

key nutritional characteristics

	i/d	i/d Stress	i/d Low Fat	i/d Sensitive	Gastrointestinal Biome	Gastrointestinal Biome Stress	z/d	d/d	Derm Complete
Highly digestible	✓	✓	✓	✓					✓
Rich in fibre					✓	✓			
Low fat		✓	✓						
Prebiotic effect (ActiveBiome+ Technology)	✓	✓	✓	✓	✓	✓	✓		
Suitable for growth	✓			✓					
S+OXSHIELD seal	✓*	✓	✓		✓	✓	✓	✓*	✓
Single intact animal protein source				✓				✓	✓
Hydrolysed protein							✓		
Limited ingredient/ Hypoallergenic				✓			✓	✓	✓
Hydrolysed milk protein (α-casozepine)		✓				✓			
High in omega-3 fatty acids		✓	✓		✓	✓		✓	✓
Psyllium enriched	✓				✓	✓			
Ginger added		✓	✓						
Contains β-Glucan sources				✓					
Not artificially preserved and has no synthetic colours or artificial flavours	✓	✓	✓	✓	✓	✓	✓	✓	✓
Irresistable taste	✓	✓	✓	✓	✓	✓	✓	✓	✓
Also available as a stew	✓	✓	✓		✓	✓			

* Not applicable for dry dog food.



for every GI problem, there’s a solution

Acute/chronic GI disorders in kittens and adult cats, post op recovery

- Gastroenteritis
- Megacolon (not responsive to fibre)
- Pancreatitis
- Exocrine pancreatic insufficiency

Acute/chronic fibre-responsive GI disorders

- Constipation
- Fibre-responsive enteropathies
- Antibiotic-responsive diarrhoea
- Food-responsive enteropathies
- Steroid-responsive enteropathies
- Megacolon (responsive to fibre)



i/d

Clinical nutrition to help improve digestion & stool quality

Highly digestible with high levels of electrolytes & B vitamins to replace lost nutrients

Psyllium to promote healthy intestinal motility and regularity

Prebiotic shown to significantly increase beneficial gut bacteria



Gastrointestinal Biome

Gastrointestinal Biome Stress

Advanced nutrition that focuses on GI microbiome health

Demonstrated clinical results in cats with constipation or diarrhoea¹ in as little as 24 hours

Shown to nourish and activate gut microbiome to support digestive health and well-being²

Uniquely formulated to help promote regular bowel movements

With an additional formula to help manage stress

Diagnostic and long-term management of chronic adverse food reactions



z/d

Clinically proven nutrition to help reduce skin & gastrointestinal signs

Highly hydrolysed animal protein and single carbohydrate source

Formulated to help improve digestion & stool quality



d/d

Helps reduce allergic reactions to food and supports skin health

A single novel animal protein (duck) with a single source of carbohydrate and vegetable protein

High levels of omega-3 & -6 fatty acids to support skin health and break the cycle of inflammation

¹ O'Neill, DG *et al.* Prevalence of Disorders Recorded in Dogs Attending Primary-Care Veterinary Practices in England, PLoS One March 2014; 9(3):e90501.
² O'Neill, DG *et al.* Prevalence of Disorders Recorded in Cats Attending Primary-Care Veterinary Practices in England, Vet J, 2014 Nov;202(2):286-91.

¹ Wernimont, S.M., *et al.* Food with Specialized Dietary Fiber Sources Improves Clinical Outcomes in Adult Cats with Constipation or Diarrhea (in a 2 Month Study). FASEB J, 2020;34(1). Some cats may require multimodal management.
² Hill's data on file, Clinical study on microbiome changes in cats.



digestive care



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Hill's revolutionary
ActiveBiome+
Technology

A balanced microbiome is at the core of your patients' best life. That's why Hill's ActiveBiome+ Technology should be at the core of their nutrition.

