



## NEW & IMPROVED Hill's® Prescription Diet® k/d® Q&A



### 1. What is the difference between the new & improved Prescription Diet® k/d® canine and feline and the current formulas?

The new & improved k/d® formulas will offer vets and your clients a new solution to a common concurrent condition that usually accompanies kidney disease: cachexia (the loss of lean body mass due to disease). The core nutrition of k/d® including high quality protein, controlled phosphorus and sodium remains the only renal therapeutic food shown to increase length and quality of life in both cats and dogs with chronic kidney disease. The new & improved k/d® formula has an enhanced amino acid profile, added L-carnitine, omega-3 fatty acids from fish oil, as well as an excellent taste profile.

The kibble esthetics will also get improved: k/d® Canine dry kibble size and shape is changing, k/d® Feline dry kibble color is changing, k/d® Feline canned (minced) is changing texture to “pâté” and k/d® Canine canned (loaf) is changing color. Refer to last page for details. The macronutrient profile of k/d® is not changing, however, feeding guides will get updated. Refer to Q5 for feeding transition recommendation for your k/d® patients.

### 2. Are all k/d® formulas going to be upgraded? Will there be a change in SKU numbers?

All existing k/d® products and all current forms (dry, stew, loaf and minced) will be impacted by this upgrade. To make this change easier, Hill's is making no changes to the product SKUs.

### 3. Are all forms of the new & improved k/d® going to be available at the same time?

New & Improved k/d® formulas will be start shipping from early January 2017 in a roll-through way.

### 4. How can you identify the new & improved k/d® formulas from current by looking at the packaging?

To make this transition easier, all new & improved k/d® products will have a clear indication on the packaging for first few months to help everyone adjust to the change:

- 'Improved formula & new kibble' for k/d® Canine Dry
- 'Improved formula' for k/d® Feline Dry, all stews and k/d® Canine canned loaf
- 'Improved formula & texture' for k/d® feline pâté

All k/d® dry formulas will also feature 'E.A.T. Technology™' logo on the front and back of the packaging.



Please see example of the packaging:

Dry:



Cans:

can label



Side of can tray



**5. Do pets need to be transitioned gradually from current k/d® to new & improved k/d® formulas?**

We do not anticipate gastrointestinal upset when switching from current k/d® food to the new & improved k/d®. However, any time there is a change in food, especially in patients with CKD, a gradual transition is a good idea. Hill's recommends a transition period of at least seven days.

If a clinic needs help with transitioning a patient whose owner did not set aside old product to mix with upgraded formula they can call VCS. VCS will have a limited amount of old formulas on hand to ship in these instances.

**How to help your transition:**

- Begin by feeding your dog a mix of old food and new food.
- Over a period of 7 days, begin to gradually decrease the amount of old food while increasing the newer food.



**6. Will new & improved k/d® canine and feline formulas have AAFCO feeding trials?**

New & improved k/d® will carry the AAFCO statement "Animal feeding tests using AAFCO procedures substantiate that k/d® provides complete and balanced nutrition for maintenance of Adult Cats/Dogs".

**7. What are the new benefits of upgraded k/d® formulas?**

k/d® Feline:

- Supports your cat's natural ability to build lean muscle daily thanks to superior profile of essential amino acids\*, high levels of L-carnitine and omega-3 fatty acids. (\*compared to AAFCO minimum)
- With E.A.T.™ Technology for cats for up to 29.7% greater caloric intake vs Royal Canin Renal Support A (+8.5% vs RC Renal Support F, +9.7% vs RC Renal Support S)\*\*



k/d® Canine:

- Supports your dog's natural ability to build lean muscle daily thanks to superior profile of essential amino acids\*, high levels of L-carnitine and omega-3 fatty acids. (\*compared to AAFCO minimum)
- With E.A.T.™ Technology for dogs for up to 12.6% greater caloric intake vs Royal Canin Renal Support A (+8.9% vs RC Renal Support F, +9.2% vs RC Renal Support S)\*\*
- Nutrition of k/d® significantly decreases SDMA levels, a marker of kidney function, in dogs with early indications of CKD \*\*\*

\*\* Only dry contains E.A.T.™ Technology.

\*\* Hall J, Frisch D, Yerramilli M, et al. Positive impact of nutritional interventions in client-owned dogs with IRIS stage-1 chronic kidney disease (abstr). J Vet Intern Med. 2016;30(4):1491.

**8. What does “Supports your pet’s natural ability to build lean muscle daily” mean?**

This claim refers to the food’s ability to supply the building blocks to support the daily normal turnover of protein. By providing greater than 139 and 155% of dogs’ and cats’ essential amino acid requirements, respectively, k/d® helps ensure that even pets with advanced CKD and decreased appetite are likely to meet their amino acid requirements necessary to prevent protein catabolism. The food works to provide the building blocks to support normal daily protein turnover.

**9. What forms and flavors of new & improved k/d® are going to be available?**

All current k/d® formulas in a large variety of forms and flavors will be upgraded:

Species	Form	Flavor	Size	SKUs
Feline	Dry	With Chicken	4 lb. 8.5 lb.	7252 8696
		With Ocean Fish	4 lb. 8.5 lb.	10375 10376
	Stews	Chicken & Vegetable	24 x 2.9 oz.	3393
		Vegetable & Tuna	24 x 2.9 oz.	3394
	Pâté	With Chicken	24 x 5 1/2 oz.	9453
		With Tuna	24 x 5 1/2 oz.	2698
Canine	Dry	with Chicken	8.5 lb.	8621
			17.6 lb.	8622
			27.5 lb.	10022
		With Lamb	8.5 lb. 17.6 lb.	10378 10379
	Stews	Chicken & Vegetable	24 x 5 1/2 oz.	3396
			12 x 12 1/2 oz.	3395
		Beef & Vegetable	24 x 5 1/2 oz. 12 x 12 1/2 oz.	3397 3398
	Loaf	With Chicken	12 x 13 oz.	7010
With Lamb		12 x 13 oz.	2697	





**10. What product attributes are changing with k/d® Upgrade?**

Refer to the chart on the next page, changes are marked in red.







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k/d® Feline

	Flavor		Esthetics		Formula upgrade	E.A.T.™ Technology for cats
	BEFORE	AFTER	BEFORE	AFTER		
D R Y	with Chicken	with Chicken	 	Meatier kibble color	✓	✓
	with Ocean Fish	with Ocean Fish			✓	✓
M I N C E D	with Chicken	Pâté with Chicken	 	Pâté texture	✓	Great taste
	with Ocean Fish	Pâté with Tuna			✓	Great taste
S T E W S	Chicken & Vegetable	Chicken & Vegetable	No change		✓	Great taste
	Vegetable & Tuna	Vegetable & Tuna	No change		✓	Great taste

k/d® Canine

	Flavor		Esthetics		Formula upgrade	E.A.T.™ Technology for dogs
	BEFORE	AFTER	BEFORE	AFTER		
D R Y	with Chicken	with Chicken	 	New kibble shape & meatier color	✓	✓
	with Lamb	with Lamb			✓	✓
L O A F	Original Flavor	with Chicken	 	Meatier color	✓	Great taste
	with Lamb	with Lamb			✓	Great taste
S T E W S	Chicken & Vegetable	Chicken & Vegetable	No change		✓	Great taste
	Beef & Vegetable	Beef & Vegetable	No change		✓	Great taste

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