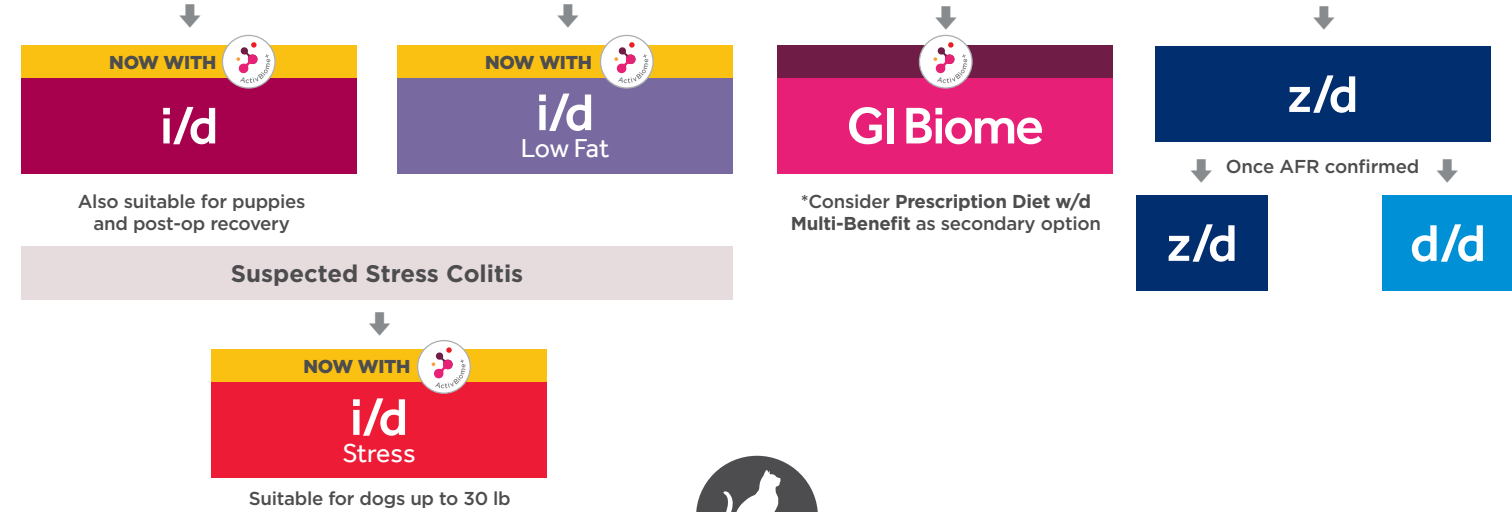


LET'S STAY A STEP AHEAD OF GI ISSUES



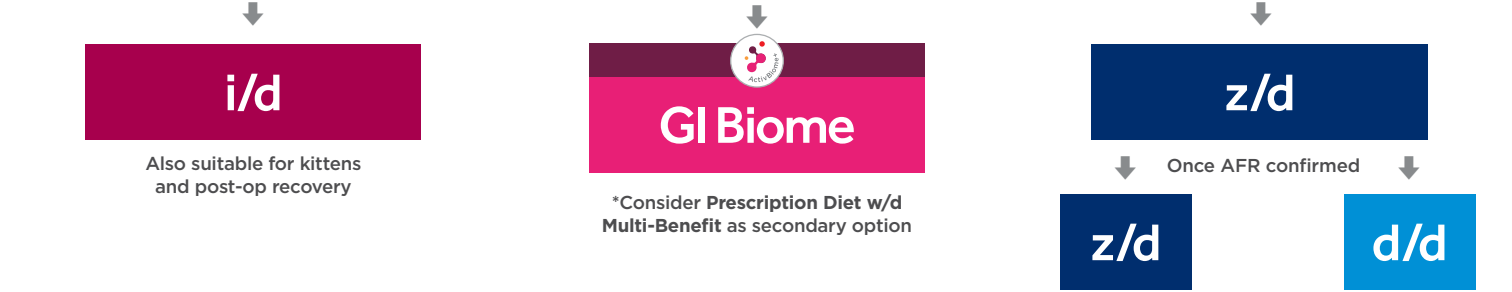
NUTRITIONAL MANAGEMENT OF DOGS WITH GI DISORDERS

Acute / Chronic GI Disorders	Acute / Chronic Fat-Responsive Disorders	Acute / Chronic Fiber-Responsive Disorders*	Chronic Food Sensitivities
<ul style="list-style-type: none">• Acute Gastroenteritis• Malabsorption• Stress Diarrhea• Dietary Indiscretion	<ul style="list-style-type: none">• Pancreatitis• Hyperlipidemia• Protein-Losing Enteropathy	<ul style="list-style-type: none">• Fiber-Responsive Enteropathies• Antibiotic-Responsive Diarrhea• Constipation• Infectious Diarrhea	<ul style="list-style-type: none">• Food Responsive Enteropathies (food sensitivities)• Adverse Food Reactions (AFRs) with GI Signs (and without dermatologic signs)



NUTRITIONAL MANAGEMENT OF CATS WITH GI DISORDERS

Acute / Chronic GI Disorders	Acute / Chronic Fiber-Responsive Disorders*	Chronic Food Sensitivities
<ul style="list-style-type: none">• Acute Gastroenteritis• Pancreatitis• Exocrine Pancreatic Insufficiency• Megacolon (not responsive to fiber)	<ul style="list-style-type: none">• Constipation• Fiber-Responsive Enteropathies• Antibiotic-Responsive Diarrhea• Infectious Diarrhea• Fiber-Responsive Megacolon	<ul style="list-style-type: none">• Adverse Food Reactions (AFRs)



