Hill's
Transforming Lives

keeping their strength up

First-of-its-kind nutrition that links gut health to kidney strength.

Now with our ActivBiome+ Kidney Defense prebiotic blend.

SCIENCE DID THAT.

1 in 3 cats

1 in 10 dogs

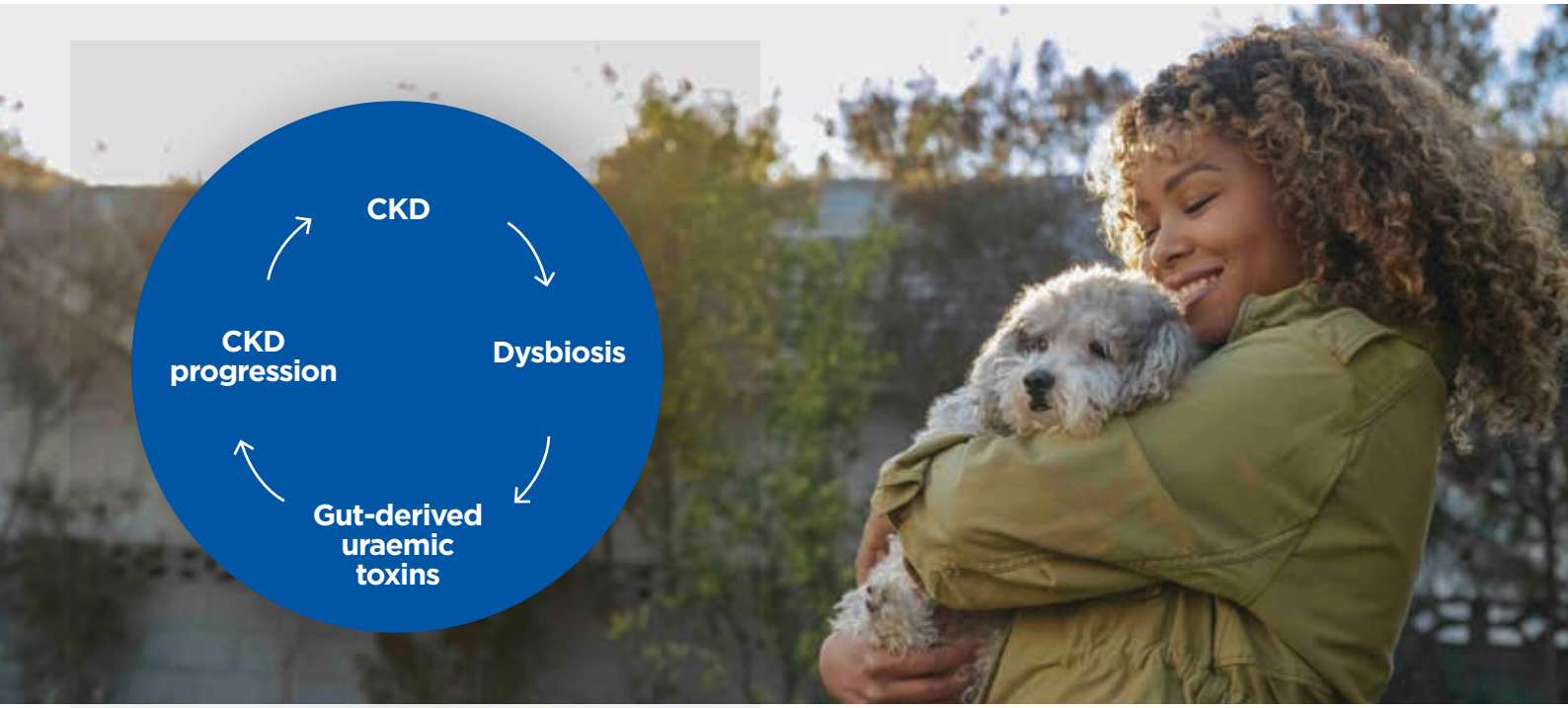
WILL BE DIAGNOSED WITH CKD[5]

New evidence[1,2] supports a link between microbiome health and chronic kidney disease (CKD), even in early stages — and it's more important than ever to consider the role nutrition plays in your CKD patients' lives.

