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## MANAGING GI ISSUES IN PETS



**Hill's Prescription Diet  
Digestive Care food for dogs  
and cats.**

with ActivBiome+ Technology

## Digestive problems are common in pets, and a huge concern for pet parents.



of pet parents report digestive health as extremely or very important<sup>1</sup>



Top two pet health conditions searched on Google<sup>2</sup>

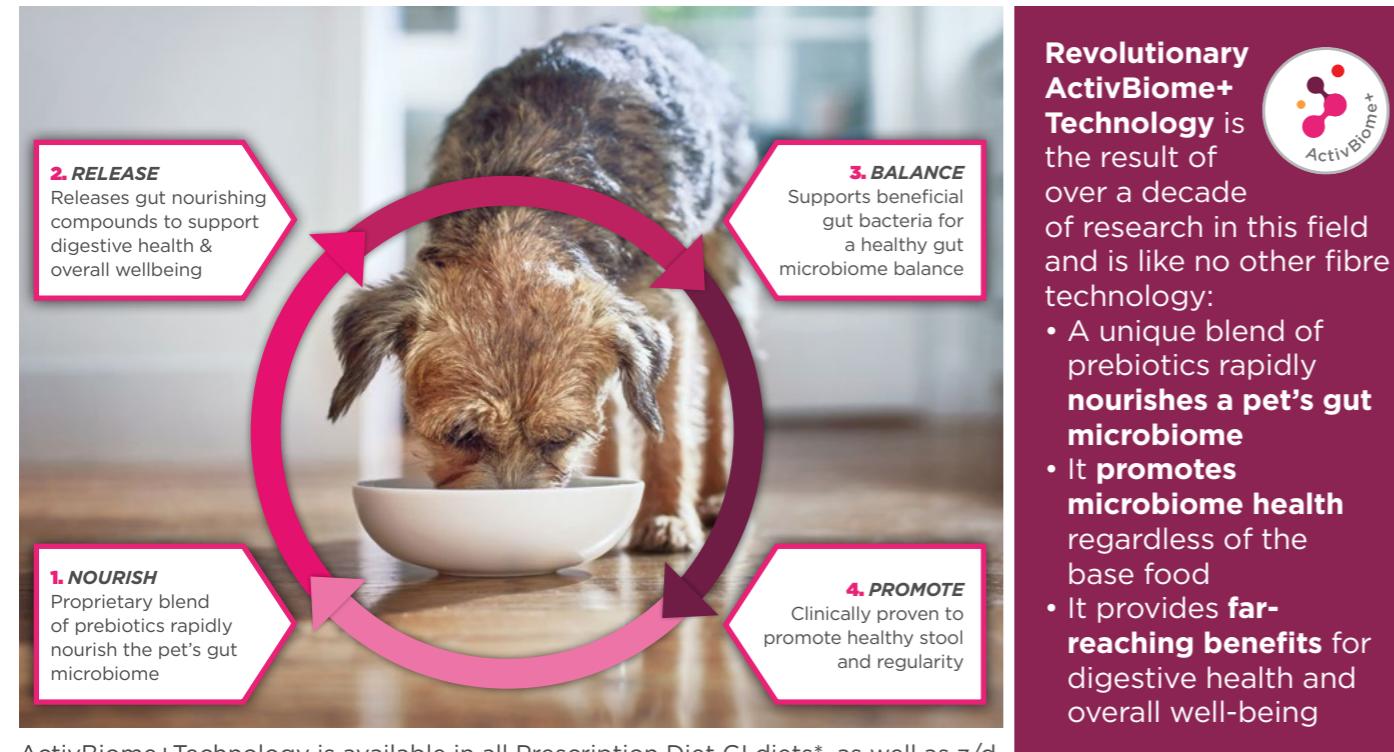
The GI system is the first line of defense against many pathogens, and ensuring good gut health has far-reaching benefits for overall health and wellbeing.

## Prebiotics feed the existing microbiome

Simple solutions - like adding fibre or supplementing with probiotics - don't change the gut ecosystem like we want to. A focus on prebiotics, that feed each pet's unique microbiome and produce beneficial postbiotics, gives us the best potential to benefit the most pets.



## Hill's is an industry leader in microbiome science for pets



\*The i/d stew for dogs doesn't contain this technology.

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

Parents of pets with GI issues want to know how the food is going to help alleviate their pet's symptoms and reduce the risk of recurrence in the long run. No matter the issue, Hill's Prescription Diet GI range with ActivBiome+ Technology offers a solution that can help.

