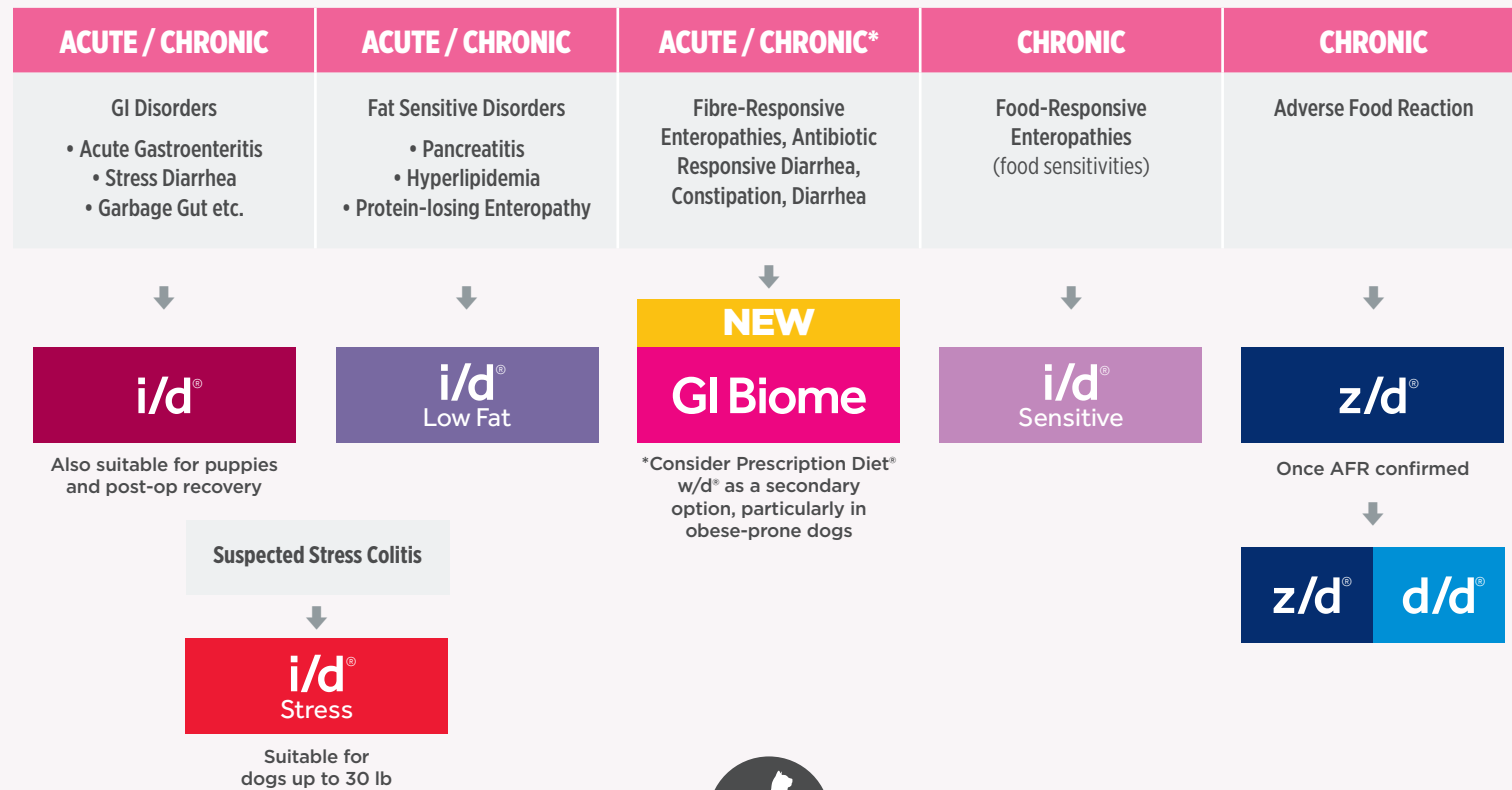


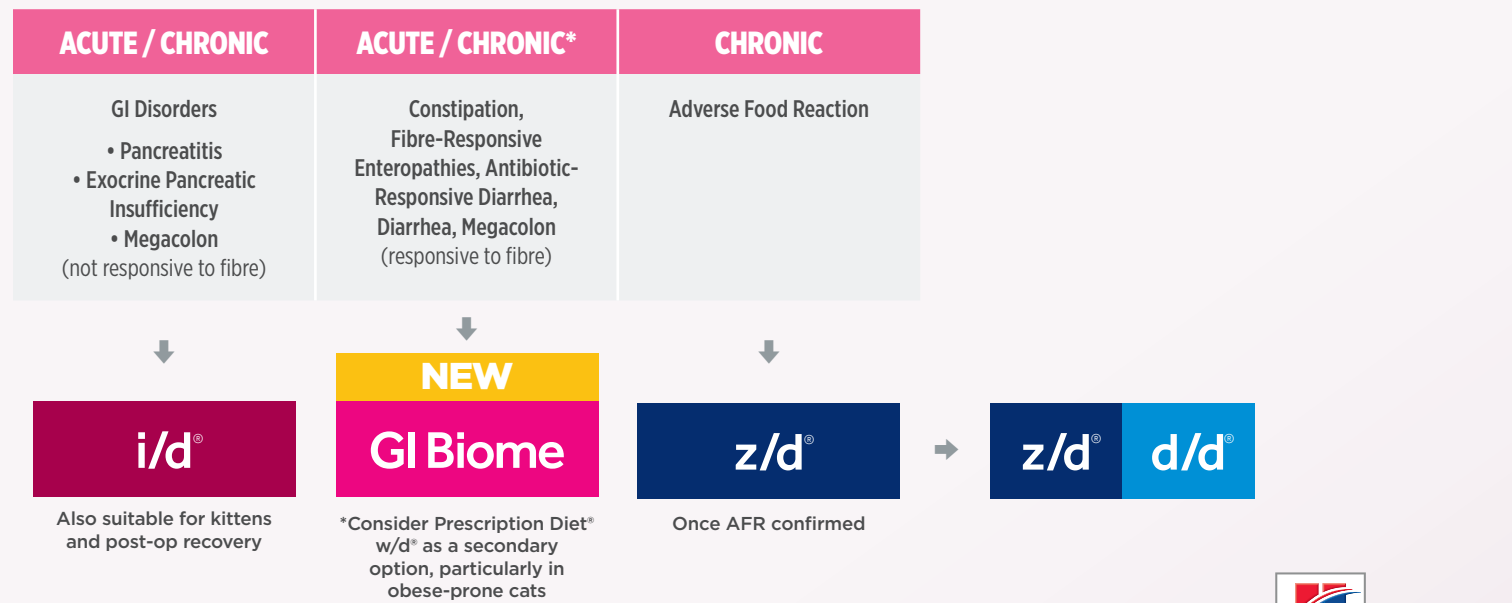
LET'S STAY AHEAD OF EVERY GI ISSUE



NUTRITIONAL MANAGEMENT OF DOGS WITH GI DISORDERS



NUTRITIONAL MANAGEMENT OF CATS WITH GI DISORDERS



¹Hill's data on file. Clinical study on microbiome changes in dogs.
²Hill's data on file. Clinical study on microbiome changes in cats.
³Hill's data on file. Two-month clinical study evaluating dogs with chronic diarrhea.

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Ask your territory manager how the groundbreaking nutrition of Gastrointestinal Biome can help your patients.



HillsVet.ca



NEW INGREDIENT TECHNOLOGY



SEE GI ISSUES IN A NEW LIGHT WITH MICROBIOME SCIENCE

NEW HILL'S® PRESCRIPTION DIET® GASTROINTESTINAL BIOME
 revolutionizes the way you tackle fibre-responsive GI issues.



DRY



DRY

STEW



FIBRE-RESPONSIVE GI ISSUES ARE DISRUPTIVE TO THE PET, YOUR CLIENT AND YOU

Fibre-Responsive Enteropathies	Antibiotic-Responsive Diarrhea	Diarrhea
Constipation	Colitis	Megacolon*

*responsive to fibre

No matter the cause, GI issues can be stressful and emotions often run high.

"I was always worried about a flare-up or worried about having to wake up and clean diarrhea off the floor."



CAROLINE K.,
OWNER OF PIPER,
9-YEAR-OLD
JACK RUSSELL MIX

"My cat seemed frail before. I grew incredibly concerned about his constipation problems."



