



### Pet food you can trust

We only accept ingredients from suppliers whose facilities meet stringent quality standards and who are approved by Hill's.

Not only is each ingredient examined to ensure its safety, but we also analyze each product's ingredient profile for essential nutrients to ensure your pet gets the stringent, precise formulation they need.



### A healthy pet is a more adoptable pet

The right nutrition can transform how a pet feels, looks and acts. That's why the Hill's Food, Shelter & Love program provides science-led nutrition to hundreds of shelters across North America, helping more than 12 million pets find new homes since 2002.

When you purchase Hill's, you help us provide premium nutrition to thousands of shelter pets across the country, 365 days a year.

For more information about the right nutrition for your pet, talk to your vet or visit [HillsPet.com](https://HillsPet.com)



**VETERINARIANS' #1  
RECOMMENDED BRAND**

**SCIENCE  
DID THAT.**

# Nutrition is Vital

UNDERSTANDING THE IMPORTANCE OF YOUR PET'S NUTRITION



**taking healthy  
to new heights**

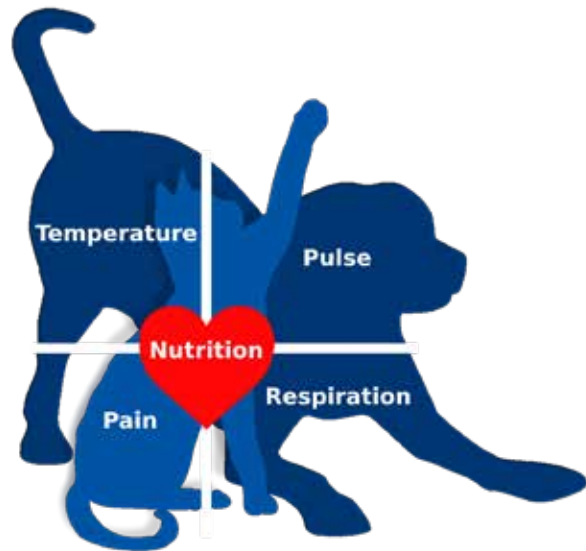
**SCIENCE  
DID THAT.**

## The food your pet eats today can impact their future health

Just like your veterinarian examines your pet's vitals during a checkup — temperature, pulse, respiration and pain level — they will also ask about nutrition. It's just as important. And it's the element of your pet's health you can influence the most.

When your veterinarian asks what your pet eats in a typical day, be sure to include everything — treats, people food, supplements, etc. All of these may affect your pet's overall health and longevity.

## The 5 Vital Assessments (5VA)



## Trust the experts in your pet's health

If you ever feel overwhelmed with information about what's "best" to feed your pet, you're not alone.

Remember, the most trusted source of information is your veterinary healthcare team. They will listen to your concerns and feeding preferences to guide you to the right nutrition based on your pet's specific needs.

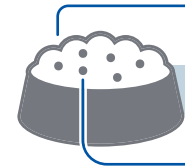
## Nutrition led by science and loved by pets

We've been transforming pets' lives through nutrition for 70+ years. Founded by a passionate veterinarian, Hill's continues to take a science-led approach, with a team of vets, nutritionists and food scientists behind each and every food created.



## Meet our #1 taste testers

We care for 900+ dogs and cats at our global Pet Nutrition Center (PNC) to help us identify the most irresistible flavors and optimize our ingredients accordingly. In addition to enjoying lots of love and playtime, these pets help us understand:



Which aromas are most enticing

Their preferred tastes and textures

The right size and shape for each of our foods

