



# Hill's Pet Nutrition Wellness Nugget Book

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Includes all up to date nuggets  
January 2016



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General Information



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## What's New January 2016

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# Hill's Commitment to Animal Welfare

We believe quality care for pets includes optimal nutrition, veterinary healthcare, daily exercise and an enriching environment with lots of love. All pets at Hill's Pet Nutrition live in such an environment. We only use compassionate, non-invasive methods necessary to develop nutritional technology so dogs and cats around the world live long, healthy lives. Our breakthroughs in pet nutrition are unmatched in the pet food industry and we've built our business and reputation on always practicing the highest ethical standards.



Every day we prove that quality scientific technology and compassionate animal care go hand-in-hand for the improvement of pets' healthy lives. This is why Hill's only supports and exercises the responsible, caring and humane treatment of dogs and cats. All studies conducted or supported by Hill's - whether at the Hill's Pet Nutrition Center or externally in consumers' homes, veterinary schools or elsewhere - must comply with the following stringent Hill's policies to ensure exceptional animal care:

- Hill's does not participate in studies that jeopardize the health of dogs and cats. All Hill's-supported studies are designed to maintain and improve the animals' health. No study will be performed on dogs or cats that requires euthanasia.
- When studying how a nutrient is absorbed, distributed, stored, used and released by a dog's or cat's body, we only use research methods that are the veterinary equivalent of human nutritional or medical studies. Hill's does not support or conduct studies that cause pain or hurt the dogs or cats. This is based on the belief that what is painful to humans is also painful to dogs and cats.
- We only conduct studies if we have compelling evidence that we can improve the health and welfare of companion animals. These studies often result in breakthrough nutritional findings, improving the lives of millions of dogs and cats.
- We continually strive to find ways to reduce dependence on animal research. A substantial number of dogs and cats participating in our feeding studies are involved in in-home tests. Our veterinarians and nutritionists are skilled at developing methods that simulate animal systems. For example, we have developed and published a mathematical formula, based on the nutrient profile of the food that accurately predicts the pH of feline or canine urine without animal testing.
- To assure pet owners that our therapeutic foods are safe and effective, we support studies using pets with naturally occurring diseases or conditions. We do not participate in studies in which surgical or non-surgical methods are used to create or simulate disease conditions.
- The Hill's Pet Nutrition Center and any external facility Hill's supports must meet or exceed all industry regulatory standards for animal care. For all studies conducted at external facilities, we appoint and fund pet advocates, responsible for ensuring each pet's compassionate care, which has the key components of providing exercise and a socially-enriched environment.
- We publish the results of our studies to advance the knowledge of nutritional health care and to help prevent the unnecessary repetition of studies involving dogs and cats.
- Hill's only uses data from animal studies that are in the public domain, either previously published or were conducted under this Global Animal Welfare Policy.

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# AAHA Nutritional Assessment

## What you should ask your pet food company

### Hill's Pet Nutrition Responses

Do you have a veterinary nutritionist or some equivalent on staff in your company?

Yes, we have board certified Veterinary Nutritionists, PhDs and veterinarians, many with advanced degrees.

Are they available for consultation or questions?

Our Veterinary Consultation Service is comprised of certified veterinarians and vet technicians with over 250 years of experience in the practice setting. In addition, they have access to our nutritionists to provide additional support to answer questions.

Who formulates your foods, and what are their credentials?

We have veterinarians, food scientists, technicians and PhD nutritionists at Hill's that develop Science Diet®, Prescription Diet®, Ideal Balance™ and Healthy Advantage™ brand pet foods to meet the needs of pets at any stage in their life.

Which of your food(s) are tested using AAFCO feeding trials, and which by nutrient analysis?

Most all of our foods have undergone a feeding trial meeting or exceeding AAFCO standards.

What specific quality control measures do you use to assure the consistency and quality of your product line?

Our plants are inspected on average once per month by USDA, State Departments of Agriculture, FDA, AIB International or Hill's Global Quality. All finished products are held until they pass a rigorous testing process that includes tests for nutrient levels, foreign materials and salmonella (dry only). We employ HACCP (Hazard Analysis Critical Control Point) programs. Samples are taken every 30 minutes to assure nutrients and quality of food. We perform over 1000 checks for salmonella a month.

Where are your foods produced and manufactured?

We have 6 Hill's owned facilities that make 96.8% of our foods, 4 in the US and 2 in Europe. 3.2% of our foods are made in certified facilities that must meet the same stringent quality control measures as our plants to produce our foods. We manufacture 100% of our dry pet foods in our own manufacturing facilities under the supervision of Hill's employees. Due to our stringent quality and safety programs, we are confident in the safety of our products. Since 2007, Hill's has invested millions of dollars in our facilities, manufacturing practices and formulas to reduce the risk of food safety issues. In fact, Hill's performs over 1,000 tests for salmonella at our manufacturing plants every month, and we do not release products from our facilities until our food safety testing is complete.

Can this plant be visited?

Tours are provided to veterinarians and their staff, pet store employees and specially invited guests.

Will you provide a complete product nutrient analysis of your best-selling dog and cat food, including digestibility values?

Nutrient values are available on our web site, Hillspet.com.

What is the caloric value per can or cup of your foods?

Most of our products have a caloric statement on the bag or can. The calories are displayed as a per cup or per can basis. If not, caloric values are available on our web site, Hillspet.com.

What kinds of research on your products has been conducted, and are the results published in peer reviewed journals?

The Hill's Global Pet Nutrition Center is one of the nation's leading centers for pet nutrition and veterinary research. Backed by the most extensive Evidence-Based Clinical Nutrition, Hill's delivers the highest quality pet food products that meet a diverse spectrum of unique needs. Hill's Pet Nutrition is committed to maintaining the highest nutritional standards and aims to continuously validate and improve the clinical efficiency of its products through Hill's Evidenced-Based Clinical Nutrition.

