



Technical
Information
Services

UPDATE

on clinical nutrition™

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KEY POINTS

Hydrolyzation is a new technology in managing food allergies in pets.

The hydrolyzed proteins in Prescription Diet® z/d™ pet foods are too small to trigger an allergic response from the pet.

Prescription Diet® z/d™ brand pet foods give veterinarians and pet owners a simple, long-term solution to managing food allergies.

Nutrition That Simplifies The Management Of Food Allergies

Until now, pets with food allergies had only two nutritional choices. They were either fed a food made from novel protein sources or they were fed a homemade recipe that was often nutritionally incomplete.¹ Today, an innovative process called hydrolyzation, used in the making of Prescription Diet® z/d™ brand pet foods, promises to simplify the way veterinarians nutritionally manage pets with food allergies.

THE OLD TECHNOLOGY

The old approach to managing food allergies in pets often required one or more of the following protocols:

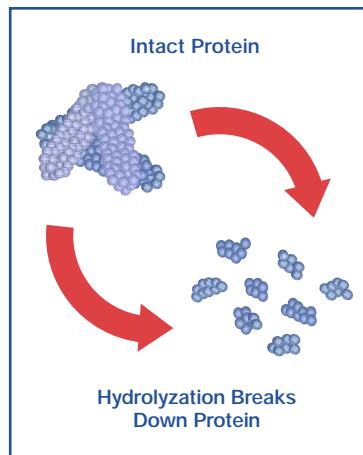
- Complete nutritional history
- Elimination food trials
- Unreliable blood and intradermal testing

A NOT-SO-NOVEL APPROACH

The old approach also called for either a manufactured food or a homemade recipe containing a novel protein source such as duck, venison, rabbit, salmon, even kangaroo. Logic dictated that if a pet had never been exposed to these proteins, there was a good chance its immune system had not yet developed a sensitivity to them. However, finding the right food was often a tedious process of trial and error. And once the correct food had been found, another problem surfaced – the pet could eventually become allergic to the novel protein food.

THE NEW TECHNOLOGY

A process called “hydrolyzation” has been used successfully for years in hypo-allergenic baby formulas, but is new to the pet food industry. Hydrolyzation breaks down protein molecules so that they are too small to be detected by the pet’s immune system and thus, an allergic reaction is avoided. Hill’s is the only company that offers a complete line of hydrolyzed dry pet foods for both dogs and cats.



THE SIMPLE, LONG-TERM SOLUTION

Hill’s 10-year commitment to create Prescription Diet® z/d™ brand pet foods now gives veterinarians a simple, long-term solution to managing food allergies.

Once an allergy is diagnosed, veterinarians need only recommend z/d™ brand pet foods. Weeks of waiting for unreliable blood tests or finding the correct novel protein food are no longer necessary. In the final analysis, the Prescription Diet® z/d™ line gives veterinarians all the products they will ever need to manage adverse reactions to food.

¹ Roudebush, P., Cowell, C.S., A survey of hypoallergenic diet recommendations by North American veterinarians and analysis of homemade diet prescriptions. Veterinary Dermatology 1992, 3:23-28.

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