



NEW INGREDIENT
TECHNOLOGY



SEE GI ISSUES IN A NEW LIGHT WITH MICROBIOME SCIENCE

**NEW HILL'S PRESCRIPTION DIET
GASTROINTESTINAL BIOME**
revolutionises 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 Diarrhoea	Diarrhoea
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 diarrhoea 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."



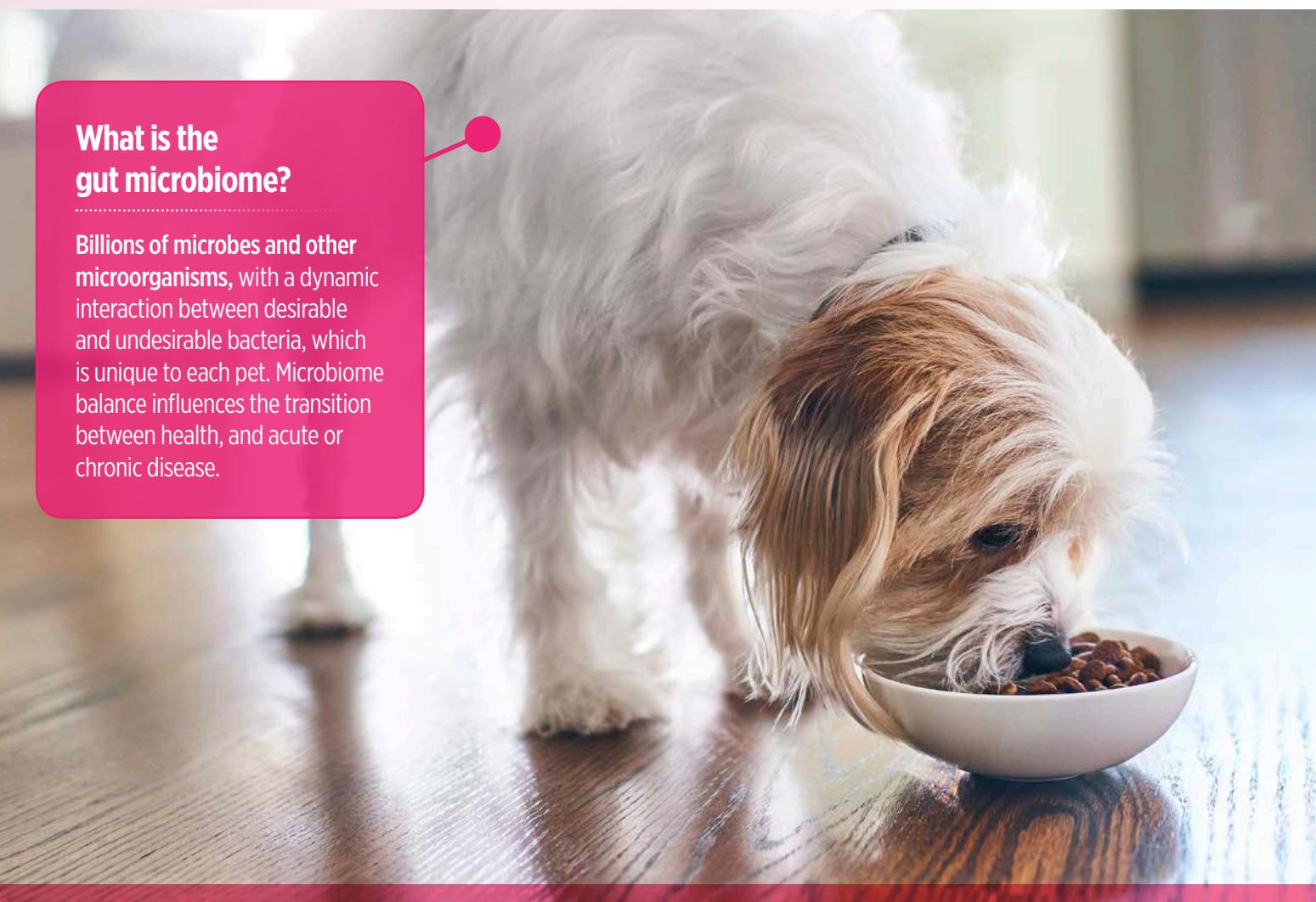
RICKY E.,
OWNER OF COUNT RUGAN,
11-YEAR-OLD GREY TABBY

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

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.