Hill's scientists author research papers and textbook chapters each year and teach at leading schools of veterinary medicine all over the world. We put our knowledge and expertise into every Hill's® pet food.



## WSAVA Global Nutrition Committee: Recommendations on Selecting Pet Foods Questions to ask your pet food company Hill's Pet Nutrition Responses

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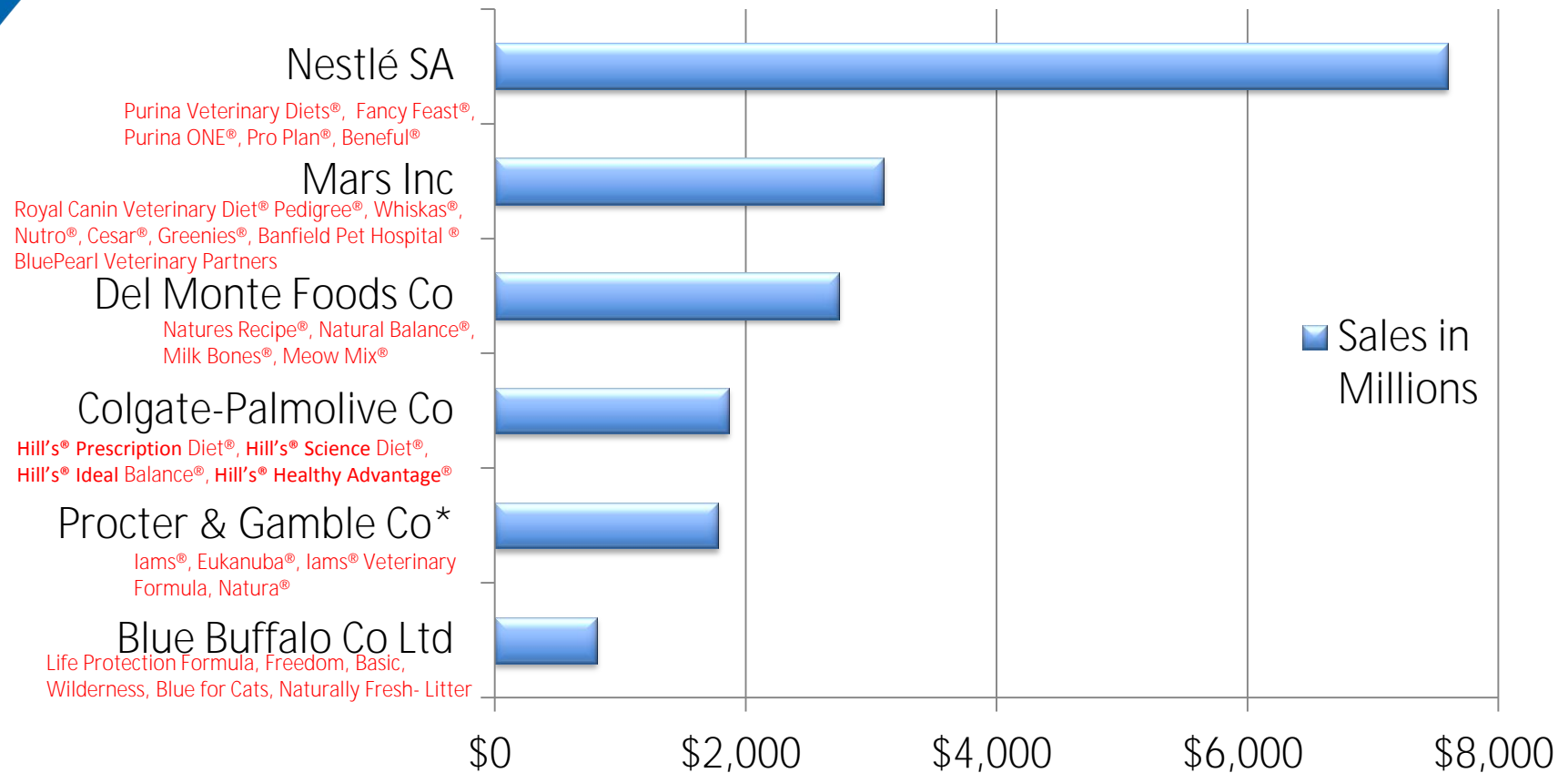
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Hill's Pet Nutrition is committed to maintaining the highest nutritional standards and aims to continuously validate and improve the clinical efficiency of its products through Hill's Evidence-Based Clinical Nutrition. The Hill's Global Pet Nutrition Center is one of the leading centers for pet nutrition and veterinary research. Hill's scientists author research papers and textbook chapters each year and teach at leading schools of veterinary medicine all over the world. We put our knowledge and expertise into every Hill's® pet food. Backed by the most extensive Evidence-Based Clinical Nutrition, Hill's delivers the highest quality pet food products that meet a diverse spectrum of unique needs.



