

## 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 manage your pet's dietary sensitivity. Your pet may need long-term management, so you may be advised to feed the new food permanently or just for a short time until the symptoms of your pet's dietary sensitivity improve.

Hill's Prescription Diet foods are available in both canned and dry formulas, which can be used alone or together to meet your pet's needs and preferences. Changing to Hill's is easy because the products taste great and are appealing to pets.

Dog			Cat		
Protein	Carb	Form	Protein	Carb	Form
* Venison	Potato	Dry & Canned	* Venison	Green Pea	Dry & Canned
* Duck	Potato	Dry & Canned	* Duck	Green Pea	Dry & Canned
* Salmon	Potato	Dry & Canned	* Rabbit	Green Pea	Dry & Canned
+ Egg	Rice	Dry			
+ Lamb	Rice	Canned			

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® z/d® ULTRA Allergen-Free

*Helps identify food allergy and food intolerance*

Enables your veterinarian to accurately identify dietary sensitivity. Formulated to soothe and relieve symptoms in both dogs and cats.



## Hill's® Prescription Diet® z/d® Low Allergen

*Helps pets with food allergy and food intolerance*

Effectively controls allergic reactions to food, and relieves your pet's skin or digestive discomfort.



## Hill's® Prescription Diet® d/d®

*Helps pets with all skin conditions*

Contains high levels of essential fatty acids that soothe and protect inflamed skin, and high-quality protein to promote healing. Formulated to protect skin cells and reduce the risk of adverse reactions to food.



## Hill's® Prescription Diet® Hypoallergenic Treats

*A treat for pets with dietary restrictions*

Complements all Hill's Prescription Diet pet foods as a tasty, healthy and rewarding treat that won't cause an allergic reaction in dogs and cats with dietary sensitivity.



## Your checklist

- ✓ If your pet's condition doesn't improve, contact your veterinarian
- ✓ Only feed the food recommended by your veterinarian
- ✓ Ask your veterinarian for advice on mixing dry and canned foods
- ✓ Don't feed people food—this can decrease the effectiveness of the recommended food
- ✓ Always provide plenty of clean, fresh water

## 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](http://www.HillsPet.com)



\*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-9232

# Dietary Sensitivity



Clinical Nutrition to Improve Quality of Life™

## What is dietary sensitivity?

Dietary sensitivity is a general term for any adverse reaction to food. There are two main types of dietary sensitivity:

### Food allergies

An immune reaction to a particular ingredient, which is usually a protein. Allergies may last a lifetime so the ingredient must be permanently removed from your pet's food.

### Food intolerance

Not all reactions to foods are allergies. Some pets simply cannot tolerate certain foods. Pets may be able to build up tolerance, but it's best to avoid the offending ingredient.



## What causes dietary sensitivity?

**Food** The most common causes of food allergies in dogs are beef, milk products and wheat; in cats they are beef, milk products and fish.

**Damage** Inflammation, infection, surgery and some medications can damage the digestive system and may lead to dietary sensitivity.

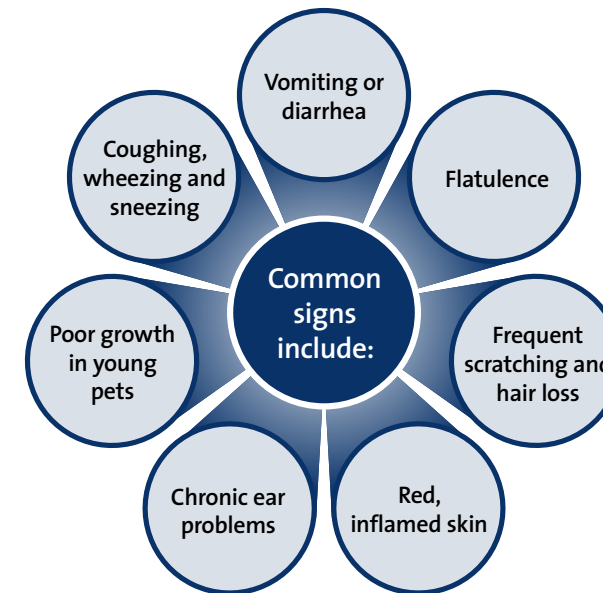
**Age** Dietary sensitivity can occur at any age. However, food intolerance is more common in younger pets, and food allergy is more common in adult pets.

**Breed** Some breeds appear more likely to develop dietary sensitivity, including Siamese cats, West Highland White Terriers, Cocker Spaniels and Irish Setters.



## Is my pet sensitive to foods?

The most common symptoms of a food allergy or intolerance are digestive upsets or skin irritation. If your pet has dietary sensitivity, you may notice some of the following signs:



### IMPORTANT

Some symptoms of dietary sensitivity are similar to those of other serious conditions so consult your veterinarian if you notice any of these signs.

## 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.

If your pet suffers from dietary sensitivity, it's even more important to feed the right pet food. This brochure explains how nutrition can help.

### Topics covered:

- What is dietary sensitivity?
- Causes of dietary sensitivity
- Signs of dietary sensitivity
- Nutrition that improves the condition