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:



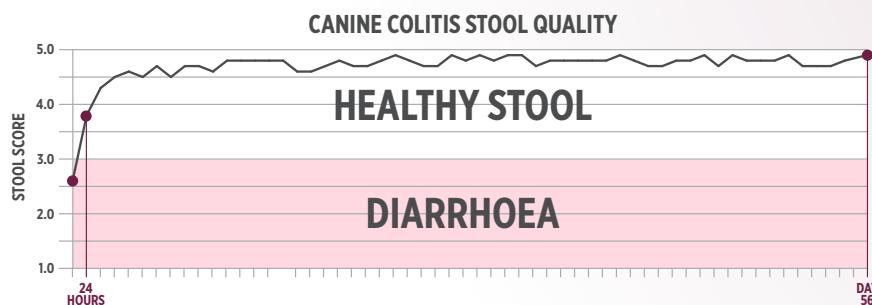
Resolve diarrhoea in as little as **24 HOURS** and promote regular healthy stool³

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

UNIQUELY FORMULATED TO:

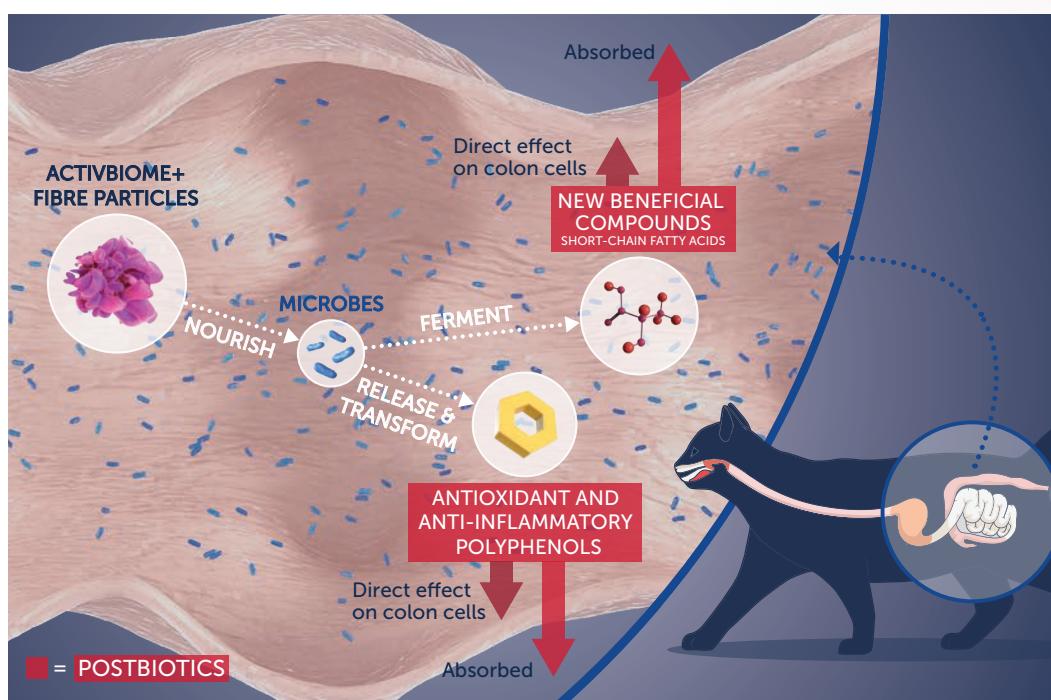


Promote regular **HEALTHY STOOL**



Explaining Hills 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.

