

KEY NUTRITIONAL CHARACTERISTICS

	i/d	i/d Stress	i/d Low Fat	i/d Sensitive	Gastrointestinal Biome	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



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**

ACUTE/CHRONIC FIBRE-RESPONSIVE GI DISORDERS

- Constipation

➤ Fibre-responsive enteropathies

➤ Antibiotic-responsive diarrhoea
- Food-responsive enteropathies

➤ Steroid-responsive enteropathies

➤ Megacolon (responsive to fibre)



Gastrointestinal Biome

Breakthrough nutrition that **promotes regular healthy stool**

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**

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 adverse food reactions** and **supports skin health**

A **single intact 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.

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DIGESTIVE CARE



HILL'S REVOLUTIONARY **ACTIVBIOME+ TECHNOLOGY**

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

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

www.hillsvet.co.uk



LET'S STAY AHEAD OF EVERY GI ISSUE WITH COMPREHENSIVE, TARGETED SOLUTIONS

ACUTE 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 LEVEL 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**

DIAGNOSTIC AND LONG-TERM MANAGEMENT OF ADVERSE FOOD REACTIONS

z/d

Clinically proven nutrition to improve GI signs in 21 days¹ and dermatitis 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 adverse food reactions** and **support skin health**²

Single intact 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

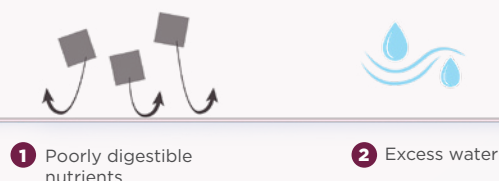
Highly digestible with high levels of electrolytes & B vitamins to **replace lost nutrients**

Prebiotic fibre, shown to significantly **increase beneficial gut bacteria**

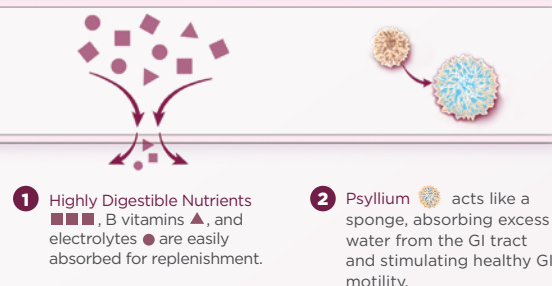
Psyllium to **promote healthy intestinal motility and regularity**

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

Abnormal GI Tract



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



¹ Hill's Data on file.
² Middelbos IS, Fastinger ND, Fahey GC. Evaluation of fermentable oligosaccharides in diets fed to dogs in comparison to fiber standards. J Anim Sci 2007;85:3033-3044.
³ Lieb MS Treatment of Chronic Idiopathic Large-Bowel Diarrhea in Dogs with a Highly Digestible Diet and Soluble Fiber: A retrospective Review of 37 Cases. J Vet Intern Med 2000; 14:27-32.



i/d Stress

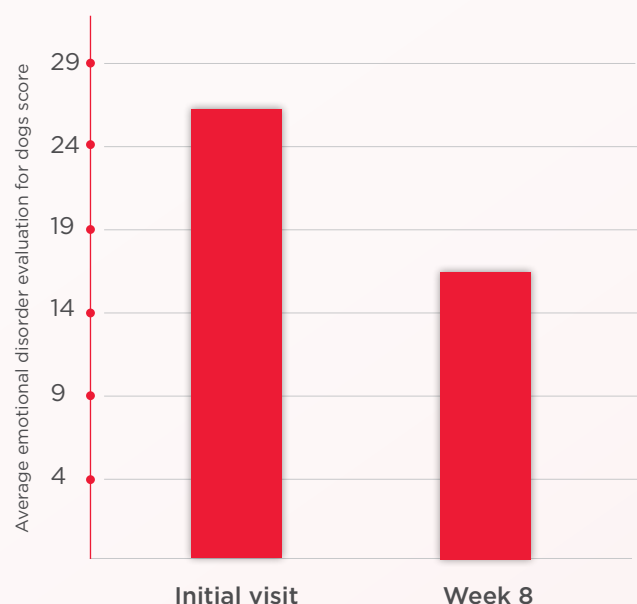
The first and only GI nutrition to help alleviate stress-related GI upset

