



**1 in 3 pet parents do not recognise
their pet's weight issue¹**

Start the weight conversation today.

¹2022 Pet Obesity Study. Association for Pet Obesity Prevention.



let's get started



- Would you describe your pet as active?
- How would you describe your pet's energy level — more like a agility dog or a couch potato? Or somewhere in between?
- Does your dog still get excited to play outside with you?
- Is your cat still interested in toys?
- Is there anything you and your pet used to do together that you miss?
- When you're playing, does your pet need time to rest?
- Who walks faster — you or your dog? Who jumps higher?
- Are there any new tricks you'd like your pet to learn?



snack comparisons

4.5kg cat

28g of
cheddar cheese



vs. average person*

= $3\frac{1}{2}$ hamburgers



1 cup of milk



= $4\frac{1}{2}$ hamburgers



*Based on human 2000 kcal/day diet



snack comparisons

9kg dog

28g of cheddar cheese



vs. average person*

= 2½ hamburgers



1 tablespoon of peanut paste



= 2¼ hamburgers



3 metabolic treats



= 1 apple



*Based on human 2000 kcal/day diet

exercising your dog

Check with your vet to ensure that increasing exercise in these ways is appropriate for your pet!

Go for a walk

Switch it up by going places with different kinds of terrain, benches to balance on or logs to jump over.

Play fetch

Try it on a hillside or stairs for extra intensity.

Make a “dogstacle course”

Place fitness steps or other items in the backyard or park and walk your dog through at a quick pace.

Climbing stairs

Healthy for your dog's leg muscles — and yours!



exercising your cat

Toys

A fun toy will encourage your cat to get moving.
Buy from a pet shop or make one yourself.

“Hunting”

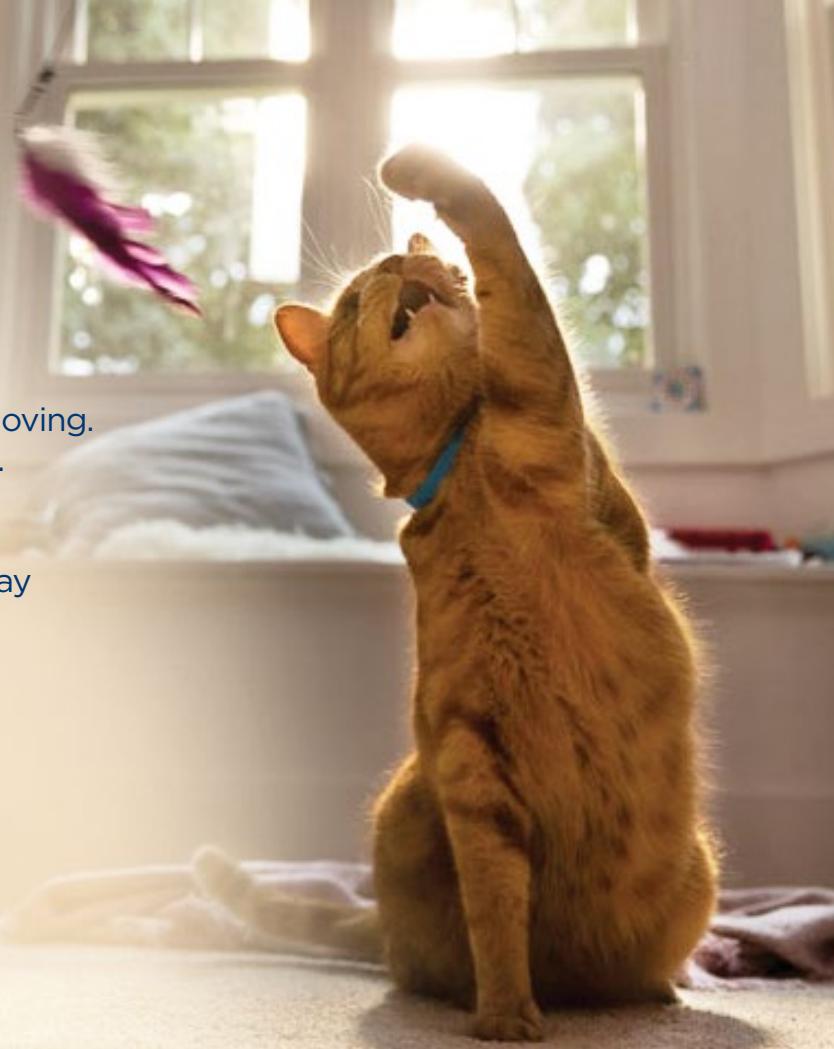
Put a few kibbles in different spots each day
and bring out your cat’s inner hunter!

Catch that light

Shine a flashlight on the floor and walls,
and watch your cat go.

“Boxing”

Give your cat a box to play in
and see what happens next.



Metabolic helps pets achieve their healthy weight

- 88% of pets lost weight at home in 2 months¹
- Clinically proven nutrition to help pets naturally lose weight by activating their metabolism
- Stimulates their natural ability to burn fat
- Unique blend of fibre helps keep pets feeling full and satisfied



¹ Data on file

variety is the spice of life

Feed Metabolic and you'll never deprive your pet of rich flavours, delicious cans and pouches, and tasty treats



RICH FLAVOURS



DELICIOUS CANS



TASTY TREATS

Treats available for dogs only

treat your pet with Hill's Prescription Diet Metabolic Treats

Prescription Diet
Metabolic Treats:
38 kcal / treat for dogs

Compatible with c/d
Multicare, c/d Multicare +
Metabolic, j/d, Metabolic,
Metabolic + j/d, r/d and w/d
Multi Benefit canine diets



*Specially formulated to accompany your pet's Hill's Prescription Diet Metabolic food and are compatible with all weight loss diets; though higher in calories, these treats have the same synergistic blend of ingredients as the food and support healthy weight loss.

other healthy treat options

Overall, treats are not to account for more than 10% of daily calories including food.

In addition to **Hill's Prescription Diet Metabolic Treats**, these healthy options are a great way to treat your pet with human **food on occasion**.



FRUITS

Apple slices (core and seeds removed): ~5 kcal / slice
Blueberries: < 2 kcal / berry
Banana slices: ~15 kcal / slice
Cucumbers: < 2 kcal / slice



VEGGIES

Green beans: < 2 kcal / bean
Baby carrots: 4 kcal / carrot
Broccoli florets: < 2 kcal / floret
Fresh, shelled peas: ~2 kcal / pea



SAVORY

Boiled, skinless, chicken breast, plain, no bone: 26 kcal / 1/8 cup

special treats

Okay to give on special occasions, but not often:

Regular-sized dental treat: ~90 kcal / treat

Medium biscuit dog treat: ~40 kcal / treat

foods to avoid



- Grapes, raisins
- Artificial sweeteners
(especially xylitol)
- Macadamia nuts
- Salty snacks
- Chocolate
- Avocado
- Cherries
- Onions, garlic



extra steps for weight loss success

with Hill's Prescription Diet weight products

Keep tabs on treats

Extra treats can lead to extra kilos. Just a few grams of cheese could be a whole meal's calories!

Get your move on

Turn exercise into fun by taking your dog for a walk or playing with your cat.

Treats don't have to be food

Spoil your pet with a new toy, snuggles and games.

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**SCIENCE
DID THAT.**