

nutritional support for pets with serious illness such as cancer

Conduct baseline nutritional assessment and begin nutritional support at time of diagnosis

For pets with any malignant or benign cancer, recommend Prescription Diet ON-Care and provide specific feeding instructions (amount, frequency)\*

Repeat the nutritional assessment at each visit and make adjustments as needed. Prescription Diet ON-Care can be fed long term whether patients are receiving cancer treatments or not.

	Prescription Diet ON-Care	Typical Adult Maintenance Dog or Cat Food
Intentionally designed with exceptional taste and clinically proven to promote food intake	yes	no
Complete & balanced food with high energy density helps meet nutritional needs with smaller meals	yes	unlikely
Uniquely designed, softer kibble that is easier to chew	yes	no
Dry and wet foods with highly digestible nutrients that are easy for pets to absorb and use	yes	unlikely
Enriched with omega-3s from fish oil to help manage inflammation	yes	unlikely
High-quality protein with high amounts of essential amino acids and L-carnitine to help support muscle mass	yes	no
Contains ActivBiome+, a proprietary blend of prebiotic fibres to support a healthy GI microbiome and maintain consistent stool quality	yes	no



When their pet is diagnosed with serious illness, such as cancer, pet parents want your recommendation?



your friend in the fight



For pets living with serious illness, such as cancer. With taste beyond belief, for time spent better together.

SCIENCE DID THAT.





1 IN 4 DOGS + 1 IN 5 CATS  
WILL BE DIAGNOSED WITH CANCER<sup>1</sup>

Pet parents view their pet's appetite as an indicator of quality of life.

That's why Hill's has developed groundbreaking, great tasting nutrition for pets with critical illness, such as cancer – because when we can keep them eating, we can keep them fighting.



## full bowl. full belly. full life.

For pets fighting serious illness, eating means quality of life.

### Risks of malnutrition:

- Significantly decreases response to treatment protocols and time of remission
- Increases mortality and morbidity
- Has an overall detrimental effect on quality of life

“If the appetite goes and [pets] refuse to eat, that is one of the main signs that quality of life is no longer present. Then euthanasia is right around the corner. Only one missed meal might be enough.”

Source: Cancer Key Thought Leader Triads WVC  
March 2017, Cancer Exploratory C space Feb. 2017.

## meet your new friend in the fight



Critical nutritional support for pets living with serious illness, such as cancer.



### Encourages an enthusiastic appetite

- Unique nutrient formulation stimulates appetite and **supports increased food intake**
- **High caloric density** to help ensure energy and nutrient needs are met
- Unique, **easy-to-chew softer kibble** and delicious flavour makes meal time enjoyable



### Helps maintain muscle mass

- High levels of **highly digestible protein**
- L-Carnitine helps **maximise fat for energy utilisation**, sparing muscle protein
- Includes **190%** of FEDIAF recommended levels of **essential amino acids** for building muscle



### Supports healthy digestion

- ActivBiome+ blend of prebiotics **nourishes the gut microbiome** and is shown to help maintain **consistent stool quality**
- **Highly digestible proteins, fats and carbohydrates** make key nutrients easier to absorb to nourish their body during the fight