



keeping their
strength up



NOW upgraded with our
new ActivBiome+ Kidney
Defense prebiotic blend.

**SCIENCE
DID THAT.**



1 in 3 cats



1 in 10 dogs

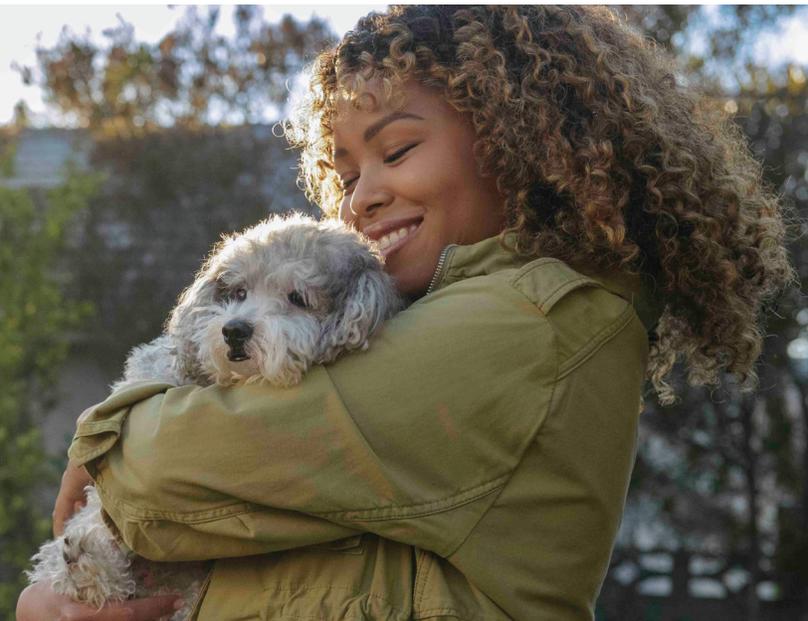
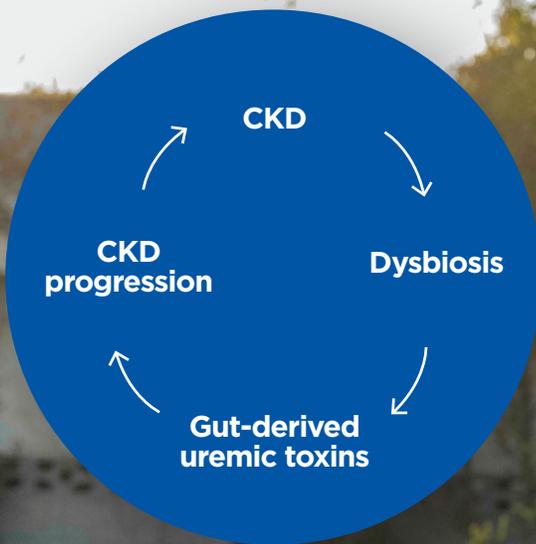
WILL BE DIAGNOSED WITH CKD

New evidence^{1,2} supports a link between microbiome health and chronic kidney disease (CKD), even in early stages — and it's more important than ever to consider the role nutrition plays in your CKD patients' lives.

Acting early is critical to help give pets their strongest future.

act early

- 1 Encourage CKD screenings when a pet turns 7.
- 2 40-60% of pets with kidney disease are NOT eating a renal food.^{3,4} Switch them to an appropriate k/d product in IRIS Stage 1 to help slow progression.



CKD is associated with an altered intestinal microbiome (dysbiosis), resulting in the production of gut-derived uremic toxins that can harm the kidneys, contributing to CKD progression as well as clinical findings including muscle loss and anemia.

That's why Prescription Diet k/d — shown to slow CKD progression — now includes our ActivBiome+ Kidney Defense to help defend kidneys against toxins produced by gut microbes.



With betaine and our proprietary blend of prebiotics shown to activate the gut microbiome to help protect kidney function.

BETAINE

A nutrient with antioxidant and anti-inflammatory properties that functions as an osmolyte to support cell hydration

OAT BETA GLUCAN

Soluble, complex fiber that modulates the microbiome (colon) and helps reduce uremic toxins produced by gut bacteria

FOS

(fructo-oligosaccharides)
Soluble, simple fiber that modulates the microbiome (small intestine) and helps reduce uremic toxins produced by gut bacteria

help patients stand strong



Clinically proven nutrition to improve and lengthen quality of life Now with ActivBiome+ Kidney Defense

Pets with CKD can have unique nutrient needs and finicky appetites, which often affects their muscle mass and weight. But with appropriate nutrition, you can help protect your patient's kidney function, strengthen their gut microbiome and support their muscle for the fight ahead.



