



The Simple Truth About Pet Nutrition

Are you really satisfying all of
your pet's nutritional needs?



**Vets' #1 Choice
to Feed Their Own Pets™**

Hill's® Science Diet® Brand

Experience the Difference the Right Food Can Make

Precisely balanced nutrition can have a life-changing effect on your pet's health and mood. That's why Hill's has created the strongest portfolio of premium products that are designed to meet your pet's special needs at every stage of life.

In fact, Hill's® Science Diet® pet foods are made by the same pet nutritionists and veterinarians who create Hill's® Prescription Diet®, the world's leading therapeutic pet foods, so you can be sure they'll make the difference for your pet. Guaranteed.*



Providing precisely balanced nutrition is an investment in your pet's good health.

- The right level of nutrients promotes good health, which impacts your pet's life expectancy and quality of life.
- Just as humans have different nutritional needs at different ages, so do pets. Transitioning to the right food when your dog or cat enters a new lifestage (typically at age 1, 5 or 7) can help meet your pet's changing nutritional requirements.
 - Puppies and kittens can benefit from added DHA for healthy brain and vision development.
 - Adult pets need controlled fat and calories to promote optimal body condition.
 - Mature adult pets require controlled levels of calcium and phosphorous for long-term organ health.

*100% Satisfaction Money-Back Guarantee.

Our Philosophy of Precisely Balanced Nutrition

Precisely balanced nutrition, developed through continuous research and innovation, meets the specific needs of your pet. When you feed the right Hill's® pet food for your pet's lifestage, you know you are providing the precise balance of 50 nutrients essential to your pet's health and vitality.

Clinically Proven Antioxidants

All Hill's® Science Diet® dry cat and dog foods contain an exclusive and proven powerful antioxidant blend to support a healthy immune system.

Continuous Research Since 1939

More than 150 veterinarians, PhD nutritionists and food scientists provide clinical research and support, leading to over 100 pet food innovations.

The Right Product For Your Pet's Special Needs

Hill's offers the most complete range of nutritional products to help keep your pet at its healthy best.



Our approach is simple:

Clinically Proven Antioxidants

To promote a healthy immune system, all of our dry foods have a high level of antioxidants – a clinically proven combination of Vitamins E+C, Beta Carotene and Selenium.

Vitamins & Minerals

We include just the right amounts of vitamins and minerals to assist in maintaining a healthy metabolism and help with the development of healthy skin and hair, proper skeletal support and growth. Too many or too few can result in negative long-term effects on your pet's organs.

Essential Fatty Acids

Our combination of Omega 3+6 fatty acids helps to absorb, store and transport vitamins, adds moisture to skin and coat and makes healthy pet food taste great.

Proteins & Carbohydrates

Our protein levels are precisely balanced to support lean muscles, skin, organs, hair and nails, but still be gentle on the kidneys. Plus, our food has carbohydrates to provide energy.

The Right Ingredients are the Cornerstones of Good Nutrition



Vitamin	Source	Benefit
A	Fish oil, liver, vitamin A supplements	Supports vision, healthy skin and a healthy immune system
D	Liver, vitamin D supplements	Helps build bones and teeth
E+C	Vegetable oils, vitamin E+C supplements	Help protect cells and supports a healthy immune system

Mineral	Source	Benefit
Calcium	Ingredients that contain bone (such as chicken meal, lamb meal, fish meal)	Supports healthy, strong bones and teeth; helps blood clot and muscle function
Phosphorus	Meats, eggs, dairy products	Supports healthy, strong bones and teeth; helps cells and muscles function
Sodium	Mineral mix	Maintains body fluid levels and helps muscles function

Other Nutrients	Source	Benefit
Proteins	Chicken by-product meal, corn gluten meal and ground whole grain wheat	Help build strong cells
Carbohydrates	Corn gluten meal, flaxseed and ground whole grain corn	Provide an easily absorbed, quick source of energy
Fats	Dried egg product, fish oil and soybean oil	Help your pet store energy
Omega 3+6	Eggs, fish oil, flaxseed	Promote healthy skin and a shiny coat



Find the Perfect Balance with Hill's® Science Diet®

Good nutrition isn't just about the ingredients – it's about the right balance of nutrients. Feeding a pet food that has an improper nutritional balance can lead to or worsen a wide range of health issues.

