



Shouldn't nutrition conversations be a little easier?



9 out of 10 pet parents say they want your nutrition recommendation¹ and here's how we're making it easier for you to have nutrition conversations.

- Redesigned packaging
- More digital tools
- Our best taste technology ever
- Advertising directly to pet parents to encourage them to talk to you

REDESIGNED PACKAGING

OUR NEW BAG HAS YOUR BACK LIKE NEVER BEFORE



- 1 Elevates the importance of your recommendation on the front of the bag
- 2 Recognizable colors and a unique pet on each bag for easy product identification
- 3 Easy-to-understand language that explains product benefits
- 4 QR code takes pet parents to a quick video or product information page

MORE DIGITAL TOOLS

SUPPORTING YOU WITH MORE TOOLS

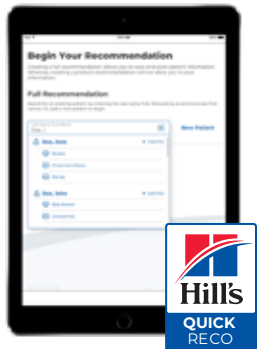
QR CODES ON BAGS

In clinic or at home, pet parents can learn more about your nutrition recommendation



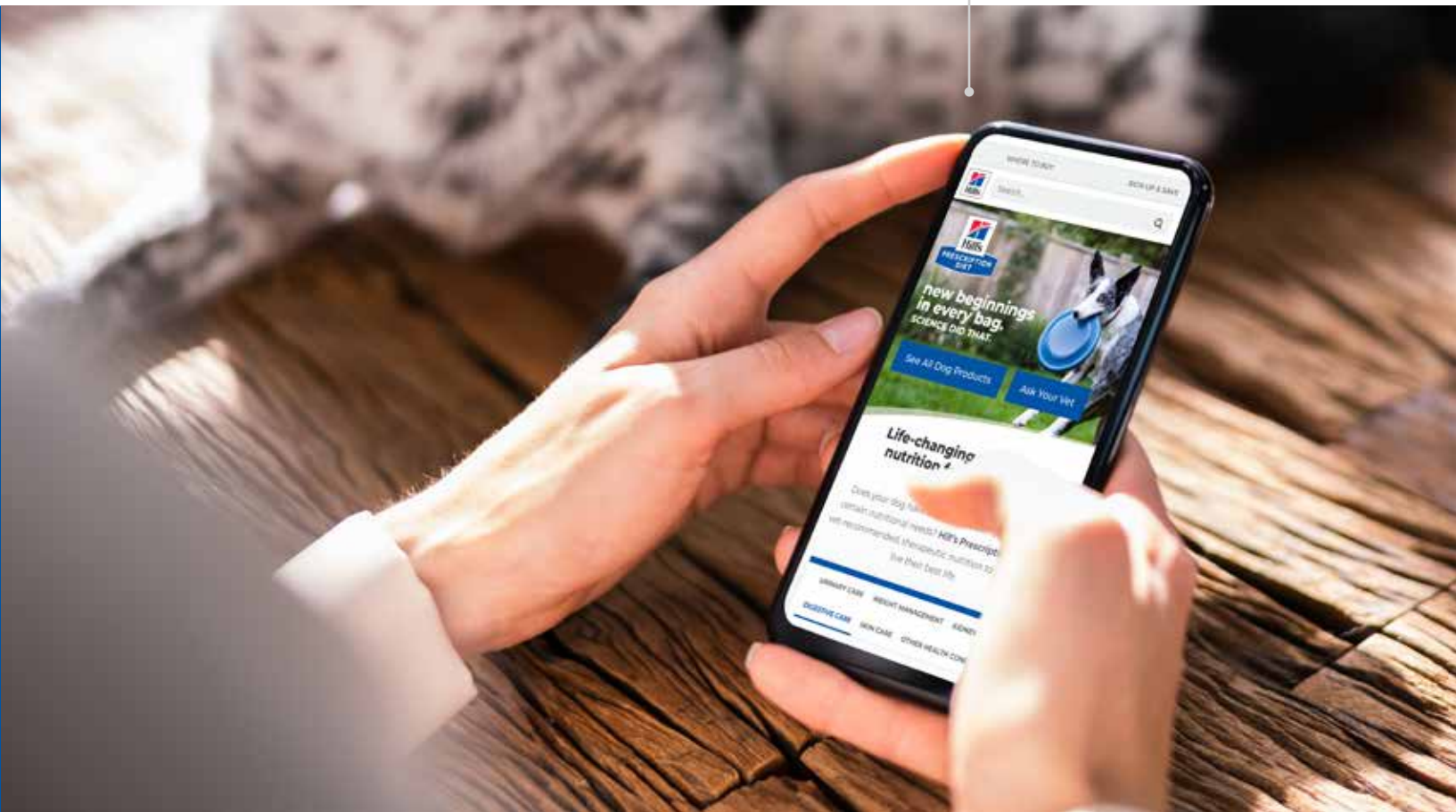
QUICK RECOMMENDATION TOOL

Our quickest way to a custom nutrition plan



DEDICATED WEBSITE

Easily check what's changed with your patients' nutrition and whether a transition is recommended at PrescriptionDiet.com/BetterThanEver



OUR BEST TASTE TECHNOLOGY EVER

RECOMMEND WITH CONFIDENCE



Our foods now feature our best taste technology yet and some have optimized kibble shape or updated formulas, too.

We are reinforcing the importance of a gradual transition through on-pack stickers (if your patient's food has been upgraded).



ADVERTISING DIRECTLY
TO PET PARENTS

ENCOURAGING THEM TO TALK TO YOU

The goal of our new advertising is to:

- Help pet parents understand what's different about therapeutic nutrition and Prescription Diet
- Encourage them to ask you about the right nutrition for their pet



Find out what's new with individual products at
[PrescriptionDiet.com/BetterThanEver](https://www.PrescriptionDiet.com/BetterThanEver)

*Hatch, Understanding Authority Survey, 2019.
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