# Top pet food companies in the U.S.A



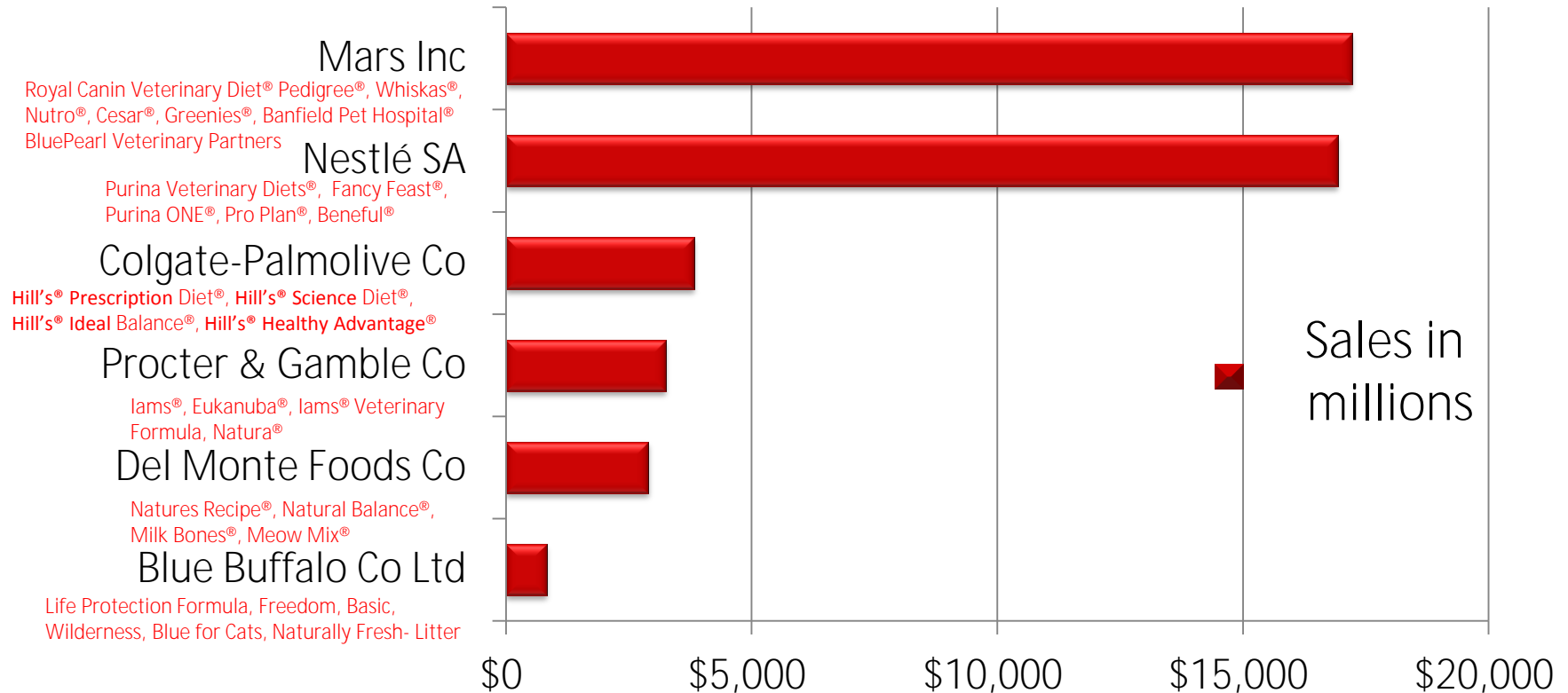
Data from Euromonitor from trade sources/national statistics, Exported 7-9-2014© Euromonitor International

\*Purchased by Mars Inc. July 31, 2014

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# Top pet food companies in the World



Data from Euromonitor from trade sources/national statistics, Exported 7-9-2014 © Euromonitor International

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## Science Diet® Categories



General Information



Canine Science Diet®



Feline Science Diet®





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## Science Diet ® General Information

NN0044 DHA – Brain food for puppies & kittens SD

NN0151 How Many Omega 3 Capsules to be Equivalent SD

NN12-51 Recipe for a Better Life

NN12-52 100% Perfect Balance

NN13-12 SD Precise Balance








# DHA—Brain Food for Puppies and Kittens

## DHA—To Sharpen the Mind and Vision

- DHA, an omega-3 fatty acid, is a major building block of the brain. It's a critical for development of vision and the central nervous system



- DHA accumulates in the brain and retina; an increased level is important during pregnancy and in the first year of life when brain and eye development are most rapid
- Sources of DHA—certain types of fish, fish oil  
**Hill's® Science Diet® Puppy and Kitten dry pet foods** contain enhanced levels of natural DHA!



## DHA is Important at various stages of development

- Puppies and kittens first get DHA from their mothers—before they are even born. That's why it's important to feed Hill's® Science Diet® Puppy and Kitten dry pet foods during pregnancy.
- After birth, puppies and kittens continue to get DHA from mom—through mother's milk. During this time, be sure she is getting plenty of Hill's® Science Diet® Puppy or Kitten food!



- By 6 weeks of age, puppies have only developed 70% of their adult brain mass...that means DHA still has a lot of work to do! Kittens' brains are also still developing. Continue to feed Science Diet® Puppy and Kitten pet foods after weaning.





# How many Omega 3 capsules per day?

Daily Intake of Omega-3 Fatty Acids for 40 pound dog  
consuming 986 kcals/day.  
Hill's® Science Diet® dry pet foods

Equivalent number of supplement capsules  
required per day to equal the Omega 3's in  
Science Diet® pet food.

