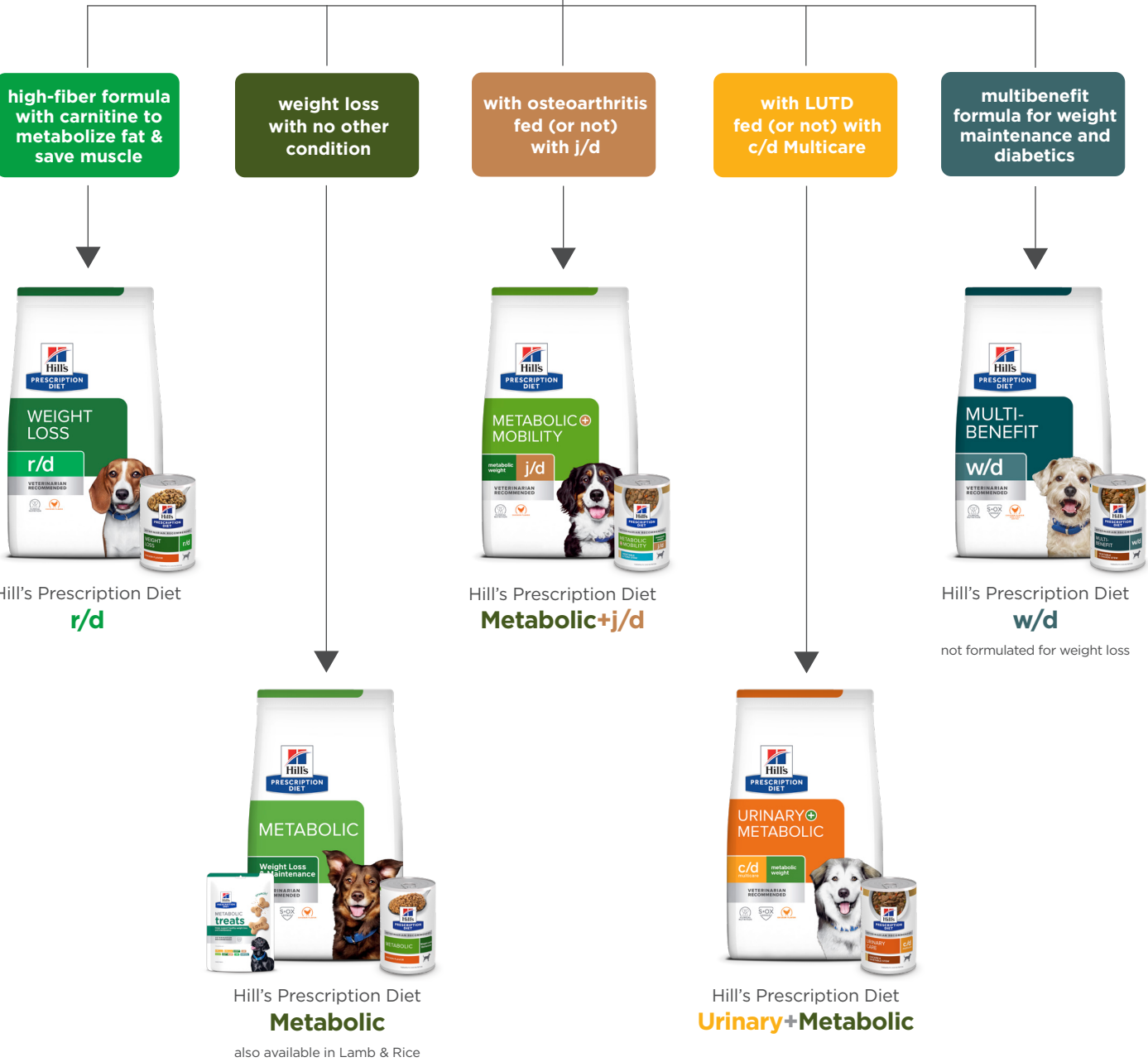
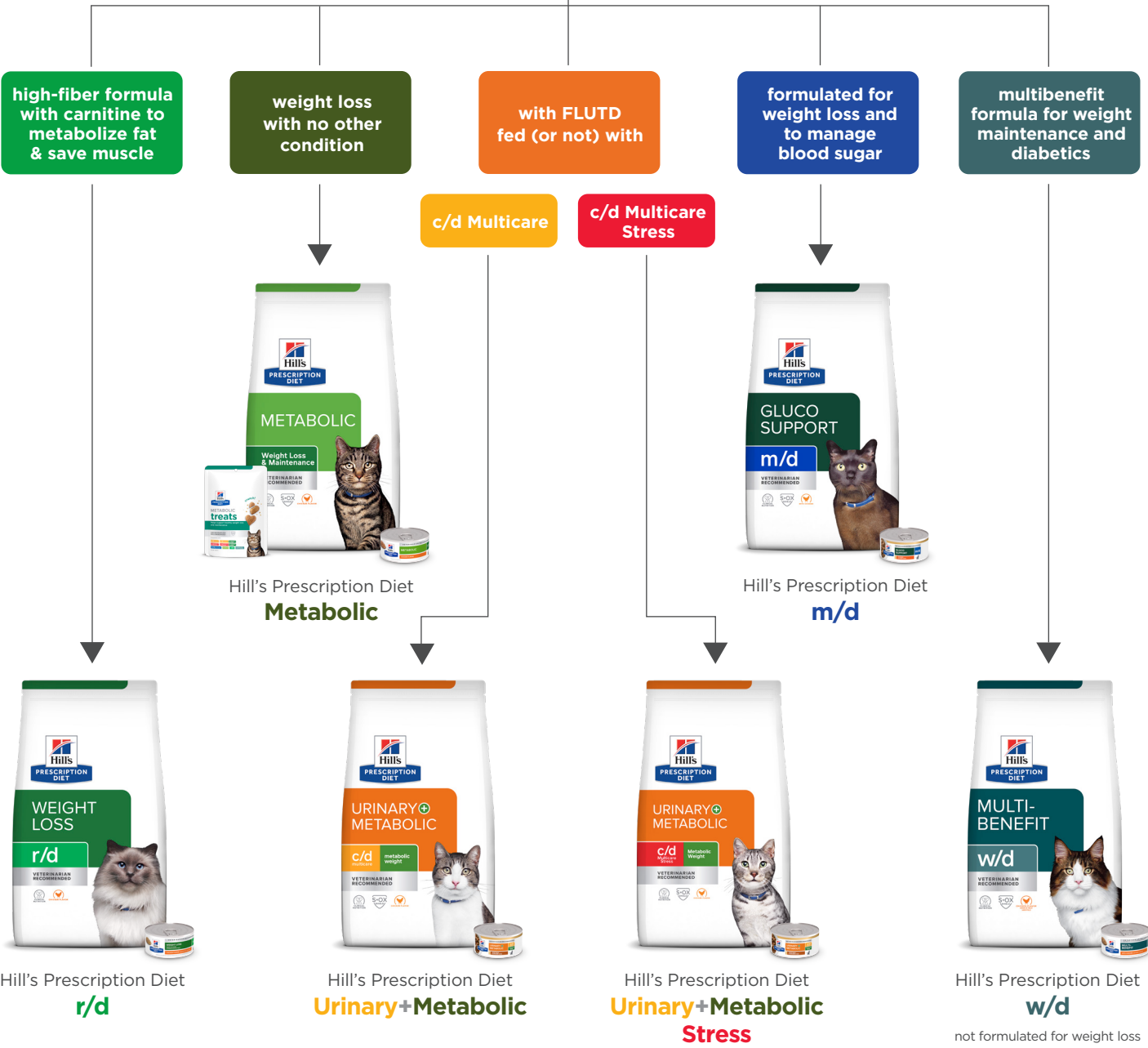