RICKY E.,
OWNER OF COUNT RUGAN,
11-YEAR-OLD GREY TABBY

A new approach to GI care: The microbiome

- Traditional fibre foods primarily work by affecting water balance to help manage clinical signs
- Groundbreaking new science and research** highlights the critical role a dog's or cat's gut microbiome can play in not only their response to GI issues, but also in determining their overall well-being

FINALLY — NUTRITION THAT USES THE POWER OF THE PET'S OWN MICROBIOME

Introducing Hill's® Prescription Diet® Gastrointestinal Biome — a first-of-its-kind, great-tasting nutrition shown to nourish and activate the gut microbiome to support digestive health and well-being.^{1,2}



SHOWN IN A CLINICAL STUDY TO:



Resolve diarrhea in as little as **24 HOURS** and promote regular healthy stool³

Limit future episodes in **100% OF DOGS³**

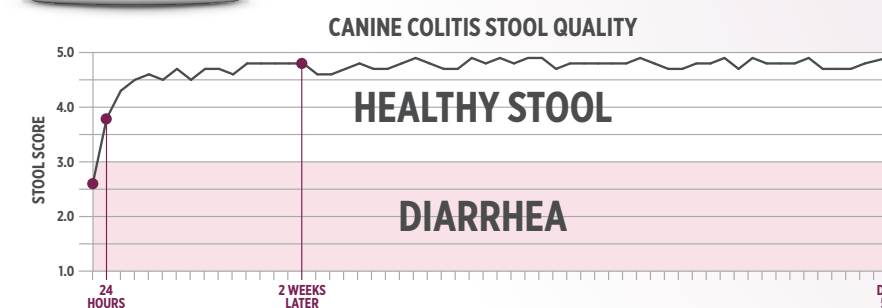
UNIQUELY FORMULATED TO:



Promote regular **HEALTHY STOOL**

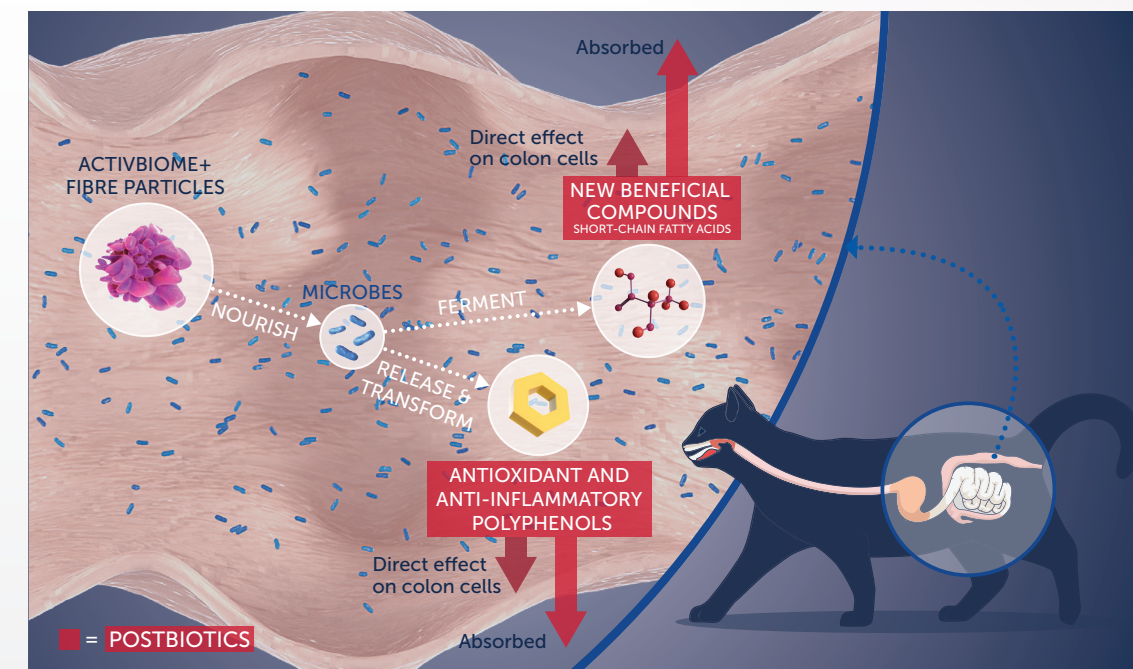


Also available in **DELICIOUS STEW**



Explaining Prescription Diet® Gastrointestinal Biome to your clients

GI Biome contains new ActivBiome+™ Technology — a blend of active fibre ingredients, which naturally promote regular healthy stool and restore the balance of your pet's unique gut ecosystem, called the gut microbiome.



ActivBiome+ is a proprietary blend of active fibres that work synergistically to nourish the pet's microbes. The microbes ferment the fibres and produce gut-nourishing compounds, as well as release and activate antioxidant and anti-inflammatory polyphenols. These postbiotics benefit the gut, as well as other organs and tissues.

What is the gut microbiome?

Billions of microbes and other microorganisms, with a dynamic interaction between desirable and undesirable bacteria, which is unique to each pet. Microbiome balance influences the transition between health, and acute or chronic disease.