Brand	Product	Omega-3 mgs/day	Welactin® Canine Softgels 300 mgs Omega 3 FA per capsule
Science Diet®	Adult Advanced Fitness Original	1517	5
Science Diet®	Adult Advanced Fitness Lamb Meal & Rice Recipe	1652	6
Science Diet®	<b>Adult Healthy Mobility™</b>	3459	12
Science Diet®	Adult Large Breed	1517	5
Science Diet®	Adult Light	1568	5
Science Diet®	Adult Sensitive Skin	3539	12
Science Diet®	Adult Small and Toy Breed	2473	8
Science Diet®	Canine Adult Grain Free	2383	8
Science Diet®	Canine Senior 11+ Small & Toy Breed Age Defying	3208	11
Science Diet®	Mature Adult Active Longevity™ Original	1403	5
Science Diet®	Puppy Healthy Development Original*	3386	11
Science Diet®	Puppy Large Breed*	4160	14

\*40 pound puppy consuming 1232 kcals per day

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# Science Diet®

## “It’s the Recipe for a Better Life”



Ingredients you asked for  
Introducing delicious reformulated foods  
with more of the ingredients pet owners  
want



Same great nutrition  
Precisely balanced nutrition through  
continuous innovation to  
meet the specific needs of pets



Same high quality  
Rigorous procedures are the foundation  
of safety for your pet’s well-being



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# Science Diet® has the perfect balance of nutrients for a healthy pet

Science Diet		
Deficiency	Nutrient	Excess
Poor growth	Protein- Lean muscle & growth	Kidney stress
Dull coat	Fat- Healthy skin & coat	Weight gain
Fatigue	Vitamins- strong immune system	Organ stress
Weakness	Minerals- Strong bones & teeth	Bladder stones
Loose stools	Fiber- Healthy digestion	Gas



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# Science Diet® has the precise balance of nutrients for a healthy pet

Science Diet®		
Too little	Nutrient	Too much
Poor growth	Protein <i>Lean muscle &amp; growth</i>	Kidney stress
Dull coat	Fat <i>Healthy skin &amp; coat</i>	Weight gain
Hair loss	Sodium <i>Heart Health</i>	Heart at risk
Weakness	Calcium <i>Strong bones</i>	Kidney damage
Poor growth	Phosphorous <i>Strong bones</i>	Bone loss
Fatigue	Vitamins <i>strong immune system</i>	Organ stress
Weakness	Magnesium <i>Strong bones &amp; teeth</i>	Bladder stones
Loose stools	Fiber <i>Healthy digestion</i>	Gas



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## Canine Science Diet ®

NN0163 Stool Quality

NN12-48 Canned Food

NN13-4 Canine SD vs. Purina





# Are loose stools making you and your best friend sad?



Compared to other leading chunks and gravy style can foods,  
\*Science Diet® Canine Adult Savory Stew delivers better  
stool quality to keep you and your dog happy.





# Canned food does not promote dental disease more than dry food\*



**“In a large epidemiologic survey, dogs consuming dry food alone did not demonstrate improved oral health when compared with dogs eating moist food.”\*\***

\*Does not include dry dental foods






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\*\* Evidence-Based Veterinary Dentistry: A Systematic Review of Homecare for Prevention of Periodontal Disease in Dogs and Cats Roudebush P, Logan E, Hale FA, J.VET.DENT. Vol. 22 No. 1 March 2005





# Science Diet® Adult Advanced Fitness Original Dog Food is a great choice for your dog

		Science Diet® Adult Advanced Fitness Original <sup>1</sup>	Purina® Beneful® Healthy Weight <sup>2</sup>	Purina® Beneful® Original <sup>2</sup>	Purina ONE® SmartBlend® Chicken & Rice Formula <sup>2</sup>	Purina® Pro Plan® Savor Adult Shredded Blend Chicken & Rice Formula <sup>2</sup>
Nutrients (% Dry Matter)	*Key Nutritional factors- adult dog					
Phosphorous %	0.4-0.8	0.7	1.3	1.2	1.1	1.0
Calcium %	0.5-1.0	0.78	1.4	1.31	1.43	1.42
Protein %	15-30	24.5	30.9	30.2	31.2	30.8
Sodium %	0.2-0.4	0.30	0.48	0.44	0.38	0.43
Vitamin E IU/kg	≥ 400	785	209	179	405	683
Vitamin C mg/kg	≥ 100	291	None detected	None detected	None detected	120
Omega 3 %		0.60	0.15	0.11	0.14	0.23
Omega 6 %		4.61	2.20	2.32	2.50	2.51

\*Source: Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions

<sup>1</sup> www.Hillspet.com <sup>2</sup> analysis done by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.,

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## Nutritional Nuggets

[No. NN13-4 SD Canine Adult vs. Purina](#)





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## Feline Science Diet ®

NN13- 16 SD Feline Adult vs. Purina

NN15- 60 A SD Urinary Hairball





# Science Diet® Adult Optimal Care® Original Cat Food is a great choice for your cat

		Science Diet® Adult Optimal Care® Original <sup>1</sup>	Purina Cat Chow® Indoor Formula <sup>2</sup>	Purina ONE® SMARTBLEND® Chicken & Rice Formula <sup>2</sup>	Purina Cat Chow® Complete Formula <sup>2</sup>	Purina Pro Plan® Adult Chicken & Rice Formula <sup>2</sup>	Friskies® Indoor Delights® <sup>2</sup>
*Nutrients (% Dry Matter)	Key Nutritional factors- adult cat						
Phosphorous %	0.5-0.8	0.63	1.20	1.24	1.30	1.30	1.40
Calcium %	0.6-1	0.9	1.31	1.45	1.34	1.55	1.48
Protein %	30-45	34.9	34.6	37.5	38.1	44.5	34.2
Fat %	10-30	21.8	12.3	16.5	17.4	19.0	15.6
Magnesium %	0.04-0.1	0.08	0.122	0.09	0.119	0.086	0.13
Sodium %	0.2-0.6	0.40	0.63	0.53	0.45	0.57	0.57
Vitamin E IU/kg	≥ 500	676	388	389	363	767	146
Vitamin C mg/kg	100-200	127	None detected	None detected	None detected	100	None detected
Omega 3 %		0.48	0.12	0.23	0.28	0.32	0.15
Omega 6 %		4.44	2.26	2.49	2.22	2.81	2.56
Taurine %		0.26	0.13	0.18	0.17	0.20	0.15

\*Source: Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions

<sup>1</sup>www.Hillspet.com <sup>2</sup>analysis done by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.

