



Prescription Diet® k/d® features **Enhanced Appetite Trigger** (E.A.T.)™ Technology for dogs & for cats that stimulates appetite of pets with CKD:

✔ for up to **29.7% greater caloric intake**^{1,2} for cats vs. Royal Canin Veterinary Diet® Renal Support

✔ for up to **12.6% greater caloric intake**^{1,2} for dogs vs. Royal Canin Veterinary Diet® Renal Support



Learn more at www.hillsvet.com/renal

1. Hill's® Prescription Diet® k/d® with chicken dry vs. Royal Canin Veterinary Diet® Renal Support A, F and S. Data on file.
2. Only dry contains E.A.T.™ Technology.

CHANGES IN FOOD INTAKE AND APPETITE

Pets with CKD may suffer from decreased appetite due to a variety of reasons, including uremia-related stomatitis, gastritis and nausea. Inadequate caloric intake further perpetuates loss of LBM in patients with CKD due to a lack of an adaptive response to inadequate caloric intake, which is seen in healthy pets. This lack of adaptive response to inadequate caloric intake results in failure of the body to utilize reserves in an orderly manner, and instead results in rapid degradation of tissue substrate stores. Therefore inadequate calorie intake is particularly important to address in patients with CKD. To further combat the causes of muscle loss in cats with CKD (in addition to the enhanced essential amino acid profile, added carnitine and omega-3 fatty acids from fish oil) Hill's recently introduced a new patent-pending flavor enhancing technology: Enhanced Appetite Trigger (E.A.T.)™ Technology.

In a study of cats with CKD the average daily caloric intake of Prescription Diet® k/d® Feline dry with flavor-enhancing E.A.T.™ Technology for cats was significantly

greater than that of three of a key US competitor's feline renal dry food.²⁰ Cats fed k/d® Feline dry ate an average of up to 29.7% more calories daily compared with the competitor's renal dry food (Figure 5). This is an important component of the overall strategy to help maintain muscle in cats with CKD. Cats that eat adequate calories will also consume the right amounts of essential amino acids. In addition, L-carnitine functions to help the body efficiently utilize fat for energy thus helping to spare muscle.

In a study of 12 dogs with CKD, it was shown that the average daily caloric intake of Prescription Diet® k/d® Canine with Chicken dry with flavor-enhancing E.A.T.™ Technology for dogs was significantly greater than that of three of a key US competitor's canine renal dry foods.²¹ Dogs fed k/d® Canine with Chicken dry ate an average of up to 12.6% more calories than when compared to the competitor's renal dry food (Figure 6). An overall strategy of increasing caloric intake which helps ensure adequate essential amino acid intake in a food with added L-carnitine gives veterinarians another step towards successful long-term management of the canine CKD patient.

Figure 5: Average daily food intake of Prescription Diet® k/d® Feline dry with E.A.T.™ Technology for cats compared to competitor's foods

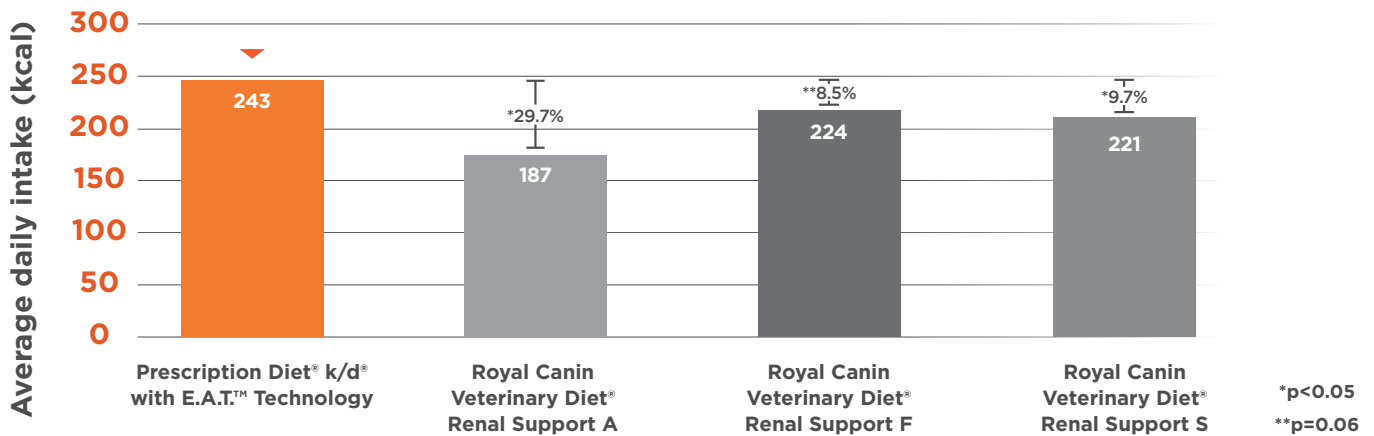


Figure 6: Average daily food intake of Prescription Diet® k/d® Canine with Chicken dry with E.A.T.™ Technology for dogs compared to competitor's foods