¹ Wernimont SM, Fritsch DA, Jackson M, et al. Specialized Dietary Fibers Alter Microbiome Composition & Promote Fermentative Metabolism in the Lower Gastrointestinal Tract of Healthy Adult Cats. *Current Developments in Nutrition*. 2019;3(S1):7.
² Fritsch DA, Wernimont SM, Jackson M, et al. Food with Novel Fiber Blend Improves Clinical Outcomes and Changes Gastrointestinal Microbiome Metabolism in Dogs. *JVIM*. 2019;33(5):2513-2514.
³ Wernimont SM, Fritsch DA, Schiefelbein HM, et al. Food with Specialized Dietary Fiber Sources Improves Clinical Outcomes in Adult Cats with Constipation or Diarrhea. *FASEB J*. 2020;34(S1):1.
⁴ Jackson M, Jewell DE. Balance of Saccharolysis and Proteolysis Underpins Improvements in Stool Quality Induced by Adding a Fiber Bundle Containing Bound Polyphenols to Either Hydrolyzed Meat or Grain-rich Foods. *Gut Microbes*. 2019;10(3):298-320.
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Ask about microbiome nutrition that's
A STEP AHEAD
FOR THEIR BEST LIFE



DIGESTIVE CARE

HAPPY FROM THE CORE



Breakthrough **ActivBiome+ Technology** for Ultimate Digestive Health

- Rapidly activates patients' unique microbiome for digestive health and well-being^{1,2}
- Clinically proven to promote healthy stool and regularity^{2,3}



Ask about microbiome nutrition that's
A STEP AHEAD FOR THEIR BEST LIFE



ACTIVBIOME+ TECHNOLOGY BUILT ON DECADES OF SCIENCE

At Hill's, we're global leaders in scientifically developed pet nutrition. Through unparalleled microbiome science we've achieved a deep understanding of how a pet's microbiome can affect both their digestive health and overall well-being. Our exclusive **ActivBiome+ Technology** is the culmination of our ongoing research and a revolution in digestive care.

80+ YEARS
OF GI HEALTH RESEARCH

10+ YEARS
OF MICROBIOME RESEARCH

5+ YEARS
OF ACTIVBIOME+ TECHNOLOGY R&D

CLINICALLY PROVEN BENEFITS FOR DOGS AND CATS



ACTIVATE

Proprietary blend of prebiotics rapidly activates the pet's unique gut microbiome



BALANCE

Supports beneficial gut bacteria for a healthy gut microbiome balance



RELEASE

Activated microbes release short-chain fatty acids and plant polyphenols to support digestive health and well-being



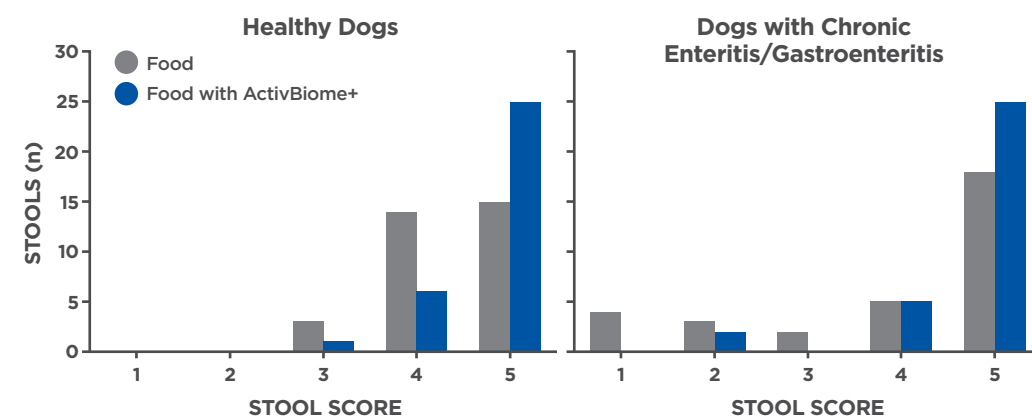
PROMOTE

Clinically proven to promote healthy stool and regularity^{2,3}

SHOWN IN STUDIES TO IMPROVE DIGESTIVE HEALTH

In a series of studies, both dogs and cats showed improvements in markers of gastrointestinal microbiome health when given food with ActivBiome+ Technology. Dogs and cats showed improvements in stool quality, too.^{2,3}

IMPROVED STOOL QUALITY IN DOGS



Stool Quality Scoring

1. Liquid
2. Very soft
3. Mostly formed
4. Well-formed
5. Well-formed and firm

In a four week study, the stool quality of dogs with chronic enteritis/gastroenteritis improved to the point where there was no significant difference from the healthy dogs.⁴

HILL'S STRONGEST DIGESTIVE PORTFOLIO EVER

Breakthrough ActivBiome+ Technology, Now Available in More Hill's Foods



High-fiber nutrition with ActivBiome+ Technology

- Demonstrated clinical results in cats with diarrhea or constipation³ and dogs with diarrhea² in as little as 24 hours
- Helps limit risk of future episodes of fiber-responsive GI issues^{2,3}

NOW WITH



Highly digestible nutrition with ActivBiome+ Technology

Start GI recovery from day 1

Note: i/d Low Fat loaf with ActivBiome+ Technology will be available in 2022.



Microbiome nutrition with
ActivBiome+ Technology for healthy pets



Explore Hill's Digestive Care Portfolio at HillsVet.com/ActivBiome



DELICIOUS TASTE DOGS AND CATS LOVE