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## Nutritional Nuggets

No. NN13-16 SD Feline Adult vs. Purina

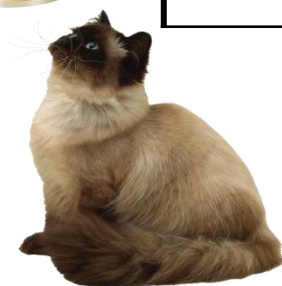


# Science Diet® Adult Urinary Hairball Control is a good choice for healthy cats prone to urinary issues

**Hill's® Science Diet® Adult Urinary Hairball Control** cat food provides precisely balanced nutrition to help support the health of the whole urinary system

A healthy bladder starts with the right balance of vital nutrients. Science Diet® Urinary Hairball Control is formulated to support the health of the urinary system, with an optimal level of magnesium, in healthy adult cats prone to lower urinary tract signs (LUTS) and help avoid hairball formation, naturally.

Available in dry and wet





# Table of Content Ideal Balance®

NN12-52 100% Perfectly Balanced





# Ideal Balance™ has perfectly balanced nutrients for a healthy pet

Deficiency	Nutrient	Excess
Poor growth	Protein- Lean muscle & growth	Kidney stress
Dull coat	Fat- Healthy skin & coat	Weight gain
Fatigue	Vitamins- strong immune system	Organ stress
Weakness	Minerals- Strong bones & teeth	Bladder stones
Loose stools	Fiber- Healthy digestion	Gas



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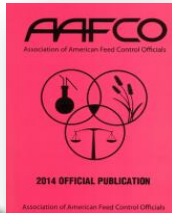
## Nutritional Nuggets

[No. NN12-52 100% Perfectly Balanced](#)



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## General Information



AAFCO- Pet Food Labels



Competition

No  
Current  
Nuggets

Cost to Feed



Homemade Diets- RAW



Ingredients



Nutrition



Preservatives-  
Antioxidants



Safety & Quality



General Information



Transition





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## AAFCO – Pet Food Labels

NN12-43 Naming Convention

NN0016 Pet Food Labels

NN0043 A- Common Term

NN0043 B- Common Term

NN0045 Pet Food labels Understanding Terms

NN0055 Pet Food Labels Understanding Terms

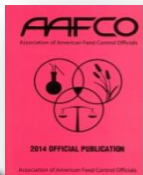
NN0068 Human Grade claims that disappear

NN00132 AAFCO feeding Trails

NN0092 What is a By-Product

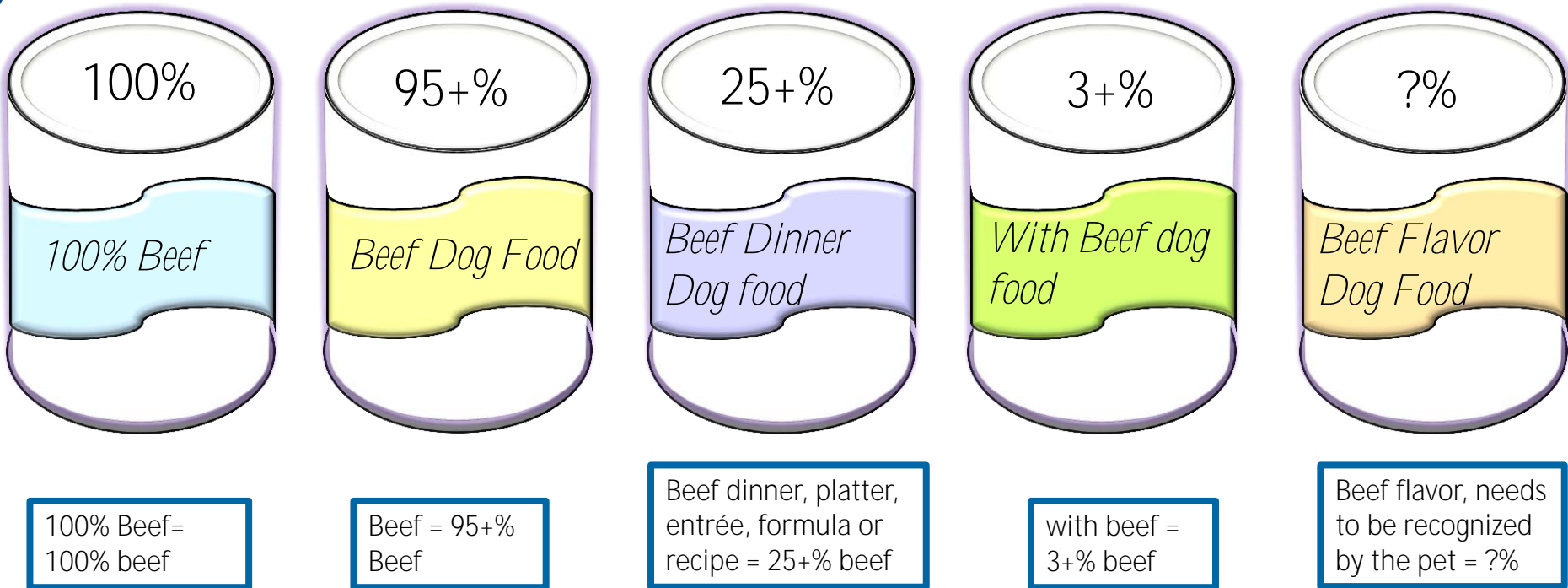
NN0154 Can you find the Hidden By-Products