By feeding Science Diet pet food, you are providing the proper balance of 50 nutrients your pet needs.

The precisely balanced nutrition of all Science Diet products falls within the optimal range.



Too Little ← → Too Much

Poor growth	Protein	Worsening of existing kidney disease
Flaky skin	Fat	Obesity leading to diabetes
Inability to maintain water balance	Sodium	Hypertension
Anorexia		Heart conditions
Fatigue		Constipation
Hair loss		Seizures
Spontaneous fractures	Calcium	Bladder stones
Poor growth	Phosphorus	Bone loss
Dull coat		Hardening of soft tissue
		Hyperparathyroidism
Soft stool	Dietary Fiber	Constipation
Anorexia	Vitamins	Hypercalcemia (vit. D)
Poor growth		Skeletal deformities (vit. A)
Rickets (vit. D)		
Anorexia	Magnesium	Struvite (bladder stones)
Retarded growth		
Muscle weakness		

Nutrient levels deemed excessive are based on data from *Small Animal Clinical Nutrition*, 4th and 5th Editions.

Packed with Healthy Nutrients

How do the nutrients found in Hill's® Science Diet® pet food stack up to some of the healthy foods you eat?

Science Diet® Adult Optimal Care™



(1/2 cup)

Total Antioxidant Vitamin* Equivalent



6 Apples

Omega 3+6 Equivalent



1 Halibut Steak (2 oz serving)

Science Diet® Adult Advanced Fitness



(2 cups)

Total Antioxidant Vitamin* Equivalent



17 Apples

Omega 3+6 Equivalent



3 Halibut Steaks (2 oz serving)

*Vitamins E+C
Source: USDA National Nutrient Database for Standard Reference, Release 15.

Don't let these common myths take your focus away from providing complete and balanced nutrition for your pet.

The Corn Myth

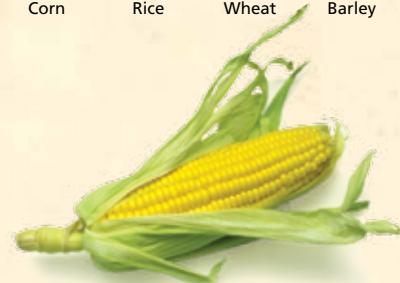
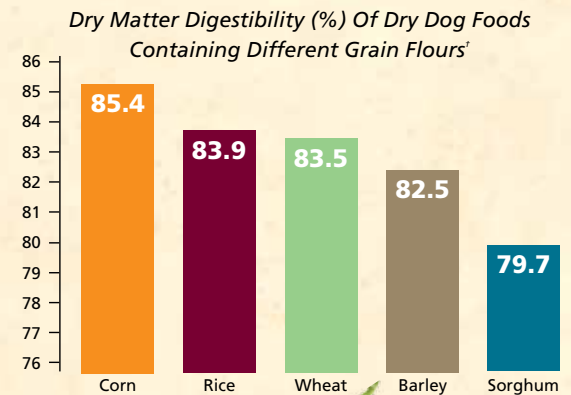
MYTH: Corn is just a filler.

FACT: Corn is NOT a filler. It is a superb source of nutrients such as:

- Essential fatty acids – for healthy skin and coat.
- Beta-carotene, vitamin E, Lutein – nature's antioxidants.
- Highly digestible carbohydrates – for energy.
- Quality proteins – for muscle and tissue growth.

MYTH: Corn is poorly digested.

FACT: Cooked corn is highly digestible. The protein in corn is more digestible than that of rice, wheat, barley or sorghum.*



*Murray SM, Fahey GC, Merchen RN, et al. Evaluation of selected high-starch flours as ingredients in canine diets, *Journal of Animal Science* 1999; 77: 2180-2186.
[†]*Small Animal Clinical Nutrition*, 4th Edition

By-Products as Ingredients

By-products are common ingredients in both human and pet foods. Vitamin E, gelatin, chicken stock and beef bouillon are all by-products. Lamb meal is also a by-product, as it is a secondary product derived from lamb production for human use.

