



ENVIRONMENTAL
& FLEA ALLERGIES

FOOD
ALLERGIES



MORE THAN 50% OF ALLERGY CASES IN DOGS
are caused **by the world** around them

ENVIRONMENTAL ALLERGIES

NEW

Derm Defense™

Prescription Diet® Derm Defense™ is Hill's first and only nutrition with HistaGuard™ Complex – formulated to reduce signs of environmental allergies by **disrupting the internal allergy response** and **creating a barrier** against future episodes



Your first defense against future allergy outbreaks with **HISTAGUARD COMPLEX**, a proprietary blend of bioactives and phytonutrients



Continuously **NORMALIZES IMMUNE RESPONSE TO ALLERGENS** with natural sources of polyphenols

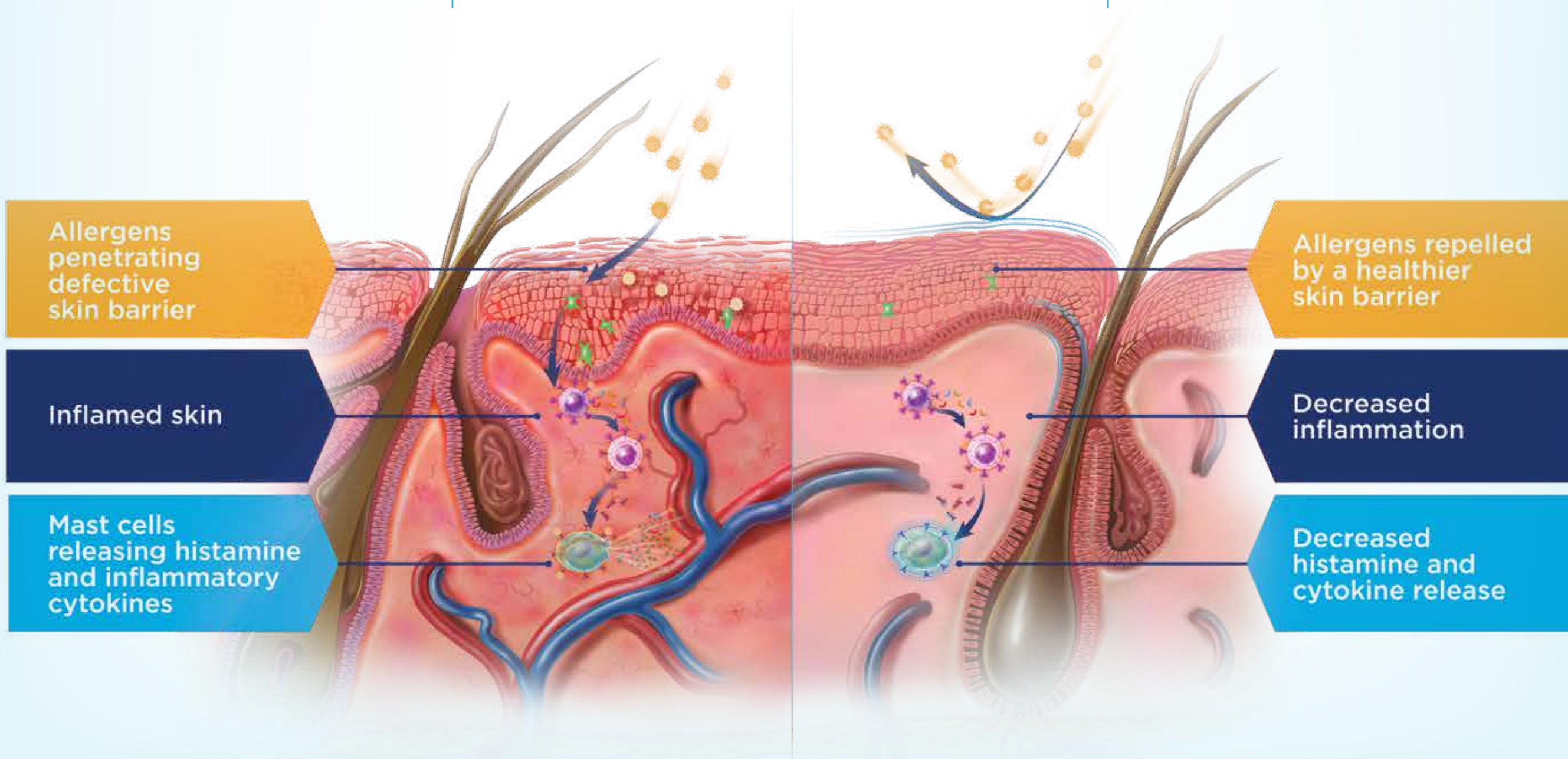


Supports **SKIN REJUVENATION** with vitamin A, zinc and essential fatty acids

ENVIRONMENTAL ALLERGIES

NEW

How it works:



ADVERSE REACTIONS TO FOOD



NEW & IMPROVED

Prescription Diet® z/d® is clinically proven to **improve GI signs in 21 days^{1,2}** and **derm signs in 30 days¹**

**Rich aroma, color
and new kibble shape
dogs can't resist**

Increased **VITAMIN E** and **ANTIOXIDANTS** for improved skin and coat, plus **NATURAL FIBER** for firmer stools

Crafted with highly **HYDROLYZED CHICKEN PROTEIN** and a single purified carbohydrate source

SIMPLY PURE: no intact animal proteins, soy protein, artificial flavors, preservatives, gluten, lactose or chicken by-product meal



Also available in **SMALL BITES!**

¹Loeffler A, Lloyd DH, Bond R, et al. Dietary trials with a commercial chicken hydrolysate diet in 63 pruritic dogs. *Vet Rec.* 2004;154:519-522.
²Fritsch DA, MacLeay JM. Clinical study to evaluate the efficacy of Prescription Diet z/d Canine in the management of dogs with chronic diarrhea. Data on file.

ADVERSE REACTIONS TO FOOD

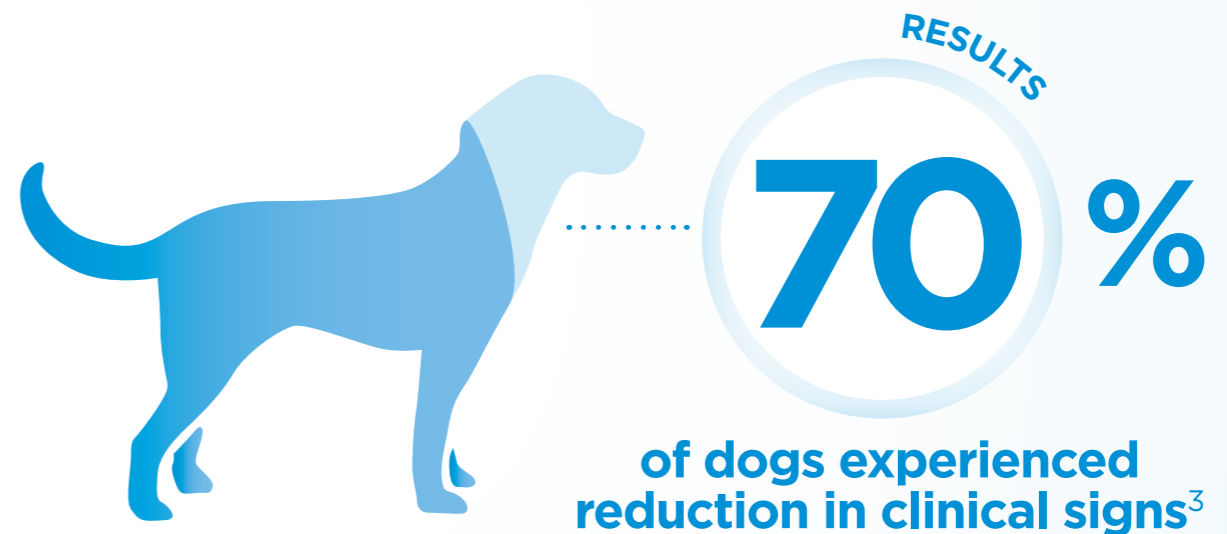


Prescription Diet® d/d® is clinically tested to show visible **skin and coat improvement** in just 4 weeks³

Limits risk and recurrence of adverse food reactions with highly digestible, **SINGLE INTACT NOVEL PROTEIN** and carb source

Helps **REBUILD SKIN AND REDUCE INFLAMMATION** with high levels of omega-6 and omega-3 fatty acids

NO CHICKEN BY-PRODUCT MEAL, corn, wheat, gluten, soy protein, artificial flavors or preservatives



d/d® Single Protein Variants

Canine

DUCK

VENISON

SALMON

³Fritsch DA, Roudebush P, Allen TA, et al. Effect of two therapeutic foods in dogs with chronic nonseasonal pruritic dermatitis. *Intern J Appl Res Vet Med.* 2010;8(3):146-154.

No matter the cause, now you can help manage **100% OF YOUR CASES** from the inside out



d/d® and z/d® are available for cats, too!



HillsVet.com