Helps build & maintain muscle

with high levels of essential amino acids and L-carnitine



Helps reduce harmful gut-derived uremic toxins

by activating the gut microbiome with ActivBiome+ Kidney Defense



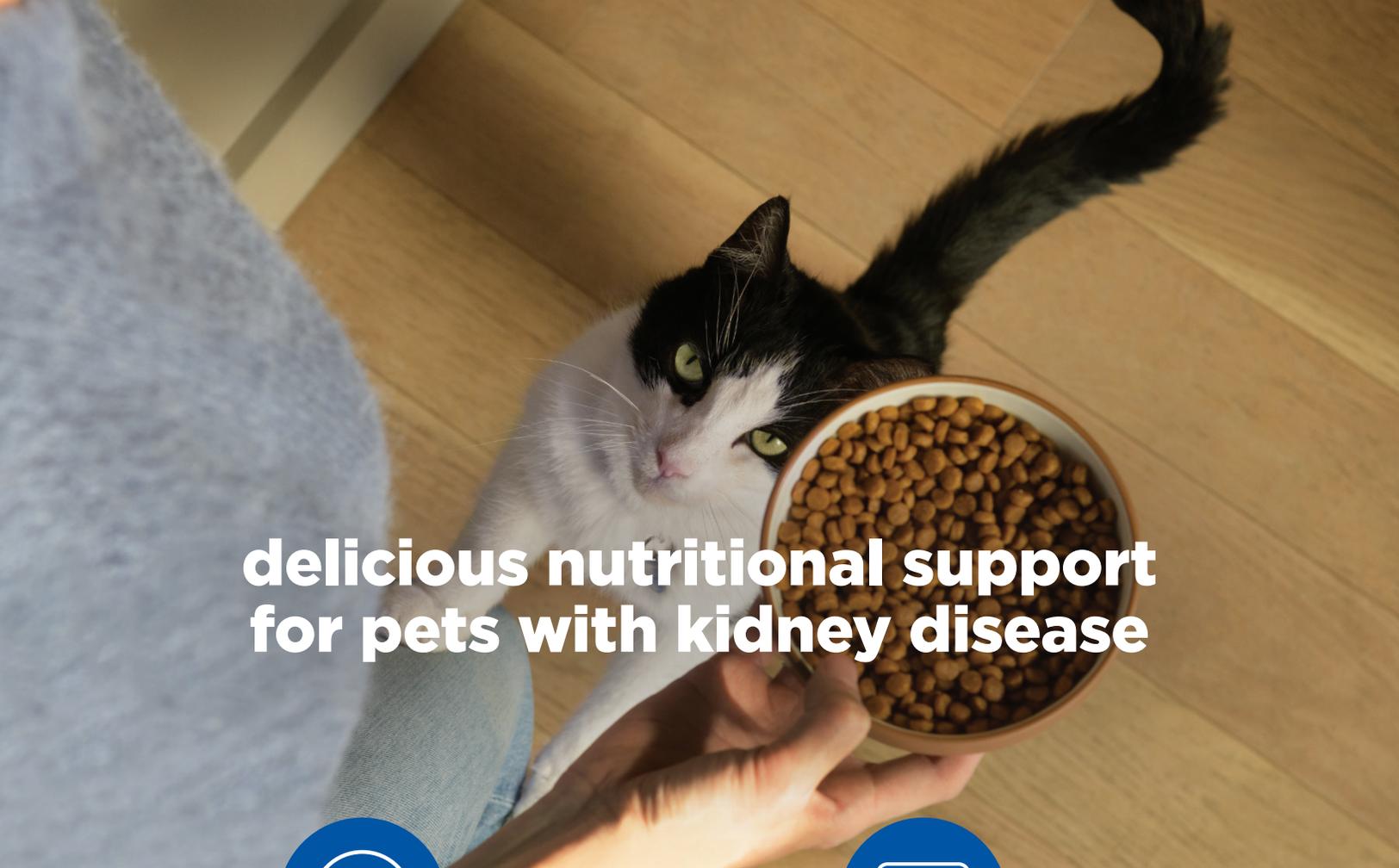
Stimulates appetite & encourages food intake

with our proprietary Enhanced Appetite Trigger*

*dry foods only

see the
science





delicious nutritional support for pets with kidney disease



WITH HILL'S ENHANCED APPETITE TRIGGER*

E.A.T. is Hill's proprietary taste technology for use in dry foods that are nutritionally balanced for feeding pets with CKD. It works by stimulating the taste receptors in pets with CKD, sending tasty signals to the brain, resulting in sick pets finding Prescription Diet k/d more appealing. This response helps increase food consumption.

*dry foods only



AND WITH THE S+OXSHIELD SEAL

S+OXSHIELD is a seal given to foods that meet a specific nutrient profile formulated to promote a urinary environment that reduces the risk of developing struvite and calcium oxalate crystals.

Relative Supersaturation (RSS)

Measures urine saturation of key minerals that affect crystal and stone formulation

Urine pH

Measures urine pH, a key aspect in urine that affects the formation of struvite crystals and stones

Hill's Calcium Oxalate Titration (COT)

Measures the likelihood of calcium oxalate to precipitate in urine



Visit [HillsVet.com](https://www.hillsvet.com) for helpful tools, information and practical tips on nutritional conversations with pet parents.

¹Ephraim E and Jewell DE. Effect of added dietary betaine and soluble fiber on metabolites and fecal microbiome in dogs with early renal disease. *Metabolites* 2020;10:0370. <https://doi.org/10.3390/metabo10090370>
²Hall JA, et al. Feeding cats with chronic kidney disease food supplemented with betaine and prebiotics increases total body mass and reduces uremic toxins. *PLoS ONE* 2022;17(5):e0268624. <https://doi.org/10.1371/journal.pone.0268624> ³Chen CN, et al. *Vet J* 2018;232:33-39. ⁴Markovich JE, et al. *J Fel Med Surg* 2015;17:979-83.



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