Acting early is critical to help give pets their strongest future.

act early

1. Encourage CKD screenings when a pet turns 7
2. 40-60% of pets with kidney disease are NOT eating a renal food.[3,4] Switch them to Hill's Prescription Diet k/d in CKD Stage 1 to help slow progression.



CKD is associated with an altered intestinal microbiome (dysbiosis), resulting in the production of gut-derived uraemic toxins that can harm the kidneys and contribute to CKD progression and clinical findings including muscle loss and anaemia.

That's why Prescription Diet k/d — shown to slow CKD progression — now includes our ActivBiome+ Kidney Defense to help defend kidneys against toxins produced by gut microbes.

ACTIVBIOME+ KIDNEY DEFENSE

With betaine and our proprietary blend of prebiotics shown to activate the gut microbiome to help protect kidney function.

BETAINE

A nutrient with antioxidant and anti-inflammatory properties that functions as an osmolyte to support cell hydration

OAT BETA GLUCAN

Soluble, complex fibres that modulates the microbiome (colon) and helps reduce uraemic toxins produced by gut bacteria

FOS

(fructo-oligosaccharides)
Soluble, simple fibre that modulates the microbiome (small intestine) and helps reduce uremic toxins produced by gut bacteria

help patients stand strong

Clinically proven nutrition to improve and lengthen quality of life
Now with ActivBiome+ Kidney Defense

Pets with CKD can have unique nutrient needs and finicky appetites, which often affects their muscle mass and weight. But with appropriate nutrition, you can help protect your patient's kidney function, nourish their gut microbiome, and build their muscle for the fight ahead.

Helps build & maintain muscle

with high levels of essential amino acids and L-carnitine

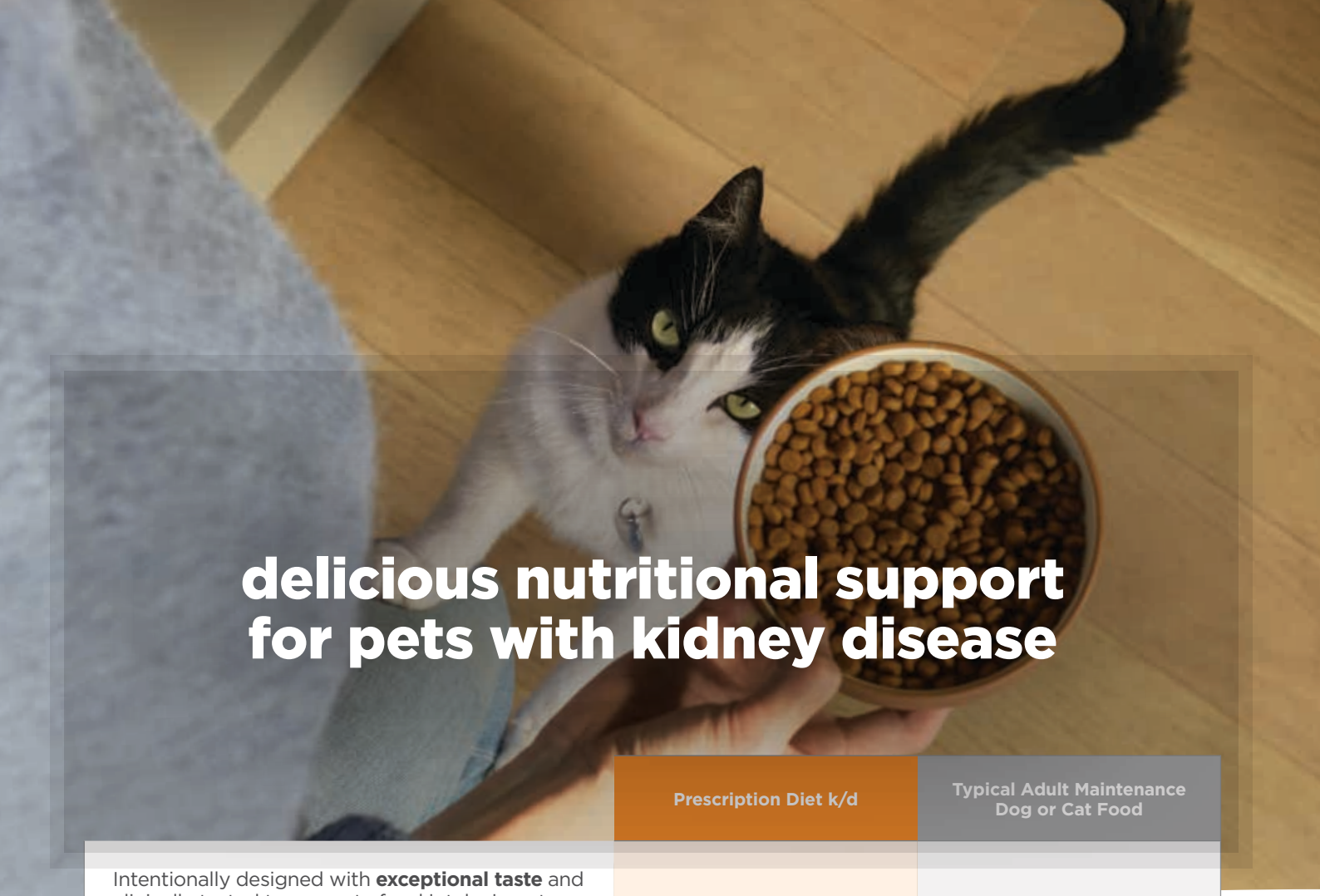
Helps reduce harmful gut-derived uraemic toxins