NN13-31 Family AAFCO Statement



# The name of a food can tell you how much of an ingredient is in the food





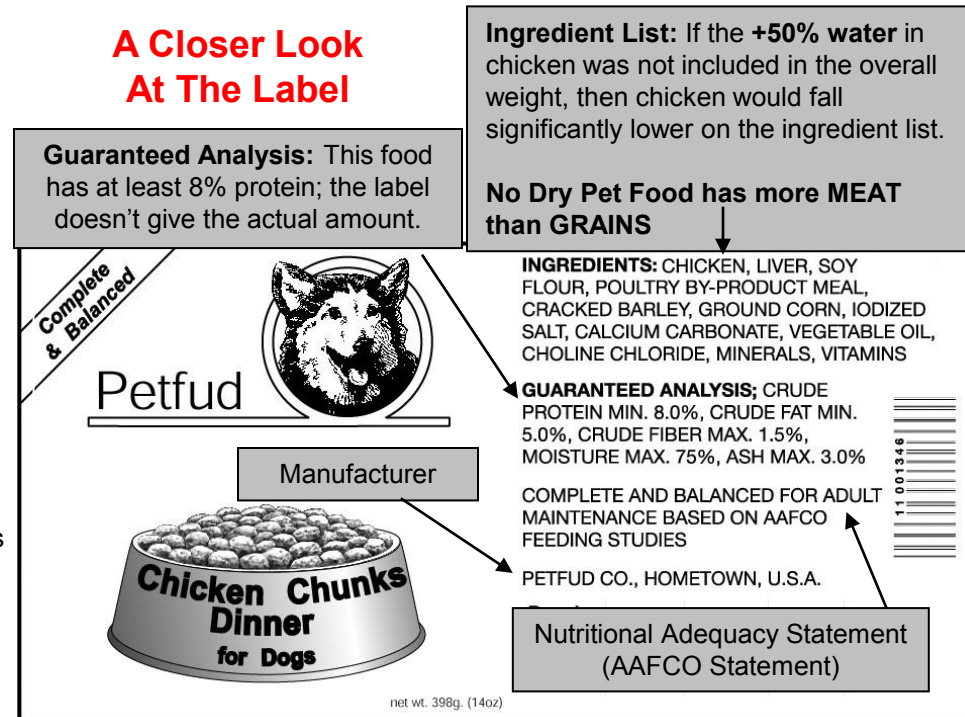


# Pet Food Labels: What They Say— And What They Don't

## The Pet Food Label: Key Information

- **Ingredients**, the delivery vehicles for nutrients, are listed in descending order by weight.
  - ✓ Ingredients such as chicken, beef, or lamb contain more than 50% water. The high water content makes them weigh more than dry ingredients (grains, meat/poultry meals, minerals, vitamins), so they are listed first.
  - ✓ Manufacturers should be willing to discuss nutrient levels and benefits, not just ingredients.
- Consumers want nutrient information about the pet foods they purchase. **The guaranteed analysis** gives minimum or maximum levels of nutrients such as protein, fat, and fiber in the product, as guidance to protect consumers. However, the guaranteed analysis **does not** give the actual nutrient content of the food.
- The **nutritional adequacy statement** verifies that the food provides complete and balanced nutrition for growing animals, pregnant and nursing mothers, or adults—or it might say the product is for all of them (“all life stages”).
  - ✓ Beware of foods intended for “all life stages”. They may contain excessive levels of some nutrients—making them inappropriate for adult and senior pets!
- A pet food label should contain the **manufacturer's name and toll-free 800 number**. Call the 800 number for product information not on the label—such as the actual nutrient content of the food and its caloric content.

## A Closer Look At The Label



- The quality of a pet food is **NOT** determined by individual ingredients. It's the nutritional value of each ingredient, blended together, that delivers a product specific for a pet's age or condition. The guaranteed analysis is not a guarantee of nutritional quality—nor is the ingredient list or the presence/absence of certain ingredients.



# Common Terms?

Pet food manufacturers commonly use terms to describe their foods, some of which are defined by guidelines or statutes and others which are purely marketing terminology without any definition under the law.

Term	Defined	Definition
Organic	Yes	According to the USDA – the term —organic’ may only be applied to pet food labels that follow USDA rules. Look for this seal
Natural	Yes	Under AAFCO guidelines– the term “natural” requires a pet food to consist of only natural ingredients without chemical alterations. <sup>1</sup>
Holistic	NO	There is no definition of this term under laws devoted to pet foods. Any manufacturer can make claims of —holistic” in literature and brochures regardless of ingredients chosen.
Human Grade	Yes	According to AAFO- claims that a pet food contains or is made from ingredients that are —human grade”, —human quality”, —people foods”, —ingredients you (the purchaser) would eat”, are false and misleading.... <sup>2</sup>

<sup>1</sup> 2014 Official Publication AAFCO pages 148- 149, 319 (Official Feed Terms). <sup>2</sup> – see reverse page



- Does *natural* mean *organic*?
- No. *Natural* and *organic* are not interchangeable. Food labeled "organic" must be certified as meeting USDA organic standards.<sup>1</sup>
- **Under existing regulations four categories were created for the term "organic":**
  - 100 Percent Organic - may carry the USDA Organic Seal
  - Organic - at least 95% of content is organic by weight (excluding water and salt) and may carry the USDA Organic Seal.
  - Made With Organic - at least 70% of content is organic and the front product panel may display the phrase "Made with Organic" followed by up to three specific ingredients. (May *not* display the USDA Organic seal)
  - Less than 70 % of content is organic and may list only those ingredients that are organic on the ingredient panel with no mention of organic on the main panel. (May *not* display the USDA Organic seal)

The first two categories are entitled to use the USDA Seal on the packaging under specific rules as to size, color and type. The last 2 categories may not use the seal.

<sup>2</sup>Association of American Feed Control Officials (March 2004) Section IV – Pet Food Label Claims – Page 66 Section E.

