



Comprehensive, targeted **GI care** that keeps moving forward

IMPROVED			
i/d™	i/d™ Low Fat	i/d™ Sensitive	i/d™ Stress*
<ul style="list-style-type: none"> • Acute GI disorders • GI disorders in puppies • Restorative care 	<ul style="list-style-type: none"> • Pancreatitis • Hyperlipidaemia • Protein-losing enteropathy (PLE) 	Chronic GI disorders: <ul style="list-style-type: none"> • Food-responsive diarrhoea (food sensitivity) • Antibiotic responsive diarrhoea 	<ul style="list-style-type: none"> • Stress and related GI disorders • Stress colitis *for dogs up to 14kg
<p>NEW WINNING TASTE!</p> <p>Also available for cats!</p>			

- Advanced digestive care product line in **delicious dry or can**
- **Clinically proven antioxidants** to support healthy immunity right where it lives

** 75% of dogs prefer i/d™ Canine dry, 25% prefer key competitor in the taste preference test, June 2016
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For more information about any of our products for **GI disorders**:

- Go to HillsVet.co.uk/ HillsVet.ie
- Hill's free helpline 0800 282 438/1-800 626002 (ROI)
- Technical Enquiry line: +44 (0) 1483 464 641 techuk@hillspet.com

247201



Let's **stay ahead** of every GI issue



When GI problems strike, Hill's™ lineup of digestive care solutions can help you face them head on.

Take a look at our advanced portfolio of trusted and targeted GI nutrition.

STAY AHEAD OF EVERY GI ISSUE WITH THESE TARGETED SOLUTIONS

RELIABLE SOLUTION FOR PUPPIES AND ADULT DOGS WITH ACUTE DIGESTIVE DISORDERS

IMPROVED


i/d™

We took what works and made it work harder.


The clinically proven nutrition of i/d™ now features additional ingredients for optimal digestion.

Plus a rich aroma and new disk kibble shape dogs can't resist!






Clinically proven, highly digestible nutrition to help **REDUCE ABSORPTIVE DISORDERS**

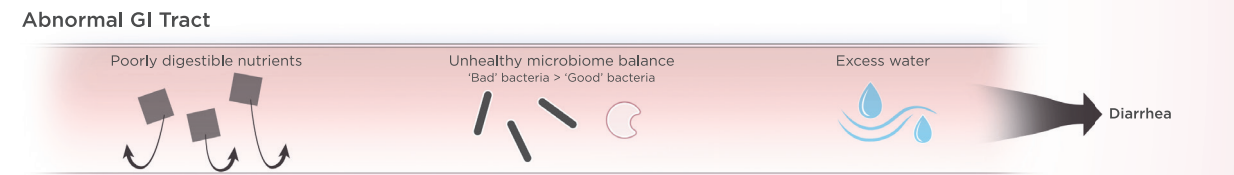


NEW! PREBIOTIC FIBRE, shown to support the growth of beneficial gut bacteria, sustaining a healthy GI microbiome balance

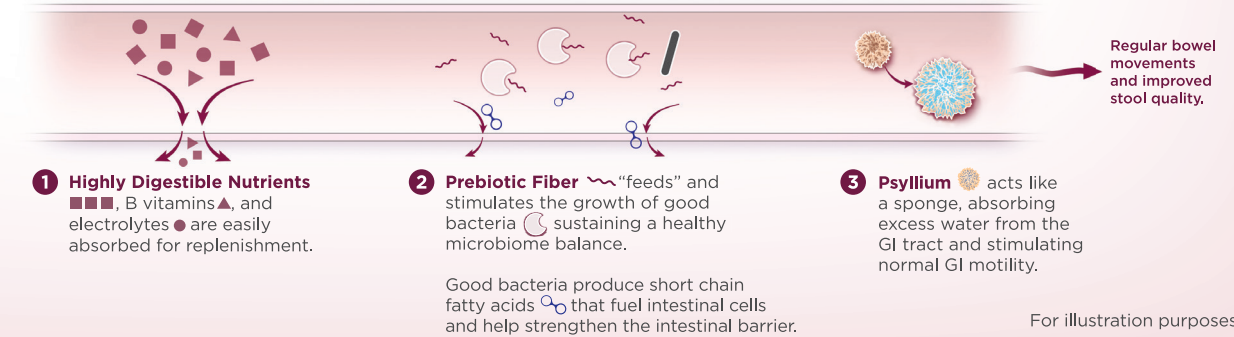


NEW! PSYLLIUM to stimulate normal intestinal motility and regularity

How it works:



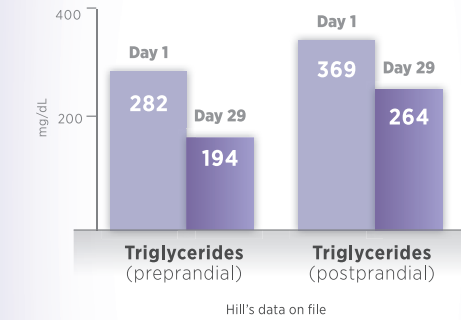
i/d™ Pet Food Mode of Action in the GI Tract



FOR LONG-TERM MANAGEMENT OF PATIENTS WITH COMPROMISED FAT DIGESTION

i/d™
Low Fat

Clinically proven to **calm & soothe** digestive track



LOW FAT, highly digestible nutrition

Proprietary blend with **GINGER** and **PREBIOTIC FIBRE** helps soothe the GI tract

OMEGA-3 FATTY ACIDS support gastrointestinal health

FOR LONG-TERM MANAGEMENT OF FOOD-SENSITIVE CASES

i/d™
Sensitive

Limited ingredient nutrition to reduce food intolerances

FORMULATED WITHOUT wheat • ingredients • soy protein • lactose



Specially formulated to help **GI health and reduce food intolerances together**

EGG & RICE — carefully selected single animal protein & gentle carb sources

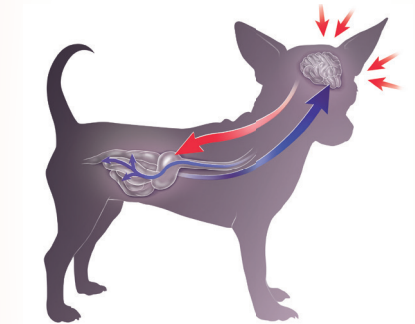
HIGHLY DIGESTIBLE for improved stool quality

LIMITED INGREDIENTS to reduce food intolerances

FOR CASES WHEN GI UPSET IS RELATED TO EMOTIONAL IMBALANCE

i/d™
Stress

First and only GI nutrition with ingredients to help control stress related digestive upset in dogs up to 14kg



■ **Stress results** in increased GI motility & bacterial overgrowth

■ i/d™ Stress food is **formulated to help control both** stress & related GI upset

Proprietary anti-stress formula with **MILK PROTEIN HYDROLYSATE**

PREBIOTIC FIBRE to support intestinal microbiome

Soothing ingredients, including **GINGER**, to calm the GI tract