

### 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 improve your pet's digestive disorder. Changing to Hill's is easy because the products taste great and are appealing to pets. You may find the new food costs less to feed per day than your pet's previous food.



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® *Digestive health management*

Your veterinarian will recommend a Hill's® Prescription Diet® food to meet your pet's specific needs.

The following foods are formulated as nutritional aids for pets with digestive health problems. The length of time you need to feed the new food will depend on your pet's individual condition and your veterinarian's recommendation.

<b>i/d®</b>	<i>Highly digestible to help a healing digestive tract</i>
<b>d/d®</b>	<i>Avoids and manages food allergies using novel proteins</i>
<b>w/d®</b>	<i>Eases the discomfort of constipation</i>
<b>z/d®</b>	<i>Helps avoid food allergies and food intolerance</i>
<b>z/d® ULTRA</b>	<i>Allergen-free solution to avoiding food allergies and food intolerance</i>



Hill's® Prescription Diet® offers great-tasting canned and dry varieties to suit your pet's preference.



### Your checklist

- ✓ If your pet's condition doesn't improve, contact your veterinarian
- ✓ Only feed the food recommended by your veterinarian
- ✓ Ask your veterinarian's advice on feeding several small meals a day
- ✓ Ask your veterinarian's 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)

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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.



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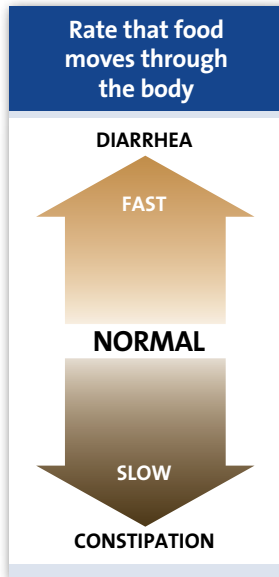
# Digestive Health



Clinical Nutrition to  
Improve Quality of Life™

## What are digestive disorders?

Digestive disorders are quite common and most clear up within a few days. But some pets need long-term management because they have regular or permanent digestive problems. Any disorder that reduces the digestion or absorption of food, or alters its passage through the digestive tract, can be called a digestive disorder. Efficient digestion is essential for your pet to be able to build and repair tissues and obtain energy. For these reasons, it's important to feed a food that's formulated to help.



## Types and causes of digestive disorders

There are many different types of digestive disorders. Causes range from eating something other than pet food, to food allergies, infections, or lack of digestive enzymes. Some breeds, such as Great Danes, German Shepherds, Golden Retrievers and Collies, are more prone to particular digestive problems. Your veterinarian may carry out tests to determine the exact cause of the problem. Commonly diagnosed conditions include:

### Acute gastroenteritis

An inflamed digestive tract, usually short-term, caused by a pet eating spoiled food, high-fat people food or substances not intended as dog or cat food.

### Colitis

More common in pets under the age of 5, colitis causes inflammation of the large intestine that results in frequent, painful passing of feces. Diarrhea may contain mucus and blood.

### Constipation

This has several causes, including lack of exercise and eating indigestible materials such as bones or very low fiber foods.

### Exocrine pancreatic insufficiency

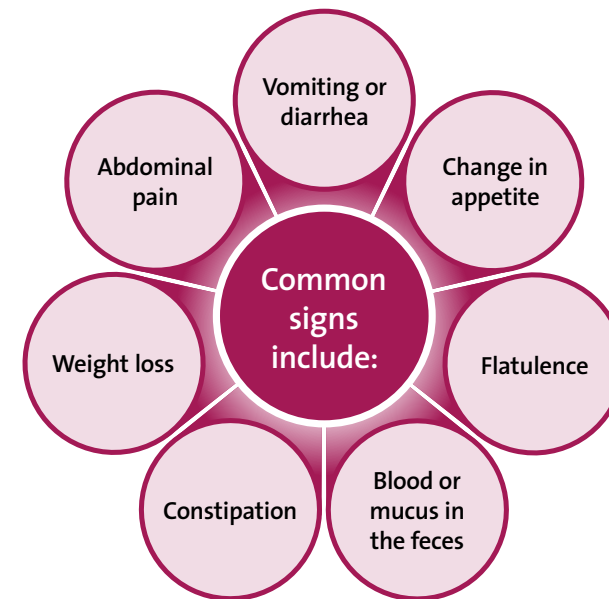
This condition is characterized by weight loss, increased appetite and large amounts of soft feces.

### Small intestinal malabsorption

Inflammation of the small intestine impairs nutrient absorption and results in persistent diarrhea, weight loss and loss of appetite.

## Does my pet have a digestive disorder?

The most common signs of digestive disorders are soft stools or diarrhea. You may also notice some or all of the following signs.



### IMPORTANT

If your pet has diarrhea or is vomiting, he or she may become severely dehydrated. 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 has a digestive problem, it's even more important to feed the right food. This brochure explains how nutrition can help.

### Topics covered:

- What are digestive disorders?
- Causes of digestive disorders
- Signs of digestive disorders
- Nutrition that improves the condition