### How much to feed

Refer to the feeding guide on pack, or encourage pet parents to weigh the food.

### How often to feed

A pet's daily portion can be split into two meals - one served in the morning and the other in the evening. Suggest to parents of very sick pets to feed smaller meals more regularly throughout the day, to encourage acceptance.

### How long to feed

To control chronic conditions of the large bowel, longer-term feeding is required. For recovery from surgery and gastroenteritis, GI food can be fed short term. For pets requiring ongoing GI support, the food can also be fed safely over the long term.

Prescription Diet i/d is also suitable for long-term feeding in puppies and kittens.



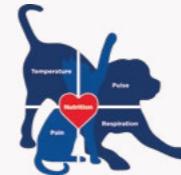
Look out for this image in the detailer which highlights some of the words you can use to help recommend the right food for your GI patients.





### Highly digestible nutrition to help resolve diarrhoea in as little as 3 days.<sup>3</sup>

- Highly digestible with high levels of electrolytes and B vitamins to **replace lost nutrients**
- Prebiotic fibre, shown to **significantly increase beneficial gut bacteria**
- Psyllium to **promote healthy intestinal motility and regularity**



#### What is i/d recommended for?

GI disorders requiring highly digestible nutrition:

- ✓ Acute gastroenteritis
- ✓ Constipation (motility impaired)
- ✓ Esophageal disorders
- ✓ Garbage gut
- ✓ Gastritis
- ✓ Parvovirus
- ✓ Recovery from GI surgery



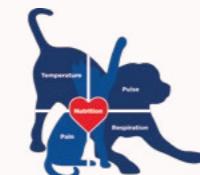
Available in dry, stews and cans

### i/d Stress



### The first and only GI nutrition to help alleviate stress-related GI upset.

- Proprietary **anti-stress formula** with milk protein hydrolysate
- Prebiotic fibre to **support intestinal microbiome**
- Soothing ingredients, including ginger, to **calm the GI tract**



#### What is i/d Stress recommended for?

Cases when stress and related GI signs are best managed together.

- ✓ Suspected stress colitis in dogs up to 14kg
- ✓ Dogs predisposed to stress and anxiety



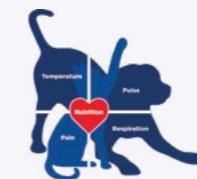
Available in dry

### i/d Low Fat



### Clinically proven nutrition to lower serum triglycerides, a risk factor of pancreatitis.

- Low fat, highly digestible nutrition**
- Proprietary blend with ginger and prebiotic fibre helps **soothe the GI tract**
- Omega-3 fatty acids help **break the cycle of inflammation**



#### What is i/d Low Fat recommended for?

Long-term management of patients with GI conditions requiring a low level of fat.

- ✓ Exocrine pancreatic insufficiency
- ✓ Pancreatitis
- ✓ Protein-losing enteropathy with lymphangiectasia
- ✓ Hyperlipidaemia



Available in dry, stews and cans



### Gastrointestinal Biome



### Breakthrough nutrition that promotes regular healthy stool in as little as 24 hours.

- Clinically proven to **resolve diarrhoea in as little as 24 hours** and promote **healthy regular stool**.<sup>4</sup>
- Clinically proven to **limit future episodes of diarrhoea** in 100% of dogs.<sup>4</sup>
- Shown to **nourish and activate gut microbiome** to support digestive health and wellbeing.<sup>4</sup>



#### What is GI Biome recommended for?

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| ✓ Antibiotic-responsive diarrhoea     | ✓ Flatulence                       |
| ✓ Chronic enteropathy (cause unknown) | ✓ Food-responsive enteropathies    |
| ✓ Colitis                             | ✓ Gastrointestinal neoplasia       |
| ✓ Constipation (motility present)     | ✓ Histiocytic ulcerative colitis   |
| ✓ Fibre-responsive enteropathies      | ✓ Infectious diarrhoea             |
|                                       | ✓ Steroid-responsive enteropathies |



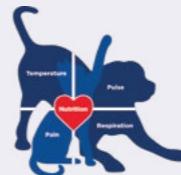
Available in dry and stews



**Derm Complete**

The only clinically proven nutrition for both food and environmental allergies\*.

