

EARLY DETECTION IS IMPORTANT

The IDEXX SDMA is a revolutionary kidney function test which can detect kidney disease up to **4 years earlier in cats** and **2 years earlier in dogs**.

In just one year the SDMA test identified **over 1.6 million pets worldwide** with probable kidney disease that the traditional test would have missed. In fact, before the SDMA test this disease could only be identified once 75% of the kidney function was already lost.

Make sure to **ask your vet for an SDMA test** – it's simple and earlier detection means earlier intervention, which can give your pet the best chance at a longer, happier and healthier life.

HILL'S PRESCRIPTION DIET RANGE

Prescription Diet k/d



The only clinically proven nutrition to improve and lengthen quality of life in pets with chronic kidney disease.^{1,2,3}

- Helps protect vital kidney function with controlled phosphorus and low sodium, enriched with omega-3s from fish oil
- With Enhanced Appetite Trigger technology, clinically proven to stimulate appetite and encourage food intake
- Supports natural ability to build and maintain muscle mass with optimised levels of essential amino acids and high quality protein
- Helps manage the changes in the gut microbiome caused by impaired kidney function by nourishing the gut microbiome to support kidney health



Dry k/d available in

Chicken & **Tuna**

Prescription Diet k/d + Mobility



- Made with the full strength technology of Prescription Diet k/d and j/d
- Along with the same benefits of k/d, this diet also helps pets with stiff joints walk, run, play and climb stairs more easily in as little as 21 days⁴
- Clinically proven to support vitality and alertness in older pets



Prescription Diet u/d



To aid in the management of dogs with urolithiasis.

- Contains a low level of high-quality protein to reduce the formation of break-down products that cause discomfort in patients with kidney failure
- Helps decrease the risk of recurrence of urate and cystine stones
- With antioxidants to support a healthy immune system



- 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.
- 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.
- 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.
- 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.

HOW TO INTRODUCE THE NEW FOOD

We recommend introducing this new food over a period of weeks to help avoid any tummy upsets and for better acceptance.

Transition Schedule



Most pets don't like sudden change and are more willing to accept new things if change is gradual and they're allowed to make choices. For finicky and older pets or pets with health conditions, extend the transition period up to four or more weeks.

LED BY SCIENCE, LOVED BY PETS.

All Hill's foods are developed by a team of veterinarians, PhD nutritionists and food scientists.

HOME TO OUR #1 TASTE TESTERS.

Our global Pet Nutrition Centre is where our 900+ dogs and cats help us develop forward-thinking food – so your pet has the best nutrients for their best life.

FOOD, SHELTER & LOVE.

Hill's Food, Shelter & Love programme provides food to shelters and has helped over 12 million pets and counting find a forever home.

For quality, consistency and taste, or your money back.



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* Hill's guarantees Prescription Diet brand pet food for quality, consistency and taste. If you are not completely satisfied with any purchase of Prescription Diet brand pet food for these reasons, simply return the unused portion to your veterinarian for a full refund or replacement.

