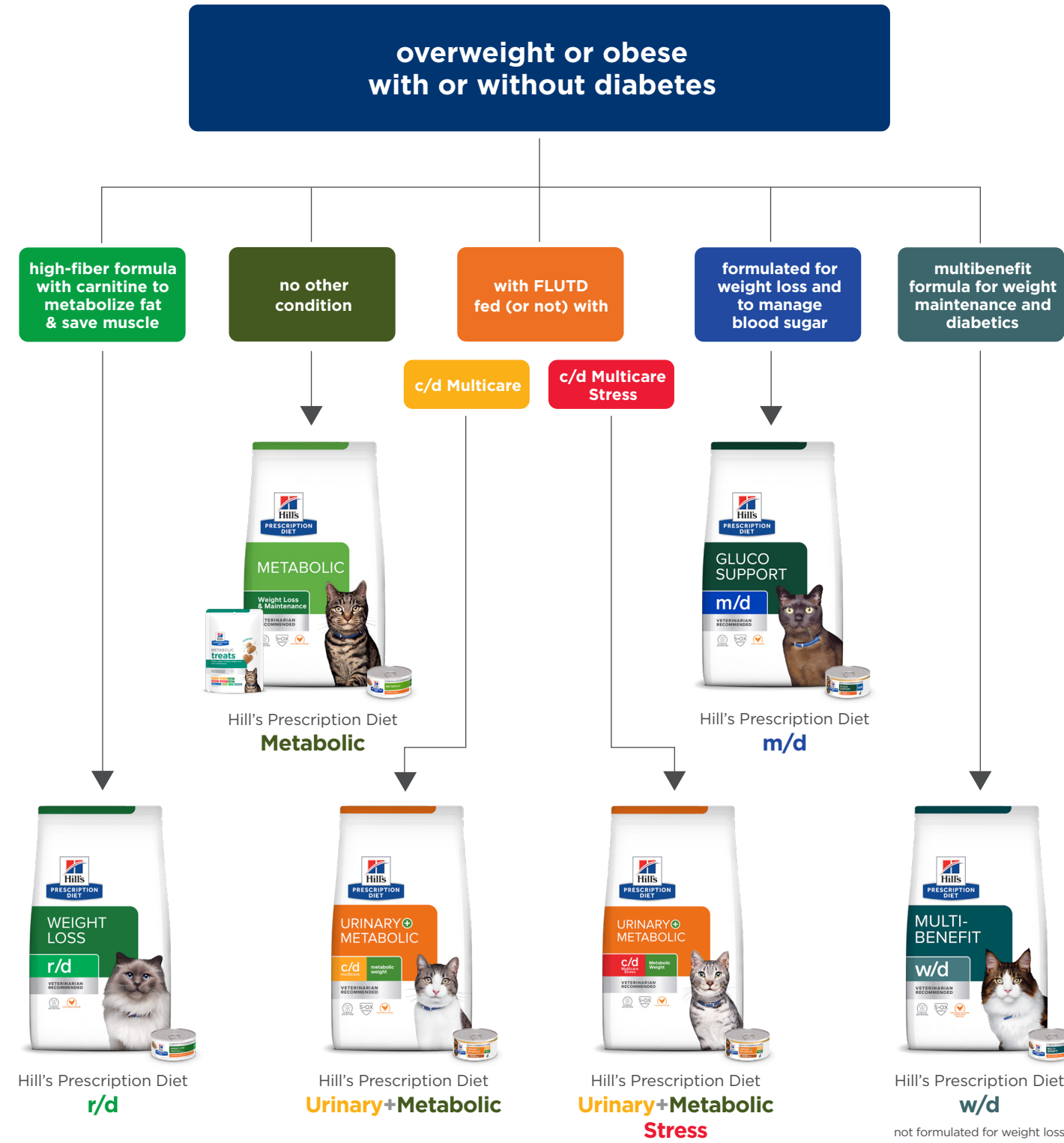


weight management dog portfolio



weight management cat portfolio



1 in 3 pet parents do not recognize their pet's weight issue



Start the weight conversation today.

SCIENCE DID THAT.