- A breakthrough formula with bioactives and phytonutrients to **help manage a dog's response to environmental allergens**
- Egg as the novel protein that **avoids 96% of food allergies**<sup>5</sup>
- Omega 3 and 6 fatty acids to **help support healthy skin**, which is a barrier against potential environmental allergens



The nutrition of Derm Complete should be the first recommendation for dogs with a new onset of allergies, including food allergies.

\* The only dietetic nutritional solution for both food and environmental allergies in dogs supported by 3 clinical studies.

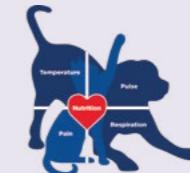


Available in dry and cans

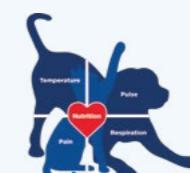
**z/d**

Clinically proven to reduce skin and digestive signs from food intolerances.

- Highly hydrolysed chicken protein and a single purified carbohydrate source
- Increased vitamin E & antioxidants for **improved skin and coat, plus fibre for firm stools**
- Clinically proven to **improve GI signs in 21 days**<sup>6</sup> and **derm signs in 30 days**<sup>6</sup>
- No added intact animal or soy proteins, gluten or lactose.



Available in dry and cans

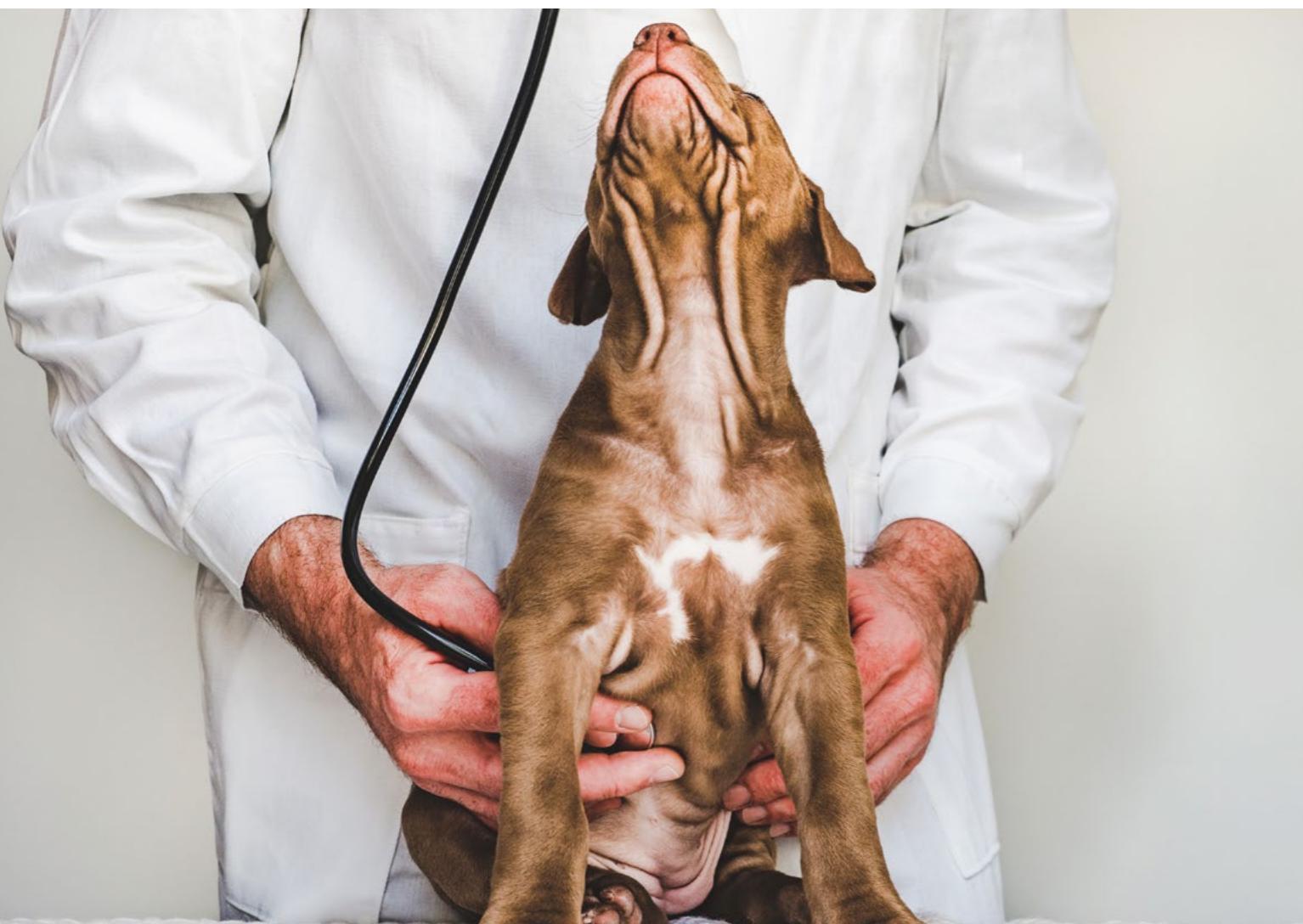
**d/d**

Hypoallergenic nutrition clinically proven to help avoid adverse food reactions and improve digestion and skin health.

- Single intact novel protein & carb source to **limit risk and signs of recurrence of adverse food reactions**
- High levels of omega-3 and -6 fatty acids to **support skin health and break the cycle of inflammation**
- Helps **reduce allergic reactions** to food and **supports skin health**
- No added intact chicken protein, corn, wheat, gluten or soy protein.



Available in dry and cans



LET'S STAY AHEAD

OF EVERY GI ISSUE

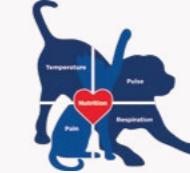


i/d



**Highly digestible nutrition to help improve absorption and stool quality.**

- Highly digestible with high levels of electrolytes and B vitamins to **replace lost nutrients**
- Psyllium to **promote healthy intestinal motility and regularity**
