



Leap into the
FUTURE
of **kidney care**



	k/d ¹	k/d+Mobility
Improves & lengthens quality of life	✓	✓
Protects vital kidney & heart function	✓	✓
Formulated to stimulate appetite	✓	✓
Supports the pet's natural ability to build lean muscle daily	✓	✓
Formulated to support a pet's ability to run, walk and jump in as little as 21 days (dogs) and 28 days (cats)		✓
Formulated to increase vitality & alertness in older cats and dogs		✓



IMPROVED FORMULA & NEW KIBBLE!
NEW SHAPE FOR DOGS & MEATIER COLOR FOR CATS

For more information about any of our products for kidney disease:

- + Go to HillsVet.com
- + Call Hill's Veterinary Consultation Service (VCS) at 1-800-548-VETS (8387)

¹Hill's® Prescription Diet® k/d¹ with chicken dry vs. Royal Canin Veterinary Diet® Renal Support A, F and S. Data on file.
²Only dry contains E.A.T.™ Technology.
³Ross SJ, Osborne CA, Kirk CA, et al. Clinical evaluation of dietary modification for treatment of spontaneous chronic kidney disease in cats. *J Am Vet Med Assoc.* 2006;229(6):949-957.
⁴Jacob F, Osborne C, Polzin D, et al. Effect of dietary modification on health-related quality of life (HRQL) in dogs with spontaneous chronic renal failure(CRF) (abstr.). *J Vet Intern Med.* 2004;18(3):417.
⁵Jacob F, Polzin DJ. Clinical evaluation of dietary modification for treatment of spontaneous chronic renal failure in dogs. *J Am Vet Med Assoc.* 2002;220(8):1163-1170.
⁶30% for dogs.
⁷Lascelles BDX, Henry JB, Brown J, et al. Cross-sectional study of the prevalence of radiographic degenerative joint disease in domesticated cats. *Vet Surg.* 2010;39(5):535-544.
⁸Data on file. Hill's Pet Nutrition, Inc.
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HillsVet.com



The future of kidney care manages more than kidney disease

Appetite Loss

Muscle Wasting

Arthritis & Cognitive Decline

Patients with chronic kidney disease (CKD) often suffer from more than kidney problems. Other age-related conditions can strip these cats and dogs of their strength, energy and quality of life.

What solution can you offer?

FROM PROBLEMS TO SOLUTIONS

From **Appetite Loss**

CKD patients often experience a dramatic drop in appetite, and as a result, a reduction in daily caloric intake.

Without sufficient calories, the body turns to its own muscle protein for energy.

To **More Caloric Intake**



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

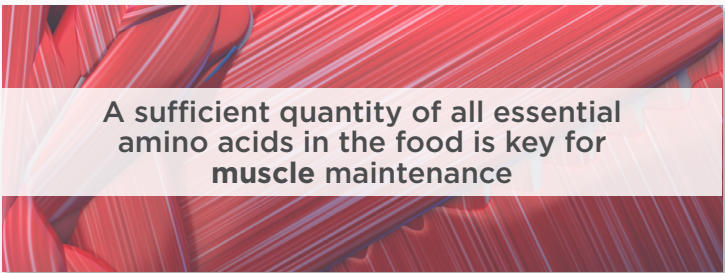
NEW & IMPROVED

k/d®

The nutrition of k/d® improves & lengthens quality of life and increases energy intake.^{3,4,5}

