



Hill's Pet Nutrition, Inc.
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(Veterinary Consultation Service)

May 2025

Dear Colleagues,

As we enter the spring season, I am excited to provide more details regarding upcoming product upgrades to **Hill's Prescription Diet z/d** canine and feline varieties, as well as **Hill's Prescription i/d** canine and feline varieties. These upgraded products will begin shipping in May and June 2025.

Hill's Prescription Diet z/d Hydrolyzed Chicken Flavor, now with **ActivBiome+ Digestion** will be available soon! The same great therapeutic dog and cat nutrition that helps reduce scratching, itching and digestive issues associated with food allergies is now even better with greater gastrointestinal performance. With the addition of our unique prebiotic blend, ActivBiome+ Digestion, this food is clinically shown to firm loose stool in 3 days in dogs and now includes nutrition clinically shown to improve stool quality in cats. Due to the increase in dietary fiber in the new formula, we recommend a gradual transition for dogs currently eating canine Hill's Prescription Diet z/d varieties. A transition is ideal, but not required, for cats currently eating Hill's Prescription Diet z/d varieties. Please be aware that the upgraded products (dry and wet) will be darker in color than the current formulas.



Also coming soon, we will offer specialized therapeutic nutrition for growing animals with **Hill's Prescription Diet i/d for puppies and kittens**! All products will include **ActivBiome+ Digestion**, a proprietary blend of synergistic prebiotic fibers clinically shown to activate the gut microbiome to support digestive health and promote healthy stool. New SKUs for puppies include Hill's Prescription Diet i/d Puppy Chicken Flavor (SKU 609305, 8.5 lb bag) and Hill's Prescription Diet i/d Puppy with Turkey (SKU 609307, 13 oz can). For kittens, we

are proud to offer Hill's Prescription Diet i/d with Chicken (SKU 609308, 4 lb bag) and Hill's Prescription Diet i/d Chicken Paté (SKU 609309, 5.5 oz can).



Hill's Prescription Diet i/d Puppy varieties will have an AAFCO feeding trial nutritional adequacy statement for growth, and are formulated to support healthy growth and development in all puppies including large and giant breeds. Additionally, Hill's Prescription Diet i/d Puppy with Turkey (wet food) will have an AAFCO feeding trial nutritional adequacy statement for growing puppies and gestating or lactating adult female dogs. Hill's Prescription Diet i/d Kitten varieties will have nutritional adequacy statements for growth.

The adult products are also getting an upgrade: **each Hill's Prescription Diet i/d Canine and Feline formula for adults** will now include **ActivBiome+ Digestion** for digestive health and **S+OXSHIELD** to promote urinary tract health. This highly digestible, great-tasting nutrition has been shown to help resolve diarrhea and support recovery.



Hill's continues to provide innovative updates to our wellness portfolio as well. Over the past few months, **Hill's Science Diet Adult and Senior dry foods** received a breakthrough formula upgrade with immune system-supporting antioxidants and gut-healthy prebiotics. This nutritional technology, called **ActivBiome+ Multi-Benefit**, consists of antioxidants (vitamins C & E) and prebiotic fibers (fructo-oligosaccharides and oat beta glucan). This special blend helps to build a foundation for lifelong health by supporting digestion, immune system and organ health.





For additional information or questions about these exciting nutrition innovations, please contact your local Hill's representative.

Best Regards,

A handwritten signature in black ink, reading 'Chelsie Estey'.

Chelsie Estey, MSc, DVM, DACVIM (Neurology)
Chief Veterinary Officer, Hill's US