

FOOD + ENVIRONMENTAL ALLERGIES



Transforming Lives

**SCIENCE
DID THAT.**

40%
of vet visits are due to
skin issues¹



¹O'Neill DG et al. Prevalence of Disorders Recorded in Dogs Attending Primary-Care Veterinary Practices in England. Plos One 9(3): e90501.

Some allergies
can be difficult
to diagnose

There are many causes of allergies in dogs

Environmental allergens



Fleas
& insects



Seeds



Weeds
& grass



Pollen



Dust mites

Food allergens



Beef



Chicken

Only 10%
of dogs with allergies are
experiencing food allergies



Concurrent allergies are common

Dogs with adverse food reaction have a 20-30% higher risk of developing concurrent allergies¹.

These allergies are typically environmental allergies.

¹Concurrent allergies may occur in up to 20% - 30% of cases in dogs and cats with adverse reactions to food (SACV 5, pp. 630, English language version; Verlinden A, Hesta M, Millet S, Crit Rev Food Sci Nutr. 2006;46(3):259-73.)



For dog owners, traditional derm diagnostics can be stressful



Time-consuming



Delayed targeted treatment



Expensive

Leaving owners:

- Feeling helpless
- Frustrated with vet
- Seeking quicker resolution

Leaving dogs suffering from:

- Continued itching
- Tired from lack of sleep
- Painful scratching



The right
nutrition can help

Prescription Diet Derm Complete

Clinically proven nutrition for both food *and* environmental allergies supported by 4 clinical studies



NEW Prescription Diet Derm Complete Puppy supports skin health from the start.



- Nutrition specially formulated to support skin health and help manage food and environmental allergies in puppies
- Nutrition formulated to help reduce common allergy symptoms such as licking, scratching, headshaking and skin redness
- Nutrition formulated to manage scratching due to environmental allergies and promote puppy's overall development

Prescription Diet Derm Complete for dogs & puppies

Helps manage itching in dogs with environmental or food allergies

HOW IT HELPS:

Visible skin improvement in dogs with food sensitivities

Nutrition shown to reduce night scratching & improve sleep quality

Supports the skin barrier against environmental irritants year-round



HOW IT WORKS:

Single novel intact protein to help avoid adverse reactions to food

With bioactives & phytonutrients to support healthy immune response

With omega-3s from fish oil to help support continued skin health

Egg as a novel protein source in Derm Complete

Egg is a High-Quality Single Intact Animal Protein Source with benefits for Immune Function



Shortens duration of allergic reaction



Shown to have the ability to dampen the inflammatory response



Derm Complete can be used in ~99.6% of dogs with dermatologic disease

Only 10% of dogs with allergies are experiencing reactions to food ingredients. Of that 10%, only 4% are allergic to egg¹.



Amazing success with Derm Complete

After 4 years of research and 3 clinical studies, Derm Complete produced incredible results.

21 days

Visible skin healing
in as little as 21 days
in dogs with food allergies¹

>90%

of dogs successfully
transitioned
to Derm Complete²



0 recurrence

No dogs had
recurrence of signs
of dermatologic disease²

82%

of owners reported
less scratching³

¹ Wernimont et al. Evaluation of clinical signs related to adverse food reaction (AFR) in dogs using a new behaviour-recognition approach. *Veterinary Dermatology* 2020; 31:S1103.

² Weemhoff et al. Quantification of behaviours in dogs with atopic dermatitis with a machine learning based approach. *Veterinary Dermatology* 2020; 31:S1104.

³ Hill's data on file 2020. Clinical nutrition for the management of dogs with environmental sensitivities.

New 2022 study shows continued success with Derm Complete

Our recent Derm Complete 12-week feeding trial with vet-assessed & owner-assessed data produced successful results¹

83%

of dogs improved and of those, there was a 47% reduction in CADESI Score

>72%

of owners reported less itching



81%

of owners reported a reduction in headshaking

Nearly 80%

of owners would continue using the food after the trial*

¹Hill's data on file

*Study shows combined results using Prescription Diet Derm Complete and z/d.

