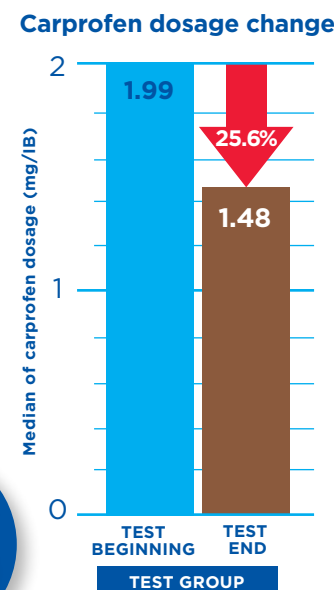


RESULTS:
Feeding test food resulted in an average dosage decrease of 25%

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

Published in JAVMA March 2010



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

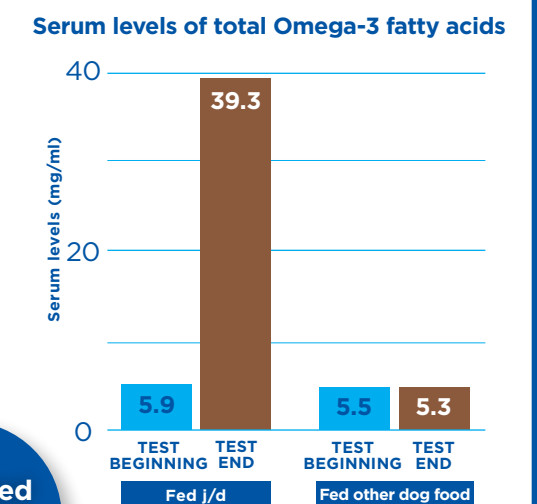
RESULTS:

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



Published in JAVMA March 2010



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)



Published in JAVMA March 2010

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.

4 j/d improves mobility in just 21 days¹

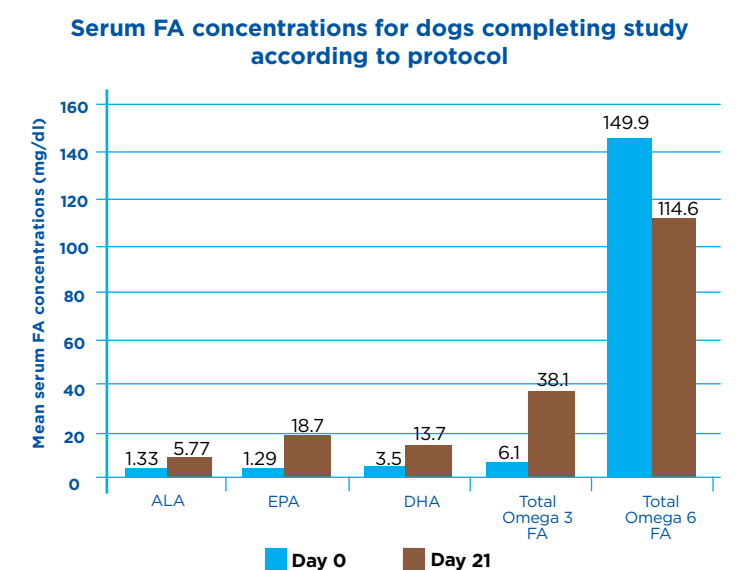
This randomised double-blind, multi-site clinical trial used veterinary examination and owner assessment to evaluate the efficacy of j/d on the signs of Osteoarthritis in 177 dogs.

- 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

Published in JAVMA March 2010



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

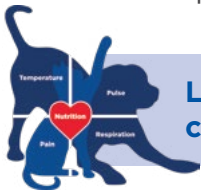
Refer to the feeding guide on pack, and encourage pet parents to weigh the food before feeding. For Metabolic + Mobility, adjust feeding to maintain weight.

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.



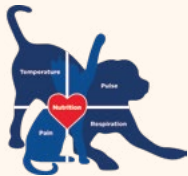
Recommended for dogs with joint issues and are prone to weight gain or need to maintain their weight.

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 life¹¹⁻³
- 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

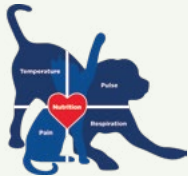


Available in dry and a stew for dogs and cats.

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.

This diet is made with unique weight management technology, based on the science of nutrigenomics, that has a great impact on cell function to help kick-start the body's natural ability to burn excess fat and move the pet **from a fat-storing, to a fat-burning gene profile**.

Obese pets are **FAT-STORERS** Lean pets are **FAT-BURNERS**



■ Down-regulated ■ Up-regulated