- Prebiotic fibre shown to significantly **increase beneficial gut bacteria**



Available in dry,  
stews, cans and  
pouches

**What is i/d recommended for?**

GI disorders requiring highly digestible nutrition:

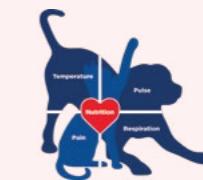
- ✓ Acute gastroenteritis
- ✓ Constipation (motility impaired)
- ✓ Esophageal disorders
- ✓ Exocrine pancreatic insufficiency
- ✓ Gastritis
- ✓ Pancreatitis
- ✓ Recovery from GI surgery

**Gastrointestinal Biome**



**Breakthrough nutrition that promotes regular healthy stool.**

- Shows **positive results in cats with constipation and diarrhoea<sup>8</sup> in as little as 24 hours**
- **Improves clinical response** in cats with constipation or diarrhoea more effectively than foods with traditional fibre sources
- Helps **limit future episodes** of fibre-responsive GI issues with continuous use
- Shown to **nourish and activate the gut microbiome** to support digestive health and wellbeing.<sup>9</sup>



Available in dry  
and stews

**What is GI Biome recommended for?**

Acute/chronic fibre-responsive GI disorders:

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| ✓ Antibiotic-responsive diarrhoea     | ✓ Flatulence                       |
| ✓ Chronic enteropathy (cause unknown) | ✓ Food-responsive enteropathies    |
| ✓ Colitis                             | ✓ Gastrointestinal neoplasia       |
| ✓ Constipation (motility present)     | ✓ Infectious diarrhoea             |
| ✓ Fibre-responsive enteropathies      | ✓ Steroid-responsive enteropathies |

## PRODUCTS FOR LONG-TERM MANAGEMENT OF ADVERSE FOOD REACTIONS IN CATS

**d/d**

**Clinical nutrition formulated to help avoid adverse food reactions, support digestion and skin health.**

- Hypoallergenic diet that helps **reduce allergic reactions** to food and **supports skin health**
- A single novel animal protein (duck) with a single source of carbohydrate and vegetable protein
- Balanced levels of essential fatty acids to **help support healthy skin and a shiny coat**