Derm Complete improves quality of life

Helps alleviate the following signs:



Painful
excoriations



Poor sleep
quality



Pruritus



Concurrent
GI signs

You can recommend Derm Complete with confidence
for all your allergic derm cases* even over z/d



Nutrition clinically proven to provide broad derm coverage from the inside out -
no matter the cause

*Except known allergy to egg

See the rest of Prescription Diet Skin Care range



Prescription Diet d/d

Hypoallergenic - helps reduce food intolerances and supports skin health

HOW IT HELPS:

Formulated to support digestion & stool quality



Formulated to nourish and condition the skin with visible improvement



Formulated to help maintain a healthy skin barrier



HOW IT WORKS:

Limited ingredient nutrition with single animal protein



Formulated without soy protein



High levels of omega-3 fatty acids



Prescription Diet z/d

Nutrition clinically proven to reduce skin & digestive signs from food intolerances

HOW IT HELPS:

This nutrition visibly supports a healthy skin & coat



Helps promote a healthy skin barrier



Provides excellent stool quality



HOW IT WORKS:

With highly hydrolysed animal protein



With fish oil, increased levels of essential fatty acids & high levels of vitamin E



With a proven blend of prebiotic fibres



Prescription Diet z/d Mini

Nutrition clinically proven to reduce skin & digestive signs from food intolerances

HOW IT HELPS:

This nutrition visibly supports a healthy skin & coat



Helps promote a healthy skin barrier



Provides excellent stool quality



HOW IT WORKS:

With highly hydrolysed animal protein



With fish oil, increased levels of essential fatty acids & high levels of vitamin E



With a proven blend of prebiotic fibres



Prescription Diet d/d

Hypoallergenic - helps reduce food intolerances and supports skin health

HOW IT HELPS:

Formulated to support digestion & stool quality



Formulated to nourish and condition the skin with visible improvement



Formulated to help maintain a healthy skin barrier



HOW IT WORKS:

Limited ingredient nutrition with single animal protein



Formulated without soy protein



High levels of omega-3 & 6 fatty acids



Prescription Diet z/d

Formulated to reduce skin & digestive signs from food intolerances

HOW IT HELPS:

Helps with food-related causes of skin irritation



Helps promote a healthy skin barrier



Provides excellent stool quality



HOW IT WORKS:

With highly hydrolysed animal protein



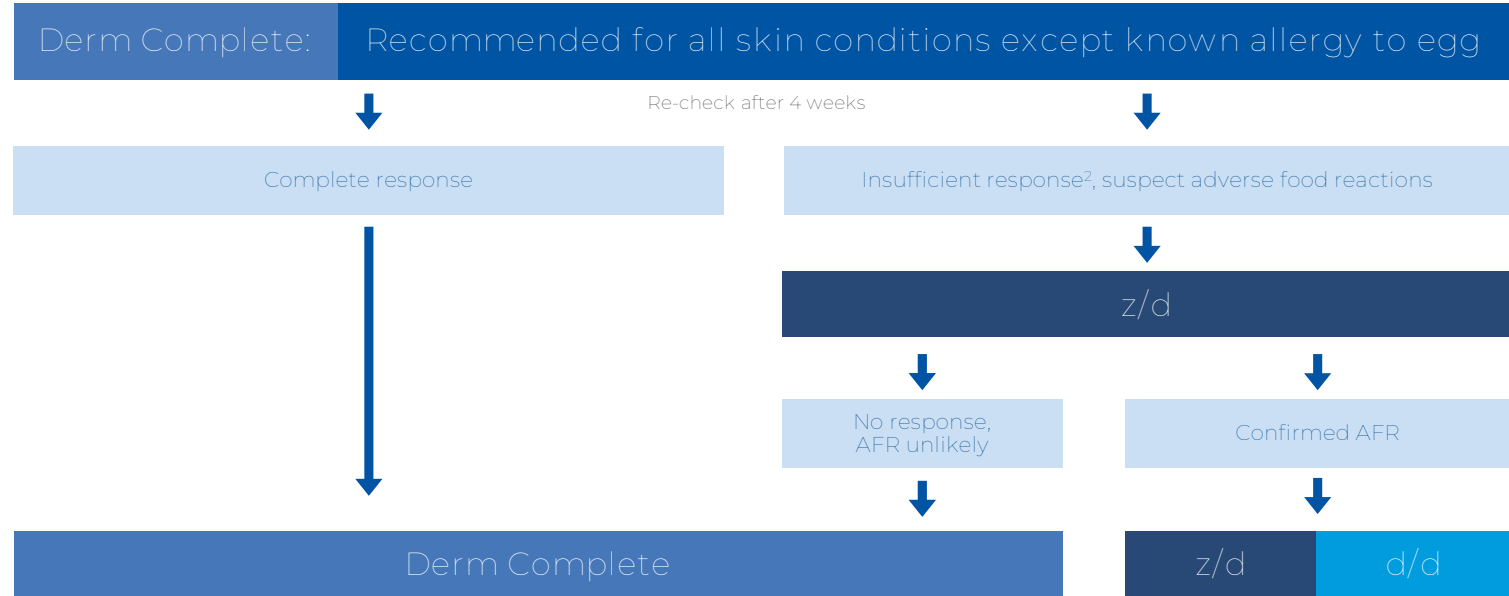
With fish oil, increased levels of essential fatty acids & high levels of vitamin E