Claims that a product contains or is made from ingredients that are —human grade”, —human quality”, —people foods”, —ingredients you (the purchaser) would eat” —food(s) that you (the purchaser) would feed your family” or similar claims are false and misleading unless the entire product, itself, meets the USDA and FDA standards for food **edible** by humans. At this time, the use of —human grade” or —human quality” is not allowed, because these items are not defined.



# What Does AAFCO's "All Life Stages" Mean?

- If the AAFCO statement says —complete and balanced for all life stages"...
  - ✓ The pet food has to be suitable for puppies, kittens or pregnant/lactating adults – which means some of the nutrients may be at levels that are excessive for typical adult and older pets!
- Pets need food that's appropriate for their specific stage in life so they will receive adequate, but not excessive, amounts of important nutrients.
  - ✓ Puppies, kittens and lactating mothers need more protein, vitamins, and minerals than adults to ensure proper growth.
  - ✓ For typical adult dogs & cats, excess intake of certain nutrients may make some conditions worse. For example, excessive phosphorus intake worsens kidney disease, a condition that often goes undetected in its early stages.
  - ✓ AAFCO does not publish nutrient guidelines for older dogs and cats. However, foods for these pets should address changes in vital organ function that occur as animals mature.
- The AAFCO statement on pet food packaging verifies the product is nutritionally balanced for a designated life stage:
  - ✓ Growth, pregnancy/lactation, adult, or **all life stages**
- Many pet food manufacturers offer products for a pet's specific stage in life (e.g., adults).
  - ✓ Check AAFCO statements to make sure the food you are feeding your puppy or kitten is appropriate for growth. **And make sure the dog or cat food you choose for your adult pet is intended for adult maintenance, NOT all life stages.**
- Recommend Hill's® Science Diet® brand pet foods with confidence. You can be sure that Science Diet dog and cat foods **offer precise nutrition for particular life stages.**



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# Understanding Pet Food Labels

## AAFCO Requirements\* for Naming Pet Foods



If pet food name says...	Pet food must contain at least % of named ingredient
Chicken, beef, seafood, etc (Ingredient without modifiers)	95%
Dinner, entrée, platter, etc (chicken dinner, beef entrée, seafood & beef platter)	25%
With (with chicken, with beef, with seafood etc)	3%
Flavor (chicken flavor, beef flavor)	No specific %, but ingredient list must disclose source of flavor



\*AAFCO 2014 pg 137-139

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# Disappearing Human Grade Claims?

## Sherlock Holmes – Where are you?



Some manufacturers feel free to make all kinds of claims on literature, websites and brochure materials, but then those claims seem to disappear from the actual product labels. One very noticeable such claim is that of human grade ingredients.

AAFCO\* has stated that any label claim of **Human Grade** is **—false and misleading—**

If you think a pet food is made of human grade ingredients, based on marketing materials, but can not find the claim of human grade anywhere on the can or bag – then is the product really made from human grade ingredients or have you just been the victim of a marketing ploy?

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\*AAFCO is the Association of American Feed Control Officials.





# AAFCO Feeding Trial vs. “formulated” food

Pet food manufacturers can choose to either “formulate” a pet food, or use AAFCO’s Feeding Trial data.

Required Procedures	AAFCO Feeding Trial	"Formulated"
Minimum of 30 dogs (cats) to establish colony average	YES	NO
Minimum of 8 dogs (cats) at least one year of age for each trial.	YES	NO
Same formulation must be used throughout test period.	YES	NO
Test must run a minimum of 26 weeks. (6 months)	YES	NO
Formulation shall be the sole source of nutrients, except water.	YES	NO
Daily food consumption must be measured.	YES	NO
Individual body weights shall be measured and recorded weekly.	YES	NO
Hemoglobin, packed cell volume, other blood chemistry tests done.	YES	NO
Thorough veterinary physical exam done twice during test.	YES	NO

**Pet foods that are “formulated” have no required testing to determine if the ingredients used are bio-available or digestible in the dog or cat.**

**Look for this statement on pet foods to insure feeding trials.**



**AAFCO Statement:** Animal feeding tests using AAFCO procedures substantiate that Science Diet® Adult Advanced Fitness Original provides complete and balanced nutrition for maintenance of adult dogs.



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# What is a By-product?

According to the 2013 Official Publication of AAFCO\*, Page 342 (Official Feed Terms), a by-product is defined as:

***By-Product - Secondary products produced in addition to the principle product.***

Examples:

Lamb meal, Fish meal, Salmon meal,  
Vitamin E, Chicken liver, Whey,  
Chicken by-product meal, Beet pulp,  
Chicken fat, Rice bran, Tomato pomace.

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# What is a By-product?

According to the 2014 Official Publication of AAFCO,  
Page 343 (Official Feed Terms), a by-product is defined as:

***“By-Product - Secondary products produced in addition to the principle product.”***

**Examples of ingredients that are by-products:**

**Lamb meal, Fish meal, Vitamin E, Chicken liver, Egg Product, Chicken by-product meal, Whey, Brewers Dried Yeast Beet pulp, Chicken fat, Rice bran, Tomato pomace.**