Ask your Hill's representative how Metabolic nutrition can help your patients

HillsVet.com

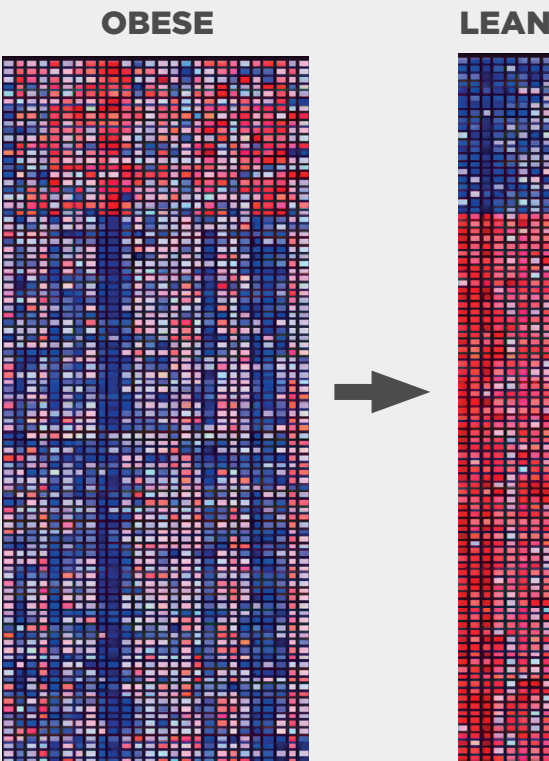


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Dog: ¹ Floerchinger AM, Jackson MI, Jewell DE et al. Effects of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. *J Am Vet Med Assoc.* 2015;247:375-384.
² Christmann U et al. Effectiveness of a new weight management food to achieve weight loss and maintenance in client-owned obese dogs. *Intern J Appl Res Vet Med.* 2015;13(2):104-115.
³ 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 cats. *J Am Vet Med Assoc.* 2015;247:365-374.
⁴ Christmann U, Becvarova I, Werre S, Meyer H. Effectiveness of a new dietetic weight management food to achieve weight loss in client-owned obese cats. *J Feline Med Surg.*
 Both species: ⁵ Towell T, 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(1):14-22. 2016;18(12):947-953.

gene expression technology

At Hill's, we have been studying how nutrition impacts a pet's cell function for over a decade.



Obese and lean pets have different gene expression

Obese pets are **FAT-STORERS**

Lean pets are **FAT-BURNERS**

1 column = 1 unique dog
1 row = 1 unique gene

■ Down-regulated
■ Up-regulated



spark their metabolism

- Traditional weight management foods rely on high-fiber, low-calorie recipes to achieve calorie deficit whilst managing hunger and satiety.
- Hill's Prescription Diet Metabolic clinical nutrition goes far beyond this by changing pets' metabolic profiles.

synergistic blend of ingredients

Using predictive biology technology, we have selected powerful ingredients that work together to have an even greater impact on cell function in order to help:

- Metabolize fat for energy production and maintain lean body mass
- Avoid weight regain following a weight loss program



Coconuts



Tomatoes



Flaxseed



Carrots

great results with Prescription Diet Metabolic

88% of pets lost weight at home¹

5 published studies^{2,3}



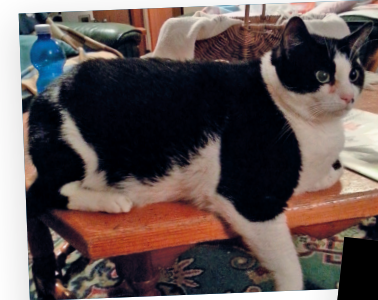
Before: 58.5 lbs



After: 46 lbs

Audrey lost 21% body weight in 16 weeks*

Veterinary Clinic Chieri, Chieri, Torino, Italy



Before: 28 lbs



After: 21 lbs

Camillo lost 24% body weight in 18 weeks*

Dr. Francesca Venuti, Owner & Veterinarian, Palmanova, Italy

taste pets can't resist

Rich flavors • Hearty stews • Delicious treats



*Amount and timing of weight loss results may vary depending on each pet's individual characteristics

spark a conversation

"Are you aware?"

Use social media or waiting room time to raise awareness before the conversation (e.g., dedicated weighing area).

"No shame"

Try to focus your weight conversation on metabolism — weight gain can be a sign of a slowing metabolism which happens naturally over time.

"It is guilt free"

Be confident and positive. Metabolic nutrition reduces the need for clients to precisely measure the food to safely achieve weight loss success.

"Here is your plan"

Provide a written recommendation and book a follow-up appointment to track progress.



potential advantages for you



Easier conversations



More accepted recommendations



Better compliance



More successes



Better relationships with clients