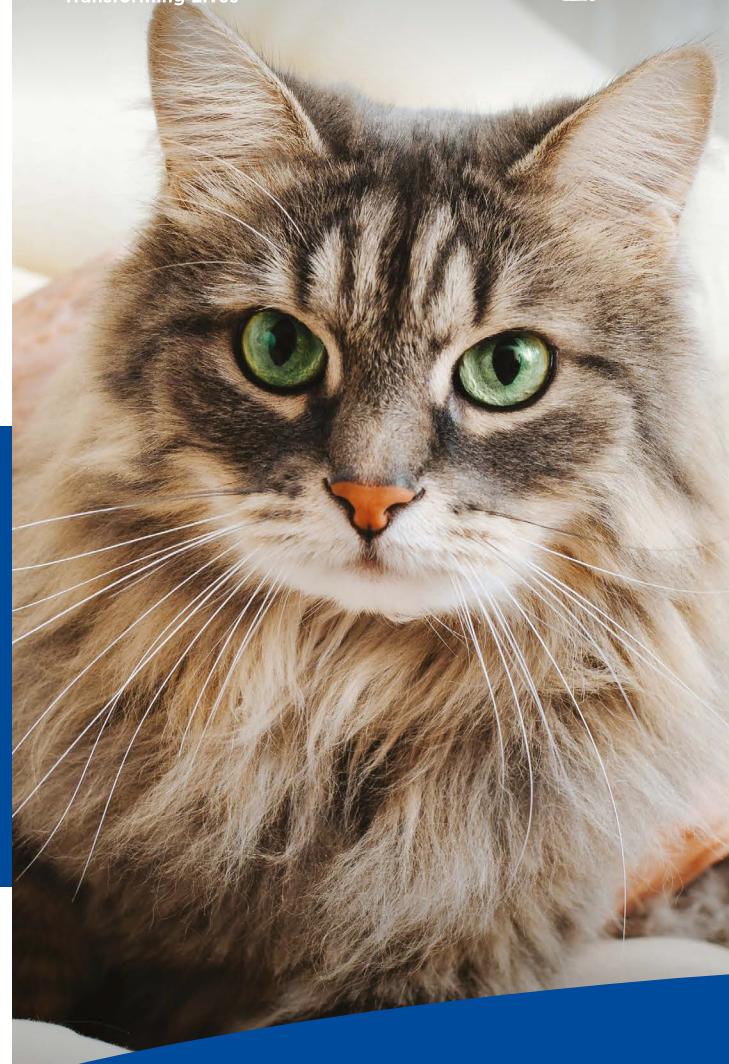


Transforming Lives



DOG

CAT



Kidney health

WHAT IS KIDNEY DISEASE?

Kidneys remove waste substances from the blood and maintain the normal balance of fluid and minerals within the body. Any condition that damages the kidneys is referred to as kidney disease.

In many cases, signs of serious illness only appear when three quarters of the kidney's function has already been lost. Damage is usually irreversible. This is why early detection is so important, especially for pets age 7 or older.



COMMON CAUSES

Kidney disease is common in pets, but with early diagnosis and treatment, progression can be slowed and many pets go on to live happily for years after diagnosis.

The kidneys can be damaged by a wide range of conditions, including infection, toxins, and trauma.

Factors that can make pets more prone to kidney disease include:

Age

The chance of developing kidney problems increases after the age of 7.

Food

Some foods high in phosphorus can increase the progression of kidney disease. Most foods that have increased levels of protein are also high in phosphorus.

Breed

Some breeds are more likely to develop particular types of kidney disease. For example: English Cocker Spaniel, German Shepherd, Bull and Cairn Terriers, Himalayans and Persians.

Environment

Some chemicals, including certain disinfectants, antifreeze, lead paint and some human medications, can damage the kidneys.

COMMON SIGNS

The signs of kidney disease can be difficult to recognise, but if you notice any of the following, it could mean your pet has a kidney problem.



IMPORTANT NOTE

An increase in thirst is the first sign of kidney failure - if you notice this, or any of the above signs, contact your veterinarian immediately.

CAN FOOD HELP?

The right nutrition can positively impact your pet's quality of life.

THE BENEFITS OF PRESCRIPTION DIET KIDNEY CARE FOOD



High quality and controlled levels of protein to minimise kidney workload



Reduced phosphorus and sodium to slow the progression of kidney disease



High levels of essential amino acids and L-carnitine to support the natural ability to build and maintain lean muscle mass



Enhanced Appetite Trigger (E.A.T.) Technology for cats stimulates appetite and increases food intake

THE LINK BETWEEN GUT AND KIDNEY HEALTH



Chronic kidney disease is associated with an altered intestinal microbiome resulting in the production of uraemic toxins. These toxins can harm the kidneys and contribute to the progression of kidney disease.

This is why Prescription Diet k/d and k/d + Mobility are formulated with **ActivBiome+**

Kidney Defense technology to nourish the gut microbiome to help:

- reduce harmful waste products
- support kidney function