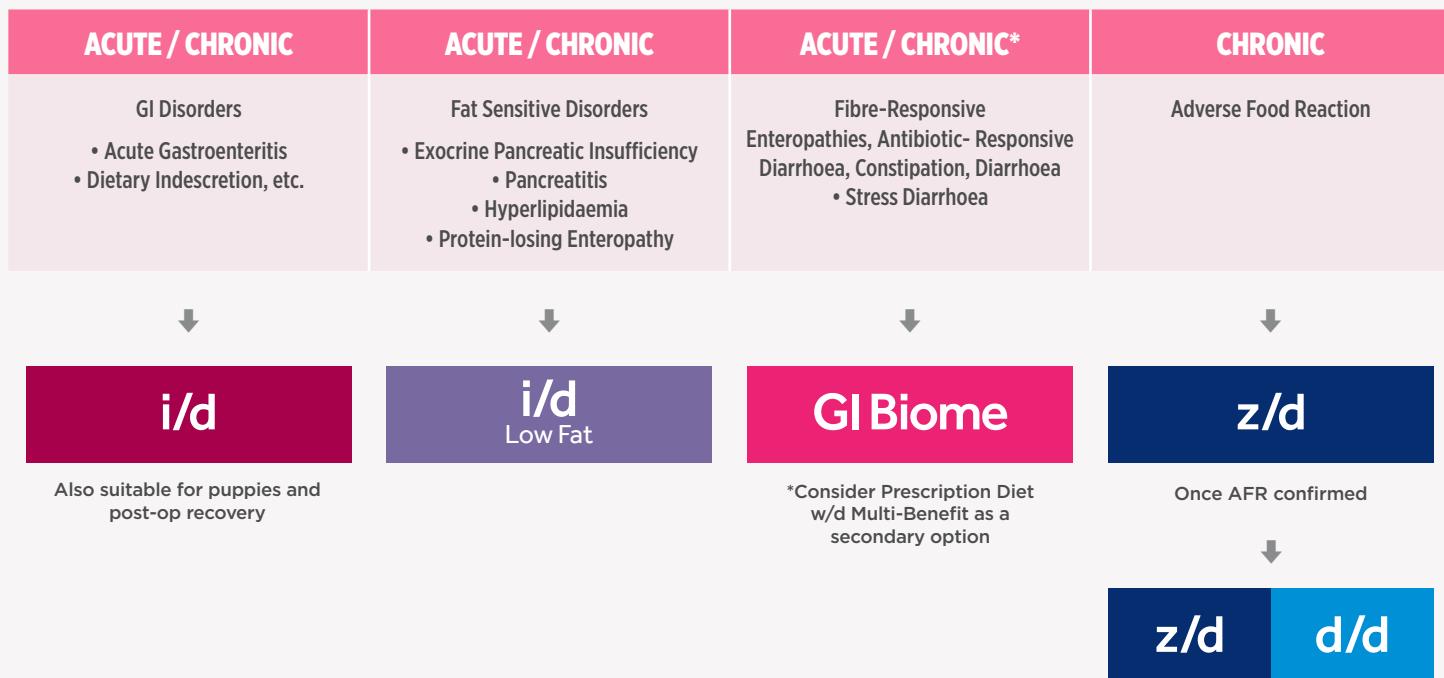


ActivBiome+ is a proprietary blend of active fibres that work synergistically to nourish the pet's microbes. The microbes ferment the fibres and produce gut-nourishing compounds, as well as release and activate antioxidant and anti-inflammatory polyphenols. These postbiotics benefit the gut, as well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

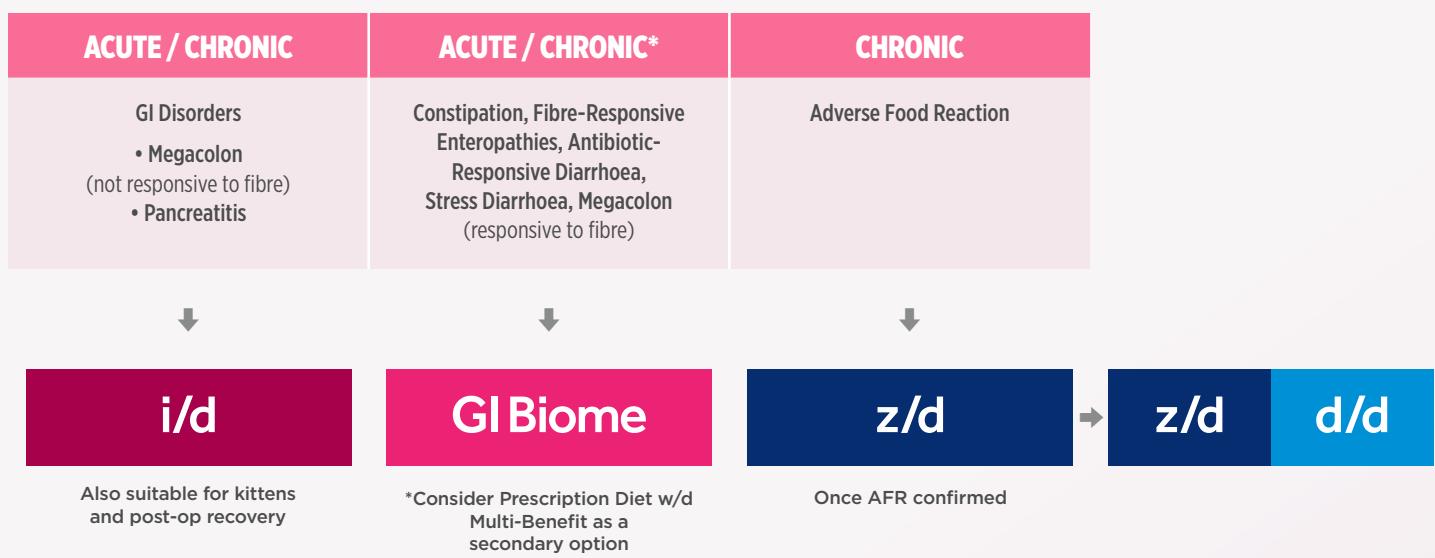
LET'S STAY AHEAD OF EVERY GI ISSUE



NUTRITIONAL MANAGEMENT OF DOGS WITH GI DISORDERS



NUTRITIONAL MANAGEMENT OF CATS WITH GI DISORDERS



1 Hill's data on file, 2018. Clinical study on microbiome changes in dogs.
 2 Hill's data on file, 2018. Clinical study on microbiome changes in cats.
 3 Hill's data on file, 2018. Two-month clinical study evaluating dogs with chronic diarrhoea.
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Ask your rep how the groundbreaking nutrition of Gastrointestinal Biome can help your patients



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