



**Feed more.  
Worry less.**

## Supporting appetite in pets with chronic kidney disease

For pets with chronic kidney disease, we know starting a new food can be challenging. Remove the stress while helping to add years\* and quality of life for your pet with the power of Hill's Prescription Diet k/d therapeutic nutrition.

\*1.5 years on avg in dogs and 2 years on avg in cats with leading causes of chronic kidney issues without any concurrent health issues.



### CKD changes how their food tastes

In humans, we know kidney disease alters taste perception. This means food tastes different to people with CKD.<sup>1</sup> We assume the same thing happens in pets.



### E.A.T. adapts to changing taste preferences

E.A.T. is Hill's taste technology that uses a system of taste enhancers to stimulate appetite in pets with CKD.\*\*

Think of these taste enhancers like herbs and spices that improve taste in human food. It's important to match the right taste enhancer to the right food.

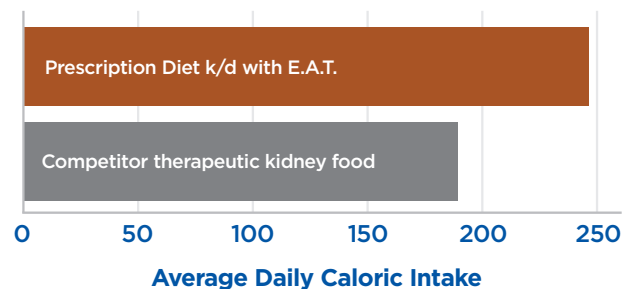
\*\*E.A.T. is in k/d and k/d+ /d dry foods only.

## E.A.T. helped cats take in 29.7% more calories a day on average than competitor therapeutic kidney food.<sup>†</sup>

### The proof is in the calories

Based on separate monadic intake studies conducted in 2019, cats eating k/d dry chicken with E.A.T. ate, on average, 29.7% more calories a day than competitor therapeutic kidney food.<sup>†</sup>

**That's 56 more calories a day!**



<sup>†</sup>Based on US products only. Data on file.



Having options to mix and match wet and dry food or tasty flavors is important as your pet's tastes change over time. **Hill's Prescription Diet Kidney foods offer a delicious variety of forms and flavors to appeal to your pet's changing taste preferences.**

# Here to support the unique feeding challenges of cats.

Even without kidney issues, cats can be picky with their eating habits. So, the extra layers of altered taste and bodily changes require some extra effort. That's why we offer wet & dry varieties, appetite technology & clinically tested great taste. But there are some steps you can take at home to support them, too.



## **Separate food & water**

Food & water bowls and litter box areas should all be physically separate from each other.

## **Use a shallow dish**

Serve wet food on a shallow dish so their whiskers don't touch the sides.

## **Keep bowls clean**

Wash food & water bowls daily. Cats may refuse to eat from dirty dishes.

## **Hand-feed**

Hand-feeding your cat initially can encourage food acceptance.

## **Offer new & old food side by side**

Offer the current food side by side with the new food to give the illusion of choice.

## **Warm wet food**

You can increase appeal by warming wet food to body temperature before serving.

## **Set your expectations**

With any food transition, cats may take up to 4 weeks to accept the new food. Some take longer, and that is okay.

## **Keep an eye on their eating**

Try weighing dry food at the beginning and end of the day to gauge their appetite.

## **Concerns? Talk to your vet.**

**If you notice your cat is struggling with the transition  
or if you have any concerns, talk to your vet.**

# Gradually transition to set them up for success



## **Handle existing appetite issues first.**

Nausea is the primary cause of food aversion. Before starting a food transition, work with your vet on a plan for appetite stimulants or anti-nausea medications.



## **Use a variety of forms & flavors.**

Offering wet foods, dry foods & different flavors can help find what kidney food they like best. Be sure that any wet food offered is the same food that your vet recommends.



## **Never mix medications.**

Unless specifically directed by your vet, avoid mixing any medications into their food. This may decrease the food appeal and flavor, making transition more difficult.



## **Go somewhere quiet.**

Noise & chaos may cause stress & food aversion. Feed them away from other pets & people. You can hand-feed & offer small, frequent meals to increase food appeal.