Hill's ActiveBiome+ Technology is a blend of prebiotics, shown to rapidly nourish the gut microbiome to support digestive health and well-being.



let's stay ahead of every GI issue with comprehensive, targeted solutions

Acute/chronic GI disorders in puppies and adult dogs, post op recovery

- > Gastroenteritis
- > Garbage gut

Acute/chronic cases when stress & related GI signs are best managed together

- > Suspected stress colitis in dogs up to 14kg
- > Pancreatitis, hyperlipidemia, PLE in small breed dogs

Long-term management of patients with GI conditions requiring low levels of fat

- > Pancreatitis
- > Hyperlipidemia
- > Protein-losing enteropathy

Long-term management of food-responsive enteropathies in adult dogs & puppies

- > Initial management of chronic food-responsive diarrhoea
- > Food sensitivities with GI upset
- > Antibiotic-responsive diarrhoea
- > Mild inflammatory bowel disease

Acute/chronic fibre-responsive GI disorders

- > Fibre-responsive enteropathies
- > Antibiotic-responsive diarrhoea
- > Constipation
- > Steroid-responsive enteropathies
- > Food-responsive enteropathies

Derm Complete

As an alternative to i/d Sensitive & GI Biome, please consider **Derm Complete for food-responsive enteropathies**

Diagnostics and long-term management of adverse food reactions

z/d

Clinically proven nutrition to improve GI signs in 21 days¹ and dermat signs in 30 days¹

- Highly hydrolysed chicken protein and a single purified carbohydrate source
- Increased vitamin E & antioxidants for improved skin and coat, plus fibre for firm stools
- No added intact animal or soy proteins, gluten or lactose. **Not artificially preserved and has no synthetic colours or artificial flavours**

Long-term management of adverse food reactions

d/d

Helps reduce allergic reactions to food and supports skin health²

- Single intact novel protein & carb source to **limit risk and signs of recurrence of adverse food reactions**
- High levels of omega-3 & -6 fatty acids to **support skin health and break the cycle of inflammation**
- No added intact chicken protein, corn, wheat, gluten or soy protein. **Not artificially preserved and has no synthetic colours or artificial flavours.**



i/d

Clinically proven nutrition to help resolve diarrhoea in as little as 3 days¹

- Highly digestible with high levels of electrolytes & B vitamins to **replace lost nutrients**
- Prebiotic fibre, shown to significantly **increase beneficial gut bacteria**
- Psyllium to **promote healthy intestinal motility and regularity**

How i/d food helps^{2,3}

Abnormal GI Tract

- Poorly digestible nutrients
- Excess water

i/d Pet Food Mode of Action in the GI Tract

- Highly Digestible Nutrients (B vitamins, electrolytes) are easily absorbed for replenishment.
- Psyllium acts like a sponge, absorbing excess water from the GI tract and stimulating healthy GI motility.



i/d Stress

The first and only GI nutrition to help alleviate stress-related GI upset

- Proprietary **anti-stress formula** with milk protein hydrolysate
- Prebiotic fibre to **support intestinal microbiome**
- Low-fat nutrition with soothing ingredients, including ginger, to **calm the GI tract**

Clinically proven effect of α -casozepine¹



1. Beata C, Beaumont-Graff E, Coll V et al. Effects of alpha-casozepine (Zylkene) versus selegiline hydrochloride (Selagin, Anipryl) on anxiety disorders in dogs. J Vet Behavior 2007; 3:175-183.

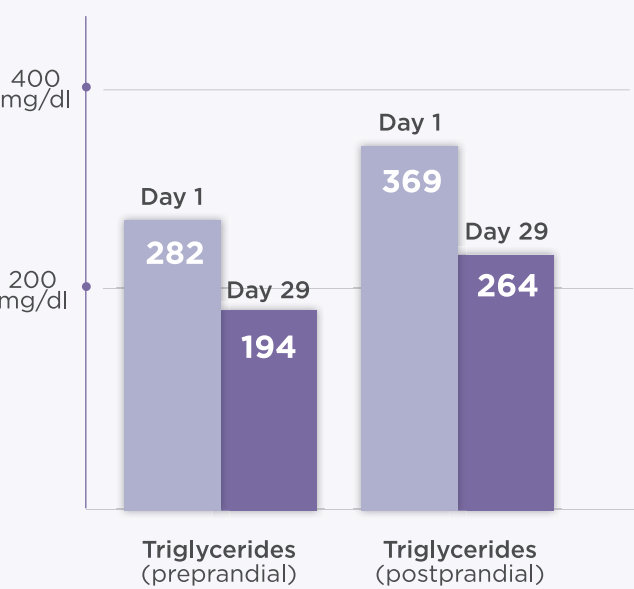


i/d Low Fat

Clinically proven nutrition to lower serum triglycerides, a risk factor of pancreatitis