# Hill's Prescription Diet weight loss foods

overweight or obese dogs  
with or without diabetes



overweight or obese cats  
with or without diabetes



losing weight.  
adding life.



Losing weight can lower their risk of developing conditions like diabetes and arthritis. Recommend Hill's therapeutic weight foods for a healthier, happier future.

SCIENCE  
DID THAT.

Canine Studies:  
<sup>1</sup> Floerchinger, A. M., Jackson, M. L., Jewell, D. E., MacLeay, J. M., Paetau-Robinson, I., & Hahn, K. A. (2015). Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. *J Am Vet Med Assoc*, 247(4):375-384.  
<sup>2</sup> Christmann, U., Becvarova, I., Werre, S., & Meyer, H. P. (2015). Effectiveness of a New Weight Management Food to Achieve Weight Loss and Maintenance in Client-owned Obese Dogs. *Intern J Appl Res Vet Med*, 13(2):104-116.  
Feline Studies:  
<sup>3</sup> Floerchinger, A. M., Jackson, M. L., Jewell, D. E., MacLeay, J. M., Hahn, K. A., & Paetau-Robinson, I. (2015). Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in cats. *J Am Vet Med Assoc*, 247(4):365-374.  
<sup>4</sup> Christmann, U., Becvarova, I., Werre, S., & Meyer, H. P. (2016). Effectiveness of a new dietetic weight management food to achieve weight loss in client-owned obese cats. *J Feline Med Surg*, 18(12):947-953.  
Canine & Feline Studies:  
<sup>5</sup> Towell, T. L., Forrester, S. D., Cross, S., Tolsdorf, G., Bernat, S., & Roth, S. (2015). Evaluation of a Weight Management Food Designed to Increase Basal Metabolism in a Home Setting. *Intern J Appl Res Vet Med*, 13(1):14-22.