## **Every bite is progress.**

Every day that they eat more of their new food is a step in the right direction. Offer praise & positive reinforcement when they show interest in their new food.



## **Remember to have patience.**

Don't force a transition during a stressful time. For the best chance of success, go slow & stay patient. If your pet needs more time to switch over to the new food, that is okay.



## **Clinically tested to encourage eating**

Formulated with E.A.T. to stimulate appetite & encourage food intake.\*\*

\*\*E.A.T. is in k/d and k/d + j/d dry foods only.

# Nutrition clinically shown to help add years\* & enhance quality of life



Helps protect vital kidney function



Helps stimulate appetite & encourage food intake with E.A.T.\*\*

\*\*E.A.T. is in k/d and k/d + j/d dry foods only.



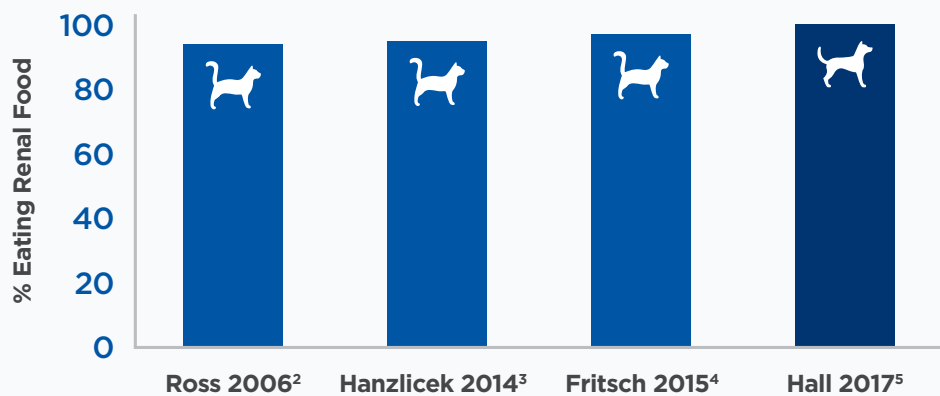
Helps build & maintain muscle with high-quality protein & essential amino acids



Available in delicious dry & wet varieties to please picky eaters

\*1.5 years on avg in dogs and 2 years on avg in cats with leading causes of chronic kidney issues without any concurrent health issues.

## Over 90% of pets with kidney issues successfully transitioned to a renal food.



<sup>2</sup>Ross, S. J., Osborne, C. A., Kirk, C. A., Lowry, S. R., Koehler, L. A., & Polzin, D. J. (2006a). Clinical evaluation of dietary modification for treatment of spontaneous chronic kidney disease in cats. *Journal of the American Veterinary Medical Association*, 229(6), 949–957. <https://doi.org/10.2460/javma.229.6.949>

<sup>3</sup>Hanzlicek, A. S., Roof, C. J., Sanderson, M. W., & Grauer, G. F. (2014). The Effect of Chinese Rhubarb, *Rheum officinale*, with and without Benazepril on the Progression of Naturally Occurring Chronic Kidney Disease in Cats. *Journal of Veterinary Internal Medicine*, 28(4), 1221–1228. <https://doi.org/10.1111/jvim.12365>

<sup>4</sup>Fritsch, D. A., Jewell, D. E., Leventhal, P. S., Brejda, J., Ahle, N. W., Schiefelbein, H. M., & Forrester, S. D. (2015). Acceptance and effects of a therapeutic renal food in pet cats with chronic kidney disease. *Veterinary Record Open*, 2(2). <https://doi.org/10.1136/vetreco-2015-000128>

<sup>5</sup>Hall, J. A., Fritsch, D. A., Yerramilli, M., Obare, E., Yerramilli, M., & Jewell, D. E. (2017). A longitudinal study on the acceptance and effects of a therapeutic renal food in pet dogs with IRIS-Stage 1 chronic kidney disease. *Journal of Animal Physiology and Animal Nutrition*, 102(1), 297–307. <https://doi.org/10.1111/jpn.12692>