



FOOD SENSITIVITIES

No matter the cause, now nutrition can help manage
100% OF YOUR CASES from the inside out

SUSPECT ADVERSE FOOD REACTIONS

*(Non-seasonal, with or without
gastrointestinal signs)*

- Food sensitivities

z/d

ELIMINATION FOOD TRIAL (3-12 WEEKS)

Resolution of clinical
signs indicates
food allergy

MANAGE WITH 1 OF 2 REGIMENS:



Hydrolysed Protein

& HYPOALLERGENIC
TREATS



Novel Protein

& HYPOALLERGENIC
TREATS

No
resolution
of clinical
signs

SUSPECT NON-FOOD RELATED SKIN CONDITIONS

- Flea bites and other non food related
causes

NEW

Derm Defense™

SKIN CARE

d/d™ and z/d™ are available for cats, too!

For more information, talk to your Hill's
representative, or go to HillsVet.co.uk / HillsVet.ie

¹Loeffer A, Lloyd DH, Bond R, et al. Dietary trials with a commercial chicken hydrolysate diet in 63 pruritic dogs. Vet Rec 2004; 154: 519-522. Canine only.

²Fritsch, D. et al. Effect of two Therapeutic Foods in Dogs with Chronic Nonseasonal Pruritic Dermatitis. 2010 Vol, No 3. Canine only.

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ADVERSE REACTIONS TO FOOD

SKIN CARE

ADVERSE REACTIONS TO FOOD

z/d™



NEW & IMPROVED

Prescription Diet™ z/d™ is nutrition clinically proven to **support skin function in case of dermatosis in 30 days¹**

Increased **VITAMIN E** and **ANTIOXIDANTS** for improved skin and coat, plus **FIBRE** for firm stools

Crafted with highly **HYDROLYSED CHICKEN PROTEIN** and a single purified carbohydrate source

SIMPLY PURE: no added intact animal proteins, soy protein, artificial colours, flavours, preservatives, gluten and lactose

A rich aroma, colour and a new kibble shape that dog's cant resist.



z/d™ formula is also available in **MINI!**

NEW

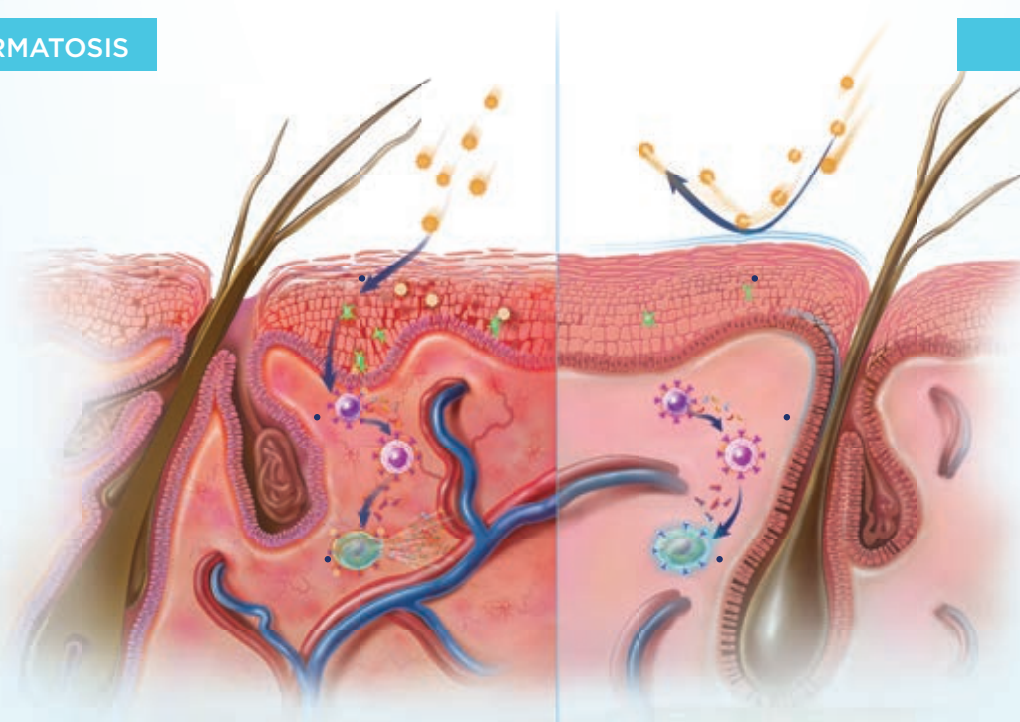
Derm Defense™

Prescription Diet™ Derm Defense™ with HistaGuard™ Complex is the first & only clinical nutrition formulated to support skin function in dermatosis due to environmental causes by **maintaining normal immune system** and helping the skin barrier against future episodes



SKIN WITH DERMATOSIS

- H** The first defence against future outbreaks of dermatosis with **HISTAGUARD™ COMPLEX**, a proprietary blend of bioactives and phytonutrients
- 24/7** Continuously **MAINTAINS NORMAL IMMUNE SYSTEM** with natural sources of polyphenols
- 💧** Supports **SKIN HEALTH** with vitamin A, zinc and essential fatty acids



HEALTHY SKIN



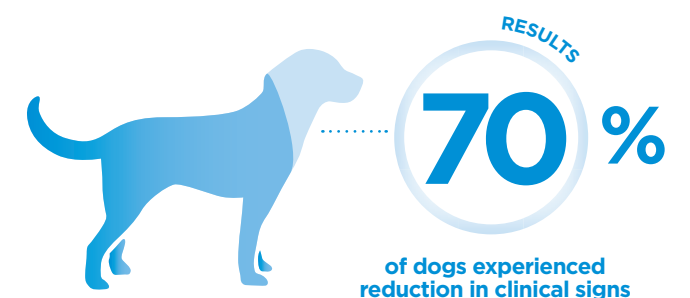
d/d™

Prescription Diet™ d/d™ is clinically proven to **support skin function** in case of dermatosis in just 4 weeks²

Limits risk and signs of recurrence of adverse food reactions with highly digestible, **SINGLE INTACT NOVEL PROTEIN** and carb source

Supports **SKIN HEALTH** with high levels of omega-3 and -6 fatty acids

NO ADDED INTACT CHICKEN PROTEIN, corn, wheat, gluten, soy protein, artificial colours, flavours or preservatives



d/d™ Single Protein Variants

Canine

DUCK

VENISON

SALMON

LAMB