



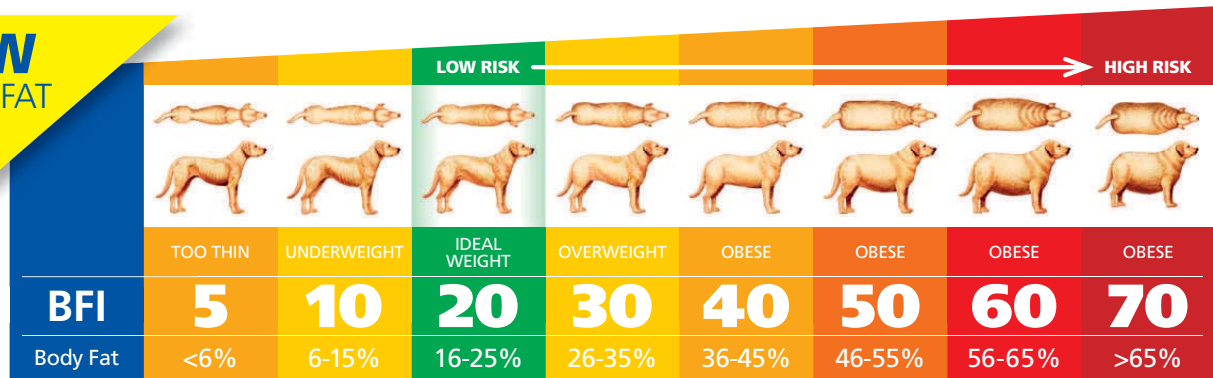
Body Fat Index (BFI): The next evolution of the BCS

- If the pet is overweight, it is critical to determine ideal weight correctly for the weight loss programme to succeed
- Body Fat Index (BFI) scale expands on the current Body Condition Score (BCS) scale to help veterinarians more precisely assess individual pet's ideal weight
- Key benefits
 - Combining BFI assessment in combination with actual weight provides instant ideal weight recommendation
 - BFI risk chart allows showing pet owner relation between excess weight and increased health risk
- Developed during a multi-year research programme in cooperation with a leading veterinary school

Current Body
Condition Score (BCS)



NEW
BODY FAT
INDEX
(BFI)



Use this 7-step protocol for every patient/visit:



1

Assess the pet's weight

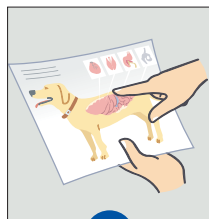
- Weigh and record pet's weight
- Review history for significant weight changes
- Make weight assessment



2

Determine Body Fat Index (BFI)

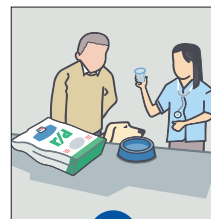
- Get client involved. Look at pet while standing next to client
- Check overall pet's shape, ribs, tail base
- Establish BFI index and establish ideal weight



3

Discuss the risks of obesity with pet owner

- Associated with systemic inflammation, that may threaten health/longevity
- Increased anaesthetic risk
- Diabetes, cancer, arthritis, heart & respiratory disease, high blood pressure



4

Recommend appropriate food

- Set achievable goals for weight loss to avoid owner disappointment
- Recommend pet food formulated for weight loss (e.g. Hill's™ Prescription Diet™ r/d™)



5

Reinforce your recommendation

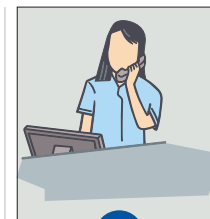
- Address concerns
- Discuss nutritional benefits
- Provide written instructions and consumer leaflet for more information



6

Review your recommendation

- Establish expected weight loss per week
- Reinforce daily feeding amounts and treats



7

Follow up with regular weigh-in appointments

- Offer support and encouragement
- Recommend Hill's™ Prescription Diet™ w/d™ when weight loss achieved

