

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 best suited to your pet's skin condition. 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 your pet's condition improves.

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® 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 maintain the skin barrier function and reduce the risk of adverse reactions to food.



Hill's® Prescription Diet® z/d® ULTRA Allergen-Free

Helps identify food allergy and food intolerance

Enables your veterinarian to accurately identify pets with food allergies. 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 discomfort.



Hill's® Prescription Diet® Hypoallergenic Treats

A treat for pets with skin conditions

Complements all Hill's® Prescription Diet® pet foods as a tasty, healthy and rewarding treat that won't trigger symptoms in dogs and cats with inflammatory skin conditions.



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
- ✓ Make sure your pet doesn't scavenge for 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

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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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Skin Conditions



Clinical Nutrition to Improve Quality of Life™



How can the right food help?

Some skin conditions can be cleared up quickly, while others need lifelong management. The good news is, most pets with skin conditions can be helped if you feed the right food, even if the cause of the condition is not dietary. Some important nutrients that can help heal and protect your pet's skin include:

Protein

High-quality protein provides the building blocks to repair damaged skin. Feeding unique protein sources, such as venison or duck, can also help reduce reaction in pets with a food allergy or intolerances to more common ingredients.

Essential Fatty Acids

A diet containing high levels of omega-3 and omega-6 fatty acids, found naturally in fish oil, will help nourish and protect your pet's skin, prevent dryness and help control inflammation.

Antioxidants

Vitamin E and other antioxidants are vital in helping to maintain your pet's healthy immune system, and protect it from cellular oxidation caused by free radicals.

Combining these nutrients in a single pet food provides a convenient way to manage your pet's skin condition.

What causes skin conditions?

Your veterinarian may recommend tests to identify the exact reason for your pet's skin condition. Common causes include:

Allergies Your pet may be allergic to either food or environmental factors like dust, pollen or mold.

Parasites Fleas, lice and mites can all cause mild to severe skin irritation.

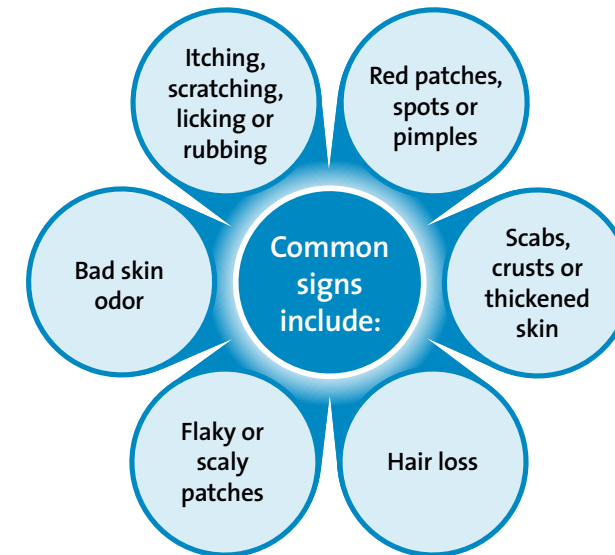
Hormonal imbalances Pets with too much or too little of certain hormones are prone to skin problems.

Infections Bacterial infections can cause skin problems.



Does my pet have a skin condition?

Your pet's skin should be smooth and soft with no flaking, redness or signs of irritation. It should be neither too dry nor too oily and have no areas of hair loss. Signs of skin disease include the following:



IMPORTANT

Skin discomfort can have many causes. If your pet is showing signs of irritation, consult your veterinarian who will be able to diagnose the condition.

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.

When your pet has a skin condition, it's even more important to feed the right food. This brochure explains how nutrition can help.

Topics covered:

- How can the right food help?
- Causes of skin conditions
- Signs of skin conditions
- Nutrition that improves the condition