**Here's a sample pet food ingredient label – can you find the hidden by-products?**

Deboned Whitefish, Whole Ground Brown Rice, Whole Ground Barley, Menhaden Fish Meal, Oatmeal, Canola Oil (preserved with Mixed Tocopherols), Tomato Pomace (source of Lycopene), Whole Sweet Potatoes, Natural Fish Flavor, Whole Potatoes, Peas, Whole Carrots, Blueberries, Cranberries, Flaxseed (source of Omega 3 and 6 Fatty Acids), Barley Grass, Dried Parsley, Garlic, Alfalfa Meal, Dried Kelp, Yucca Schidigera Extract, L-Carnitine, L-Lysine, Glucosamine Hydrochloride, Turmeric, Sunflower Oil (source of Omega 6 Fatty Acids), Chicken Fat (preserved with Mixed Tocopherols), Dried Chicory Root, Oil of Rosemary, Beta Carotene, Vitamin A Supplement, Thiamine Mononitrate (Vitamin B1), Riboflavin (Vitamin B2), Niacin (Vitamin B3), d-Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Biotin (Vitamin B7), Folic Acid (Vitamin B9), Vitamin B12 Supplement, Calcium Ascorbate (source of Vitamin C), Vitamin D3 Supplement, Vitamin E Supplement, Iron Amino Acid Chelate, Zinc Amino Acid Chelate, Manganese Amino Acid Chelate, Copper Amino Acid Chelate, Choline Chloride, Sodium Selenite, Calcium Iodate, Salt, Caramel, Calcium Carbonate, Potassium Chloride, Dried Yeast...

The pet food label above is Blue Buffalo, Blue™ Life Protection Formula Fish & Sweet Potato Recipe for Adult Dogs. This product contains 6 different ingredients defined by AAFCO as **BY-PRODUCTS**

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# Family, a seldom used AAFCO statement

AAFCO defines —"product families" as foods that are comparable to a food that has passed a feeding trial and are nutritionally and calorically similar.

What makes the product family similar

- ❖ The lead product must have passed a feeding trial
- ❖ Both products must be in the same moisture content category
- ❖ The lead product must be within +/- 7.5% metabolizable energy of the family product
- ❖ The family product must meet the dry matter nutrient levels of the tested product for crude protein, calcium, phosphorus, zinc, lysine, and thiamine for dog foods and additionally potassium and taurine for cat foods.
- ❖ Nutrients other than those listed above need to meet or exceed the nutrient levels and ratios of the tested product or the AAFCO nutrient profiles whichever is lower. Nutrients shall not exceed the maximums established by AAFCO.



- Approved AAFCO family statement: "(Name of Product) provides complete and balanced nutrition for \_\_\_\_\_ and is comparable in nutritional adequacy to a product which has been substantiated using AAFCO feeding tests." The blank space will be filled in with the appropriate life stage i.e. gestation/ lactation, growth, maintenance or "All Life Stages".\*

\*AAFCO 2013 Official Publication, page 162-163

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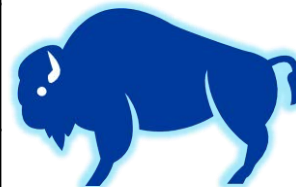
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# How does Hill's Pet Nutrition compare to Blue Buffalo?







Hill's Pet Nutrition	Blue Buffalo
Founded 1948	Founded 2002
Founded by a veterinarian	Founded by an entrepreneur
Founded The Morris Animal Foundation, a charity for small animals, supporting research to help animals since 1948	Founded Pet Cancer Awareness in 2003. Along with Petco supports cancer research done at the Morris Animal Foundation.
Employees 150+ veterinarians, nutritionists, PhD scientists and credentialed technicians	?
Spends \$52 million dollars a year in scientific research	?
The Hill's Shelter Nutrition Partnership has donated over \$240 million worth of Science Diet brand foods since 2002	?
Donates food and supplies during natural disasters, like floods, hurricanes, fires and tornados. Earthquake in Japan- tons of food and \$250,000 Gulf Coast oil spill- food Hurricane Katrina- 200,000 lbs. of food and supplies	?





# Hill's® Ideal Balance™ canned dog foods are a great choice for your dog

	Key nutritional factors canine adult*	Hill's® Ideal Balance™ Grain Free Braised Salmon Recipe <sup>1</sup>	Hill's® Ideal Balance™ Slim & Healthy Tender Chicken & Peas Recipe <sup>1</sup>	Blue Buffalo™ Blue Buffalo Homestyle Recipe Fish & Sweet Potato Dinner with Garden Vegetables <sup>2</sup>	Blue Buffalo™ Blue Wilderness™ Wolf Creek Stew™ Chunky Chicken Stew in Gravy <sup>2</sup>
Nutrients= DMB					
Protein%	15 to 30	22.9	28.3	39.8	49.6
Fat%	10 to 20	19.8	12.7	22.9	26.3
Calcium%	0.5 to 1.0	0.89	0.90	3.09	2.45
Phosphorous%	0.4 to 0.8	0.60	0.70	1.90	1.70
Sodium%	0.2 to 0.4	0.35	0.37	0.50	0.92

Numbers in red indicate values that exceed KNF \*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition







<sup>1</sup>Information from Hillspet.com, accessed February 24, 2015, <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.

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# Hill's® Ideal Balance™ dry dog foods are a great choice for your dog

	Key nutritional factors canine adult*	Hill's® Ideal Balance™ Grain Free Natural Salmon & Potato Recipe <sup>1</sup>	Ideal Balance™ Natural Chicken & Brown Rice Recipe <sup>1</sup>	Ideal Balance™ Grain Free Natural Chicken & Potato Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Natural Evolutionary Diet Salmon Recipe <sup>2</sup>	Blue Buffalo™ Life Protection Formula Natural Chicken and Brown Rice Recipe <sup>2</sup>	Blue Buffalo™ Blue Wilderness™ Natural Evolutionary Diet Chicken Recipe <sup>2</sup>
Nutrients= DMB							
Protein%	15 to 30	25	22	24.2	38.8	28.1	39.8
Fat%	10 to 20	20	17.4	20.1	18.4	18.2	18.4
Calcium%	0.5 to 1.0	0.85	0.91	0.95	2.38	1.23	2.18
Phosphorous%	0.4 to 