Proven blend of prebiotic fibres



Managing dogs with skin conditions



Managing puppies with skin conditions

Derm Complete:

Recommended for all skin conditions except known allergy to egg.
Treat skin infections when needed



Re-check after
8 weeks
(2-3 weeks if
managing skin
infections)



Insufficient
Response



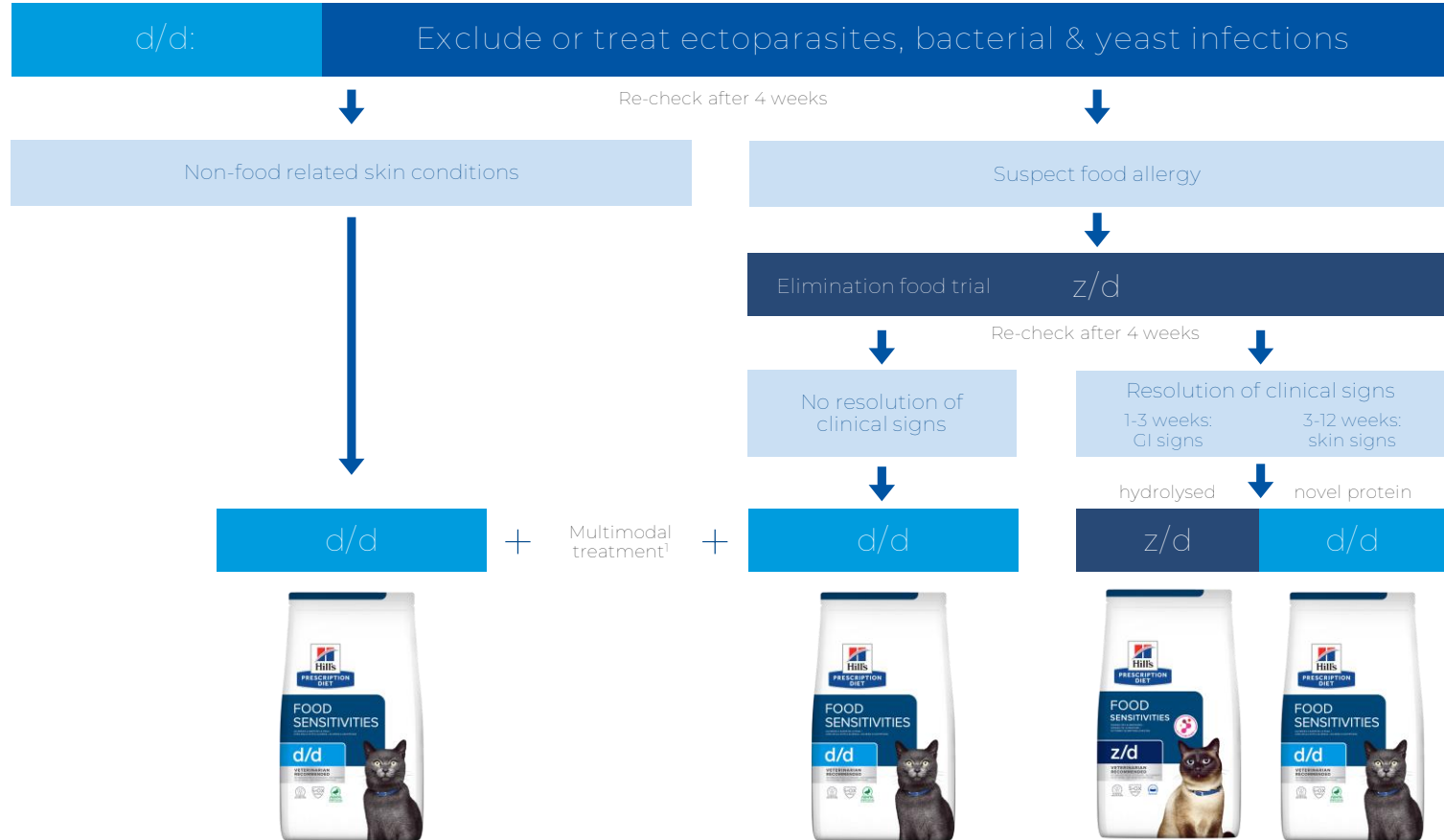
Derm Complete Puppy
+ Multimodal
therapy as needed