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, Coli V *et al.* Effects of alpha-casozepine (Zylkene) versus selegiline hydrochloride (Selgian, Anipryl) on anxiety disorders in dogs. J Vet Behavior 2007; 3:175-183.



i/d Low Fat

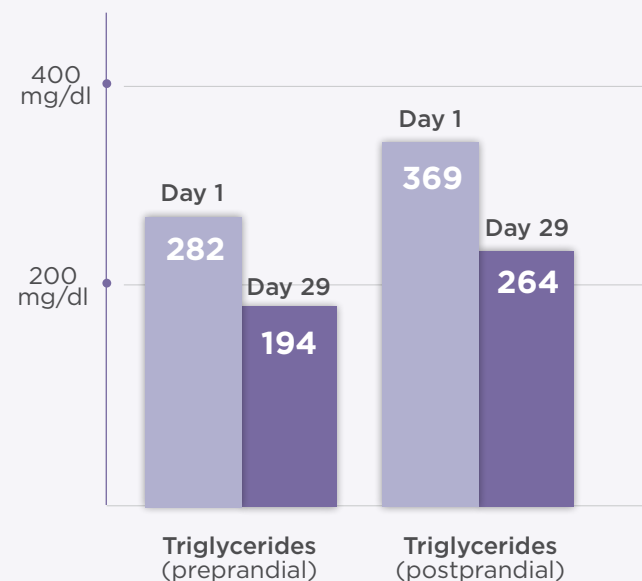
Clinically proven nutrition to **lower serum triglycerides**, a risk factor of pancreatitis

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}



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

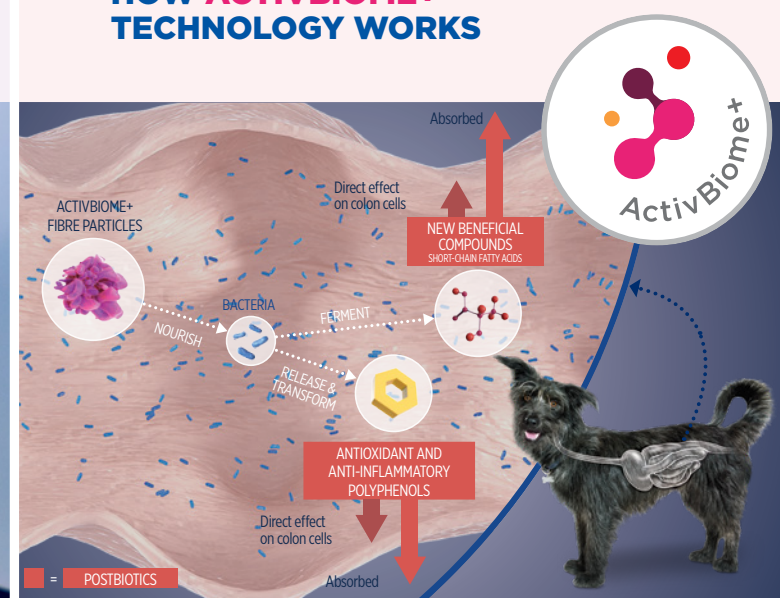
Breakthrough nutrition that **promotes regular healthy stool**

Clinically proven to **resolve diarrhoea in as little as 24 hours** and **promote healthy regular stool**¹

Clinically proven to **limit future episodes of diarrhoea in 100% of dogs**²

Shown to nourish and activate gut microbiome to **support digestive health and well-being**¹

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.