



Hill's

Transforming Lives



let's end pet
obesity together



88% of pets lost weight at home with the nutrition of Prescription Diet Metabolic.¹

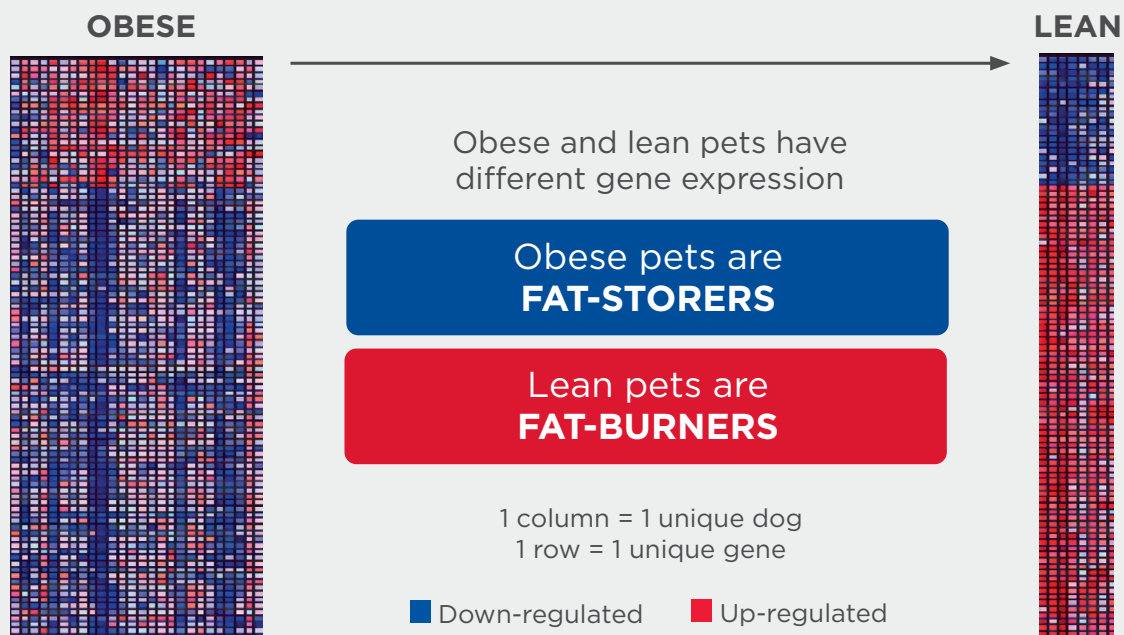
SCIENCE
DID THAT.

spark their metabolism

- **Traditional weight management foods** rely on high-fibre, low-calorie recipes to achieve calorie deficit whilst managing hunger and satiety.
- **Hill's Prescription Diet Metabolic clinical nutrition** goes far beyond this by changing pets' metabolic profiles.

gene expression technology

At Hill's, we have been studying how nutrition impacts a pet's cell function for over a decade.



synergistic blend of ingredients

Using predictive biology technology, we have selected **powerful ingredients that work together** to have an even greater impact on cell function in order to help:

- Metabolise fat for energy production and maintain lean body mass
- Avoid weight regain following a weight loss program



Coconuts



Tomatoes



Flaxseed



Carrots

great results

88% of pets
lost weight
at home¹

5 published studies^{2,3}



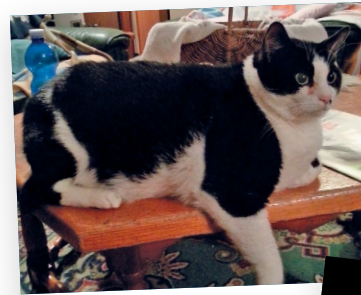
Before: 26.5 kg



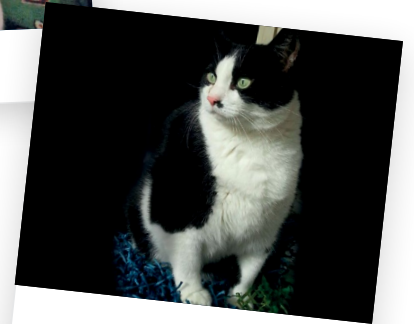
After: 21 kg

**Audrey lost 21% body
weight in 16 weeks***

Veterinary Clinic Chieri,
Chieri, Torino, Italy



Before: 12.7 kg



After: 9.7 kg

**Camillo lost 24% body
weight in 18 weeks***

Dr. Francesca Venuti, Owner
& Veterinarian, Palmanova, Italy

taste pets can't resist

Rich flavours • Hearty stews • Delicious treats



*Amount and timing of weight loss results may vary depending on each pet's individual characteristics

spark a conversation

“Are you aware?”

Use social media or waiting room time to raise awareness before the conversation (e.g. dedicated weighing area).

“No shame”

Try to focus your weight conversation on metabolism: weight gain can be a sign of a slowing metabolism which happens naturally over time.

“It is guilt free”

Be confident and positive. Metabolic nutrition reduces the need for clients to precisely measure the food to safely achieve weight loss success.

“Here is your plan”

Provide a written recommendation and book a follow-up appointment to track progress.



potential advantages for you



Easier
conversations



More accepted
recommendations



Better
compliance



More
successes



Better relationships
with clients

Metabolic nutrition portfolio



**obese / overweight or obese prone
with or without diabetes**

**no other
condition***

**with osteoarthritis
fed (or not)
with j/d**



Hill's Prescription Diet
Metabolic



Hill's Prescription Diet
Metabolic+ j/d

Easy — no need to switch food after weight loss

5 published studies

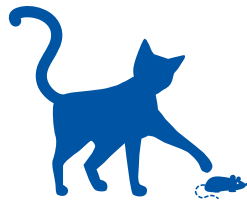
Dog: ¹ Floerchinger AM, Jackson MJ, Jewell DE et al. Effects of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in dogs. *J Am Vet Med Assoc.* 2015;247:375–384.

² Christmann U, et al. Effectiveness of a new weight management food to achieve weight loss and maintenance in client-owned obese dogs. *Intern J Appl Res Vet Med.* 2015;13(2):104–116.

Cat: ¹ Floerchinger AM, Jackson MJ, Jewell DE et al. Effect of feeding a weight loss food beyond a caloric restriction period on body composition and resistance to weight gain in cats. *J Am Vet Med Assoc.* 2015;247:365–374.

² Christmann U, Becvarova I, Werre S, Meyer H. Effectiveness of a new dietetic weight management food to achieve weight loss in client-owned obese cats. *J Feline Med Surg.*

Both species: ³ Towell T, Forrester SD, Cross S et al. Evaluation of a weight management food designed to increase basal metabolism in a home setting. *Intern J Appl Res Vet Med.* 2015;13(1):14–22. 2016;18(12):947–953.



**obese / overweight or obese prone
with or without diabetes**

**no other
condition***

**with FLUTD
fed (or not) with**

c/d Multicare Stress



Hill's Prescription Diet
Metabolic



Hill's Prescription Diet
Urinary+Metabolic Stress



Ask your Hill's Territory Manager how Metabolic nutrition
can help your patients

hillsvet.co.nz



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