From **Muscle Wasting**

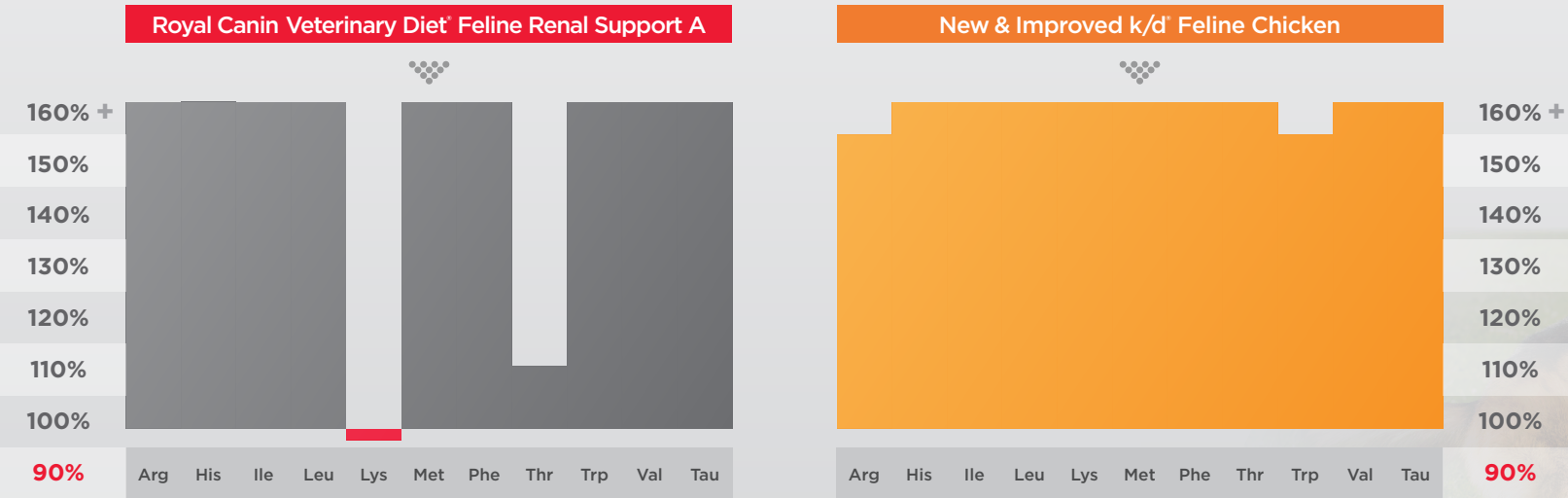
Muscle Wasting is one of the most common conditions associated with CKD and is detrimental to the pet's quality of life.



To **More Support for Building Muscle**

New & improved k/d® supports a pet's natural ability to build muscle daily, thanks to a superior profile of essential amino acids, high levels of L-carnitine and omega-3 fatty acids.

% of essential amino acids vs. recommended daily allowance*



❖ **A renal food can only support muscle synthesis up to the level of its most limiting essential amino acid.** ❖

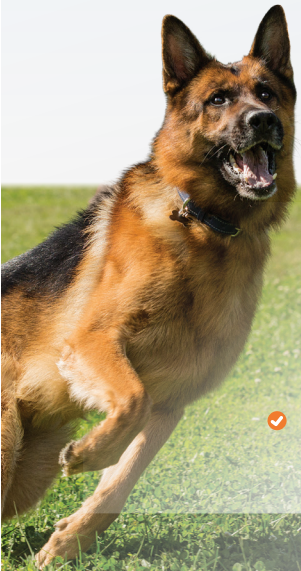
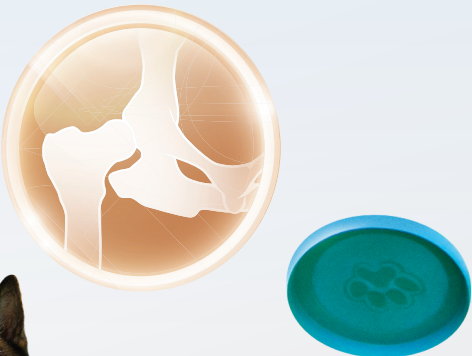
The new & improved k/d® upgrade provides at least 150%⁶ of EVERY essential amino acid cats need. Even if a cat eats just 65% of her meal, she'll still receive 100% of her daily muscle-building requirements.

*According to the Association of American Feed Control Officials (AAFCO)

From **Arthritis & Cognitive Decline**

50% of dogs and cats over 11 years of age display at least one sign of cognitive dysfunction⁷

To **More Support for Aging Patients**



- ✓ The nutrition of Prescription Diet® k/d®+Mobility supports a pet's ability to run, walk and jump in as little as 21 days (dogs) and 28 days (cats)⁸
- ✓ Formulated to increase vitality and alertness in older dogs and cats

NEW

k/d® + Mobility

New k/d®+Mobility is the **ONLY** renal solution that also improves mobility with the full-strength efficacy of k/d® plus j/d® for dogs and cats.