Sufficient
Response



Derm Complete Puppy

Managing cats with skin conditions



Hill's helps make nutritional conversations easier

- Simplified packaging with easy-to-explain benefits
- QR codes on bags, which link to videos or product detail pages
- Hill's digital tools to encourage client loyalty & create personalised nutrition plans
- 100% Satisfaction Guarantee or your clients get their money back



Easy-to-recognise colours, pets & callouts

- 1 More prominent colours on packaging helps pet parents to identify products
- 2 New pets on packaging features a unique pet on product for easy identification. Pet parents remember the pet associated with their food
- 3 Callout reminds pet parents of the importance of vet nutrition recommendations
- 4 New taste icons to clearly identify delicious flavour



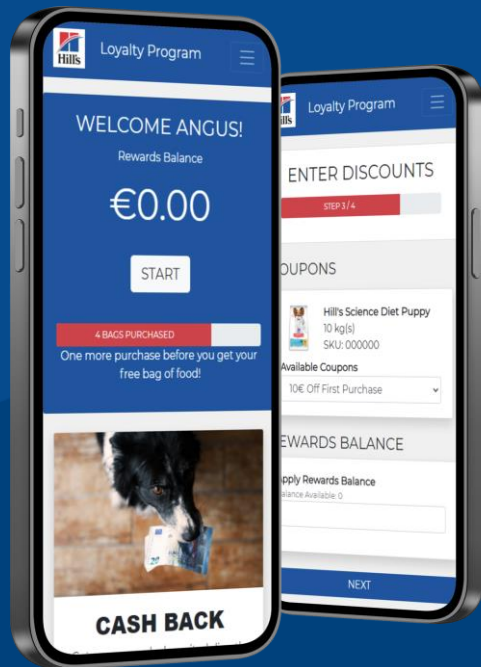
Easy-to-understand benefits, services & initiatives

- 5 One simplified statement that best explains the product to pet parents
- 6 How it helps & How it works is written in easy language to support pet parents' insights and anxieties about their pet
- 7 Taste cues highlight our best taste technology and features kibbles photo in actual size to reassure pet parents of their right choice
- 8 New QR code takes pet parents to a quick video or product information page to further support vets' recommendations
- 9 Goodness box communicates Food.Shelter.Love mission & drives worry-free trial with 100% Satisfaction Guarantee to support food transactions
- 10 Feeding guide, including mixed feeding guide, for easy compliance with your recommendation
- 11 Key information and ingredients to support vet recommendation