- Low fat, **highly digestible nutrition**
- Proprietary blend with ginger and prebiotic fibre helps **soothe the GI tract**
- Omega-3 fatty acids help **break the cycle of inflammation**

i/d Low fat food significantly reduced preprandial and postprandial serum triglyceride values (P < 0.01)¹



1. Hill's data on file.

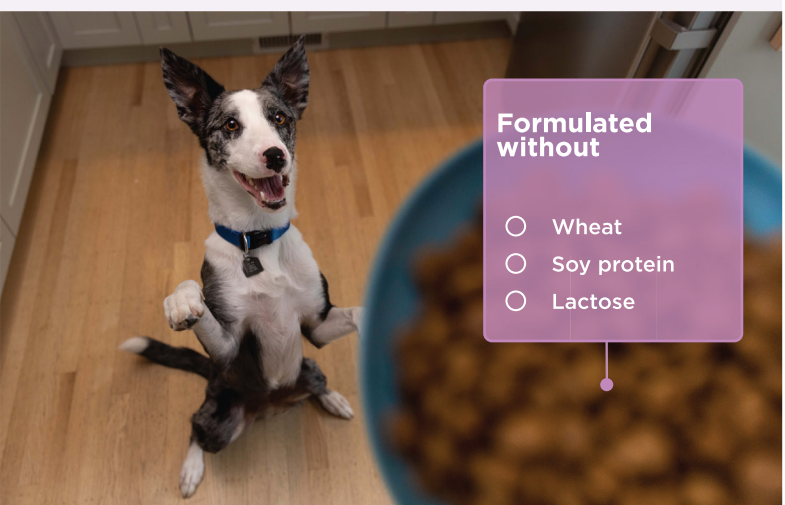


i/d Sensitive

Limited-ingredient nutrition to manage food sensitivities with GI upset

- Egg & rice — carefully selected **single animal protein** and **gentle carb sources**
- Highly digestible for **improved stool quality**
- Limited ingredients to **avoid food sensitivities**

55-65% of chronic enteropathies in dogs are food-responsive^{1,2}



Formulated without

- Wheat
- Soy protein
- Lactose

1. Allenspach K, et al. Chronic enteropathies in dogs: Evaluation of risk factors for negative outcome. JVIM 2007; 21:700-8.
2. Allenspach K, et al. Long-term outcome in dogs with chronic enteropathies. Vet Rec 2016; 178:368-9.

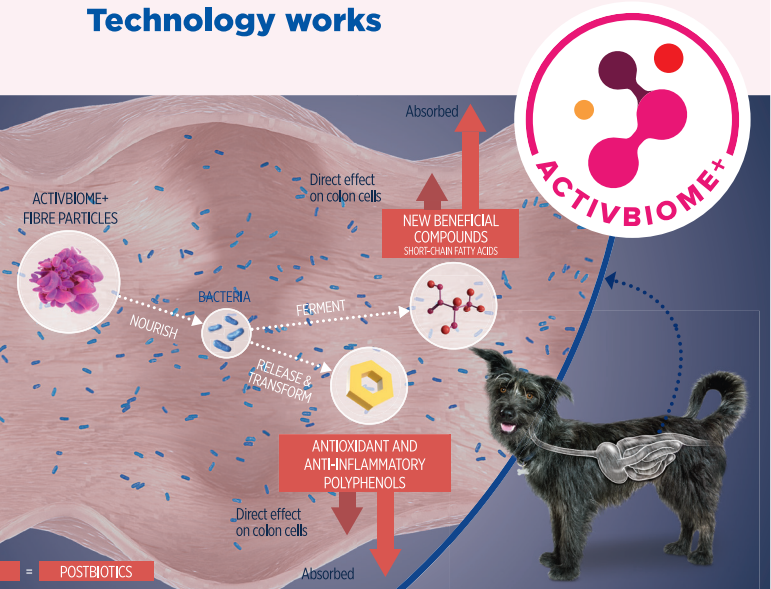


Gastrointestinal Biome

Advanced nutrition that focuses on GI microbiome health

- Clinically proven to **resolve diarrhoea in as little as 24 hours and promote healthy regular stool¹**
- Clinically proven to **limit future episodes of diarrhoea in 100% of dogs²**
- Shown to nourish and activate gut microbiome to **support digestive health and well-being¹**

How ActivBiome+ Technology works



1. Hill's data on file. Clinical study on microbiome changes in dogs.
2. Hill's data on file. Two-month clinical study evaluating dogs with chronic diarrhoea.