Ask your Hill's representative how Metabolic nutrition  
can help your patients  
**HillsVet.com**

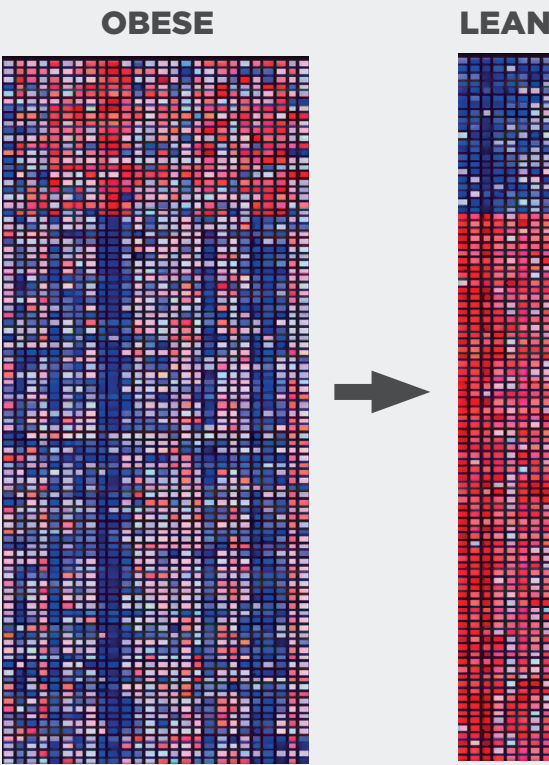


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# gene expression research

Hill's has been studying how nutrition can shift your patient's gene expression for more than a decade.



Obese and lean pets have different gene expression

Obese pets are **FAT-STORERS**

Lean pets are **FAT-BURNERS**

1 column = 1 unique dog  
1 row = 1 unique gene

■ Down-regulated  
■ Up-regulated



## spark their metabolism

- **Traditional weight management foods** rely on high-fiber, low-calorie recipes to achieve calorie deficit whilst managing hunger and satiety.
- **Hill's Prescription Diet Metabolic clinical nutrition** goes far beyond this by changing pets' metabolic profiles.

## synergistic blend of ingredients

Using predictive biology, we have selected **powerful ingredients that work together** to have an even greater impact on cell function in order to help:

- Metabolize fat for energy production and maintain lean body mass
- Avoid weight regain following a weight loss program



Coconuts



Tomatoes



Flaxseed



Carrots

## real results for a real difference with Prescription Diet Metabolic

**88%** of pets lost weight at home<sup>5</sup>

**5** published studies<sup>1-5</sup>



**Bailey reduced body weight by 16% in 12 months\***

Kansas State University  
Healthy Weight Clinic



**Calypso reduced body weight by 19% in 8 months\***

Kansas State University  
Healthy Weight Clinic

## taste pets can't resist

Rich flavors • Hearty stews • Delicious treats



\*Bailey's weight loss plan included Hill's Prescription Diet Metabolic + i/d and r/d. Calypso's weight loss plan included Hill's Prescription Diet Metabolic. Both plans were deemed appropriate by their veterinary care team as part of their individualized treatment at the Kansas State University Healthy Weight Clinic. Every pet responds differently and may not experience the same amount and timing of weight loss results.

## spark a conversation

**"Are you aware?"**

Use social media or waiting room time to raise awareness before the conversation (e.g., dedicated weighing area).

**"No shame"**

Try to focus your weight conversation on metabolism — weight gain can be a sign of a slowing metabolism which happens naturally over time.

**"It is guilt free"**

Be confident and positive. Metabolic nutrition reduces the need for clients to precisely measure the food to safely achieve weight loss success.

**"Here is your plan"**

Provide a written recommendation and book a follow-up appointment to track progress.



## potential advantages for you



Easier conversations



More accepted recommendations



Better compliance



More successes



Better relationships with clients