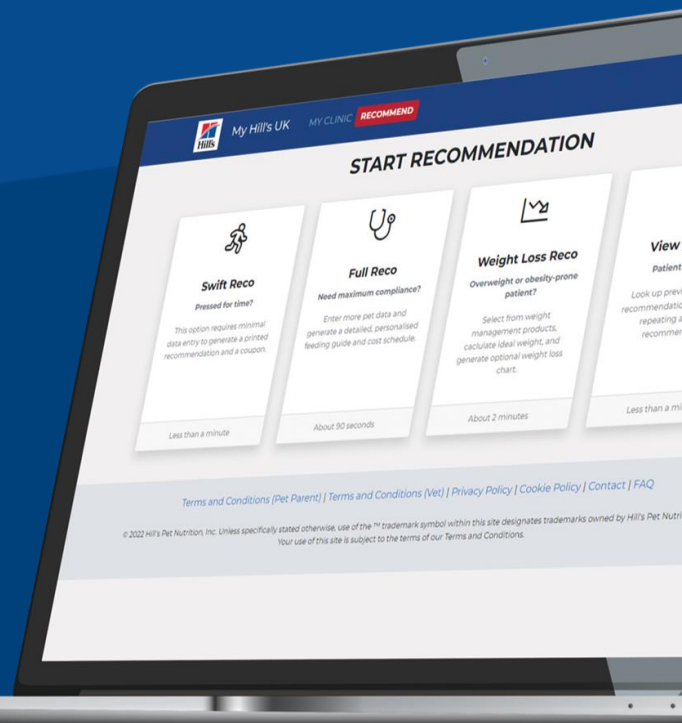
Digital tools for your clinic

Help to simplify processes in clinic & with clients



Hill's Loyalty Tool
Helps increase compliance
with pet parents

Quick Reco 2.0
Offers personalised
nutrition plans



Make it easy
for your clients
to try Hill's

100% Satisfaction guarantee,
or your money back*



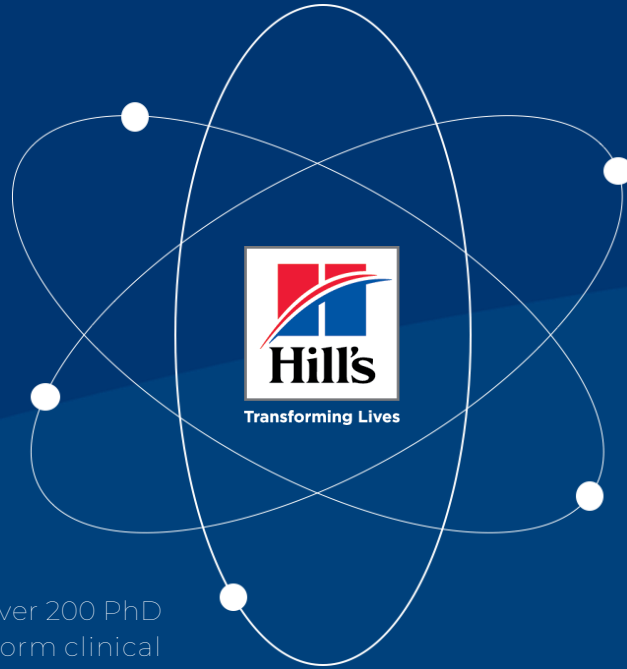
*For quality, consistency & taste, or your money back

The power of Prescription Diet backed by Hill's expertise

Since 1939, Hill's has been the pioneer of Veterinary Clinical Nutrition & a leader in dietetic nutrition.

Every Hill's Prescription Diet food is formulated with innovative nutritional science, with our food scientists and nutritionists working on over 2,000 unique recipes annually.

Our team of over 200 PhD nutritionists & vets perform clinical studies to develop our foods.



Since 2017, Hill's has been granted over 170 patents globally.

Highest quality standards, analysing over 30,000 samples annually and generating roughly 300,000 results.

Nutrition with the power to transform lives



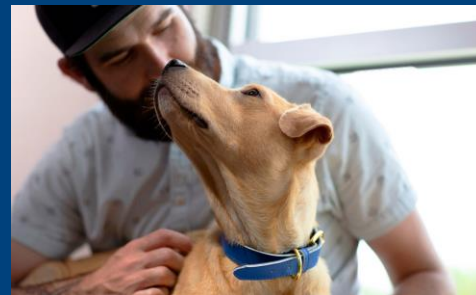
Led by science and
loved by pets

All Hill's delicious foods are developed by a team of veterinarians, PhD nutritionists and food scientists — because when science leads, lives transform.



Home to our #1
taste testers

Our global Pet Nutrition Centre is where our 900+ dogs and cats help us develop forward-thinking food — so your pet has the best nutrients for their best life.



Food, shelter & love

Every pet deserves to experience the transformative power of science-led nutrition. Hill's Food, Shelter & Love programme has helped over 12 million shelter pets and counting find a forever home.



**SCIENCE
DID THAT.**