



Transforming Lives




FEED THE LOVE LOSE THE WEIGHT

Millions of pets have lost weight with Hill's



GET NEW TOOLS TO MAKE WEIGHT CONVERSATIONS EASIER
And watch Moto's & Poochini's stories at [EndPetObesity.com/Vet](https://www.EndPetObesity.com/Vet)

Flip for more details 



FEED THE LOVE LOSE THE WEIGHT

Simple steps to weight loss success

Developed in conjunction with Angela Rollins DVM, PhD, DACVN

1 ASSESS the patient

- › Measure current body weight
- › Estimate body condition score (BCS) and/or body fat index (BFI)
- › Estimate ideal body weight based on BCS or BFI
- › Treat and/or manage comorbidities

the food

- › Estimate current calorie intake from primary food
- › Note type of food (canned, dry, other) and frequency of feeding
- › Record calories from treats and extra foods

the household

- › Preemptively troubleshoot obstacles (access to other pets' food, people in the household who feed extras, begging behaviors)
- › Opportunities for environmental enrichment and activity
- › Owner's ability to provide different forms and frequencies of meals

2 MAKE a plan

- › Calculate goal calories based on ideal weight
- › Recommend food based on patient and owner needs
- › Limit treats and extras to less than 10% of daily calorie intake
- › Give specific food and feeding instructions, including total daily and meal time feeding amounts. Don't forget to count calories from treats.

The Quick Reco tool on [HillsVet.com](https://www.hillspet.com) makes recommendations easy

3 FOLLOW up

- › Recheck weight at least every 4 weeks
- › Aim for weight loss of 0.5 to 2.0% of body weight per week
- › Adjust food recommendations based on rate of weight loss
- › Troubleshoot problems
- › Provide encouragement and celebrate progress

4 MAKE it last

- › Once goal is achieved, continue to adjust calories and recheck until weight is stable
- › Determine if food change is needed based on patient's metabolism
 - Pet eating less than ideal weight RER – consider continuing weight loss food
 - Pet eating more than ideal weight RER – consider OTC weight management food

**GET MORE TOOLS TO MAKE
WEIGHT CONVERSATIONS EASIER**
[EndPetObesity.com/Vet](https://www.hillspet.com/EndPetObesity.com/Vet)