MYTH: Pet foods that contain ingredients listed as “by-products” are inferior.

FACT: Many by-products are excellent sources of nutrients for pets. With extremely rare exceptions, all pet foods contain by-products.

Common by-products in pet foods are:

Animal fats – chicken fat is a by-product of chicken processing.

Animal proteins – lamb meal, fish meal and salmon meal are all ground proteins.

Pork, chicken and beef liver – internal organs of animals.

Beet pulp – dried residue from sugar beets.

Tomato pomace – comes from tomato skins, pulp and seeds.

The by-products that Hill's selects for use in pet foods allow us to add nutrient-rich organ meats, while avoiding excess minerals from bones that are found in less-expensive meat meals.

The Truth About Meat First

MYTH: “Meat-first” foods are better.

FACT: Healthy pets need nutrients and a complete balance of amino acids from both meat and non-meat sources. Meat is not the only source of protein available, either. Other ingredients, like corn, can provide it as well.

MYTH: Grain-free pet foods are better.

FACT: There is no nutritional foundation to support a grain-free diet, and foods that have grains are just as digestible as grain-free foods. The term “grain-free” is misleading, as all grain-free foods contain carbohydrates from other sources, such as the sweet potato, which has more carbohydrates than corn.

MYTH: More protein is better.

FACT: Animals cannot store protein. Excess protein forces the kidneys to work harder when they have to convert it into waste, which is excreted in urine.

MYTH: Dogs are carnivores and need mostly meat.

FACT: Dogs are omnivores and need a balanced diet of proteins, carbohydrates and vitamins from a variety of sources including meats, vegetables and grains. This aids in controlling excess nutrients that may be a risk for long-term health.



Putting Your Pet First Since 1939

Our heritage. The founder of Hill's Pet Nutrition was a veterinarian who created a special pet food to improve the health of a guide dog named Buddy. Today, over 150 veterinarians, PhD nutritionists and food scientists are still working to ensure that our pet food is only of the highest quality.

Our commitment. Our mission is to help enrich and lengthen the special relationships between people and their pets. That's why we make sure that every bag of Hill's® Science Diet® and Hill's® Prescription Diet® pet food meets the highest nutritional standards.

Our support. The Hill's Science Diet Shelter Nutrition Partnership has donated over 100 million dollars' worth of Science Diet pet food to over 1,100 shelter partners across the country since 2002. We believe that the precise, balanced nutrition in Science Diet pet food can help transform shelter pets from being homeless to being home.



Photo courtesy of The Seeing Eye, Inc.

Top 5 Reasons You Should Feed Your Pet Hill's® Science Diet®

- 1** Hill's Science Diet was the first brand to have foods that address the unique needs of each lifestage in both dogs and cats.
 - Puppy/Kitten
 - Adult
 - Mature Adult
- 2** Hill's Science Diet has the most extensive special needs product portfolio.
 - **Dog:** Large Breed, Small Bites, Light, Sensitive Skin, Sensitive Stomach, Oral Care
 - **Cat:** Indoor Cat, Hairball Control, Hairball Control Light, Light, Sensitive Skin, Sensitive Stomach, Oral Care
- 3** Hill's Science Diet pet foods deliver nutritional advantages.
 - 5x more antioxidants* than typical grocery brands for a strong immune system
 - Enhanced levels of Omega 3+6 for healthy skin and coat
 - Controlled levels of sodium for a healthy heart and kidneys
- 4** Hill's Science Diet costs less than you might think—as little as 37¢ per day**
- 5** Science Diet is veterinarians' #1 choice to feed their own pets.

*Vitamins E+C. Dry formulas only.

**Based on the RRSP as of January 2010 for a 35-lb bag of Hill's® Science Diet® Adult Advanced Fitness Original dog food, assuming a 20-lb dog and recommended feeding level of 1-1/3 cups per day, and a 17.5-lb bag of Hill's® Science Diet® Adult Optimal Care™ Original cat food, assuming a 10-lb cat and recommended feeding level of 3/8 cup per day. Data available upon request.



NEW & IMPROVED
ADULT & MATURE ADULT FORMULAS



FeedingIsBelieving.com



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