Available in dry

**z/d**

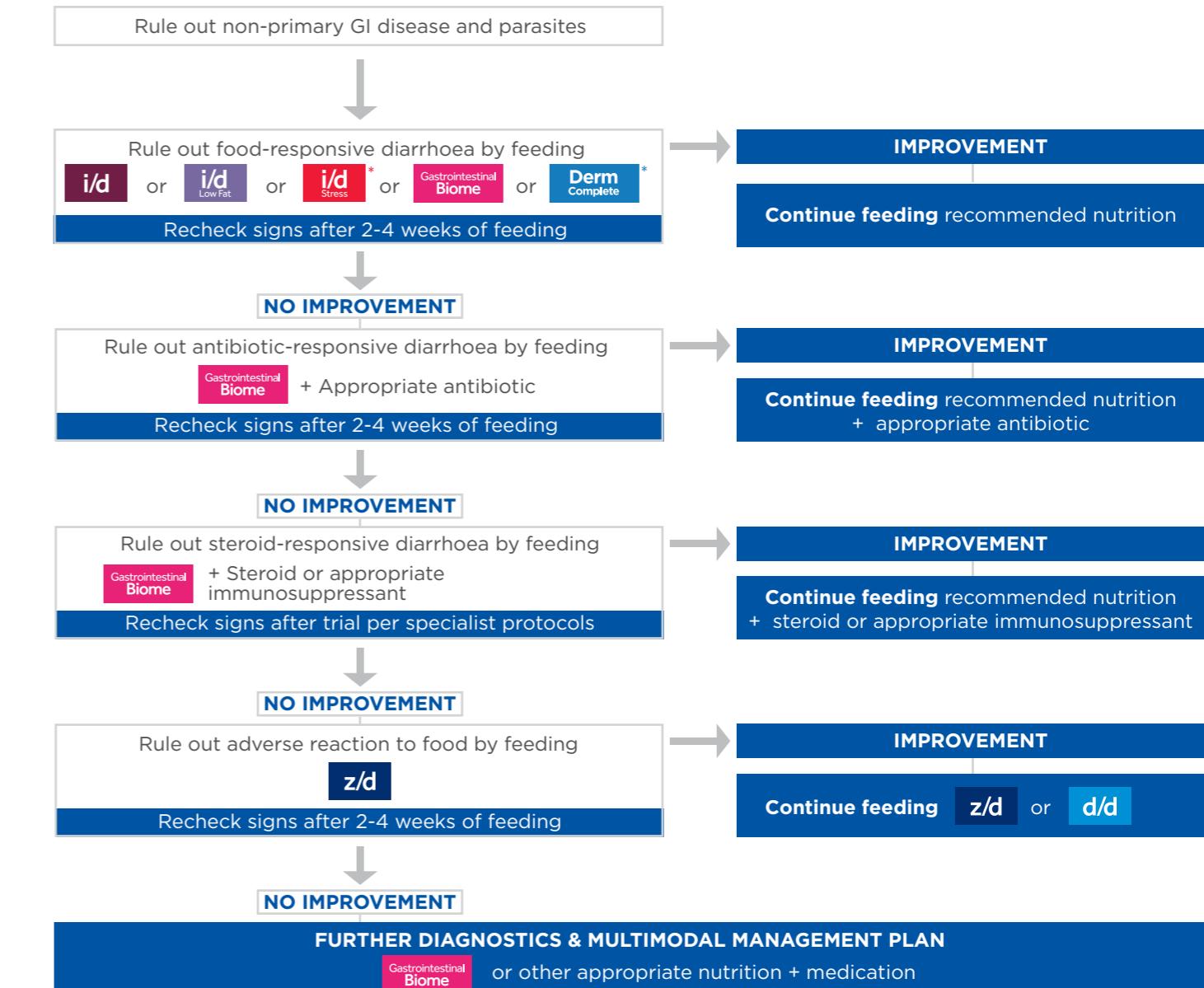
**Clinically proven nutrition to help support a cat's food sensitivities and help avoid adverse food reactions.**

- Formulated to help **improve digestion and stool quality**
- Highly hydrolysed animal protein and single carbohydrate source



Available in dry and cans

## NUTRITIONAL MANAGEMENT OF PETS FOR DIGESTIVE HEALTH



\*Available for dogs only

### References

1. Beneo-Consumer Attitudinal Research (<https://bit.ly/39TKmje>), pet owners in DE, UK, US, China & Brazil
2. Google Dog/Cat Health Condition Keywords US - 2019
3. Hill's Data on file.
4. Hill's data on file. Clinical study on microbiome changes in dogs.
5. Mueller RS, Olivry T, Prélaud P. Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. *BMC Vet Res.* 2016;12:9.
6. Loeffler A, Lloyd DH, Bond R, et al. Dietary trials with a commercial chicken hydrolysate diet in 63 pruritic dogs. *Vet Rec* 2004; 154: 519-522.
7. Wernimont, S.M., et al. Food with Specialized Dietary Fiber Sources Improves Clinical Outcomes in Adult Cats with Constipation or Diarrhea (in a 2 Month Study). *FASEB J.* 2020;34(1). Some cats may require multimodal management.
8. Hill's data on file. Clinical study on microbiome changes in cats.