by activating the gut microbiome with ActivBiome+ Kidney Defense

Stimulates appetite & encourages food intake

with our proprietary Enhanced Appetite Trigger

see the science



delicious nutritional support for pets with kidney disease

	Prescription Diet k/d	Typical Adult Maintenance Dog or Cat Food
Intentionally designed with **exceptional taste** and clinically tested to promote food intake in pets with CKD with Enhanced Appetite Trigger	yes	no
Reduced phosphorus to help slow the progression of kidney disease	yes	no
With ActivBiome+ Kidney Defense, a blend of betaine and prebiotic fibres, to help protect kidneys against toxins produced by gut microbes[1,2]	yes	no
Increased essential amino acids to help pet's natural ability to maintain muscle mass daily	yes	no
With S+OX Shield to promote a urinary environment that reduces the risk of developing struvite and calcium oxalate crystals	yes	no
Controlled amounts of highly digestible protein shown to help decrease production of gut-derived uraemic toxins[5]	yes	no

Visit hillsvet.co.nz for helpful tools, information and practical tips on nutritional conversations with pet parents.

[1]Ephraim E and Jewell DE. Effect of added dietary betaine and soluble fiber on metabolites and fecal microbiome in dogs with early renal disease. *Metabolites* 2020;10:0370. https://doi.org/10.3390/metabo10090370) [2]Hall JA, et al. Feeding cats with chronic kidney disease food supplemented with betaine and prebiotics increases total body mass and reduces uremic toxins. PLoS ONE 2022;17(5):e0268624. https://doi.org/10.1371/journal.pone.0268624) [3]Chen CN, et al. *Vet J* 2018;232:33-39. [4]Markovich JE, et al. *J Fel Med Surg* 2015;17:979-83. [5]Ephraim E, Jewell DE. High protein consumption with controlled phosphorus level increases plasma concentrations of uremic toxins in cats with early chronic kidney disease. *J Food Sci Nutr* 2021;7:1-8. [5]Lulich JP et al.Compend Contin Educ Pract Vet. 1992;14(2):127–153; Brown SA.. The Merck Veterinary Manual website. www.merckvetmanual.com/mvm/urinary_system/

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Hill's PRESCRIPTION DIET

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