

Hill's® Prescription Diet® pet foods

Hill's® Prescription Diet® pet foods are specially formulated to help manage pets with health problems. Backed by extensive clinical studies, Hill's offers the most reliable and trusted range of therapeutic pet foods.

Your veterinarian will recommend a Hill's® Prescription Diet® brand pet food that will help slow the effects of brain aging. Changing to Hill's is easy because the products taste great and are appealing to pets.

If your pet has been diagnosed with brain aging, you will need to feed the new food long term to help control further signs and to manage your dog's condition.

¹Dodd CE, Zicker SC, Jewell DE, Fritsch DA, Lowry SR, Allen TA. Can a fortified food affect behavioral manifestations of age-related cognitive decline in dogs? *Veterinary Medicine*. 2002; 98:396-408.

²Milgram NW, Head E, Cotman CW, Muggenburg B, Zicker SC. Age dependent cognitive dysfunction in canines: Dietary intervention. In: Overall KL, Mills DS, Heath SE, Horwitz D [editors], Proceedings of the Third International Congress on Veterinary Behavioral Medicine. Universities Federation for Animal Welfare, Wheathampstead, UK. 2001; 53-57.



We're confident your pet will enjoy Hill's® Prescription Diet® foods. In fact, we're so confident that we offer a 100% money-back guarantee.



(See back panel for details)

Hill's® Prescription Diet® b/d®

Clinically proven to slow effects of brain aging^{1,2}

Contains a unique balance of antioxidants, vitamins, minerals and added fish oil to help protect brain cells against free radicals and to help support the brain as it ages.

Hill's® Prescription Diet® b/d® Canine is a complete food that provides all the nutrition your older dog needs.



Living Proof

After only 60 days of feeding Hill's Prescription Diet b/d Canine, owners of older dogs reported significant improvements in the following behaviors:¹

- Confusion
- Sleep or Activity Changes
- Social Interaction
- House-Soiling Accidents

Clinical Evidence

Hill's Prescription Diet b/d was the first food shown in a clinical study to:

- Improve alertness in older dogs¹
- Increase attentiveness to problem-solving tasks



Your checklist

- ✓ Only feed the food recommended by your veterinarian
- ✓ Don't feed people food—this can decrease the effectiveness of the recommended food
- ✓ Always provide plenty of clean, fresh water
- ✓ If the original signs do not get better or return, contact your veterinarian
- ✓ Do not supplement, unless directed to do so by your veterinarian

FEEDING INSTRUCTIONS

Food recommended: _____
 Daily amount: _____
 No. of meals per day: _____
 How long: _____
 Next appointment: _____

FOR MORE INFORMATION

For more information about Hill's® pet foods, call Hill's Consumer Affairs at 1-800-445-5777 or visit www.HillsPet.com

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



P-9060

Brain Health and Behavioral Changes in Dogs



Clinical Nutrition to Improve Quality of Life™



What is brain aging?

Just like the rest of the body, the brain is affected by the aging process. Damage to the brain's cells can lead to changes in your dog's behavior.

Half of all dogs 8 years and older will show some signs of brain aging. Thanks to advances in medicine and pet nutrition, the right food and advice can help limit its effects and maintain your dog's activity level.



What causes brain aging?

As the brain ages, free radicals cause damage to the cells. Although some free radicals may be caused by the effects of environmental conditions, the majority are produced by the body's own metabolism.

Little can be done to stop free radicals from being produced. Antioxidants, vitamins and minerals have been found to counteract the damage caused by free radicals and may help maintain normal behavior for a long and healthy life.



Is my dog showing signs of brain aging?

Changes in brain function occur very slowly. The first thing you'll notice may be small differences in behavior, such as increased sleeping, lack of energy or irritability. You may not notice these changes until they start to interfere with your dog's everyday life. The following signs are commonly used by veterinarians in the diagnosis of brain aging.



IMPORTANT

If you notice any changes in your dog's behavior, consult your veterinarian.

The importance of nutrition

The food your pet eats plays an important role in his or her overall health and well-being. Balanced nutrition is an essential part of an active, healthy lifestyle.

As your pet gets older, he or she may develop problems associated with brain aging. This brochure explains how nutrition can help.

Topics covered:

- What is brain aging?
- Causes of brain aging
- Signs of brain aging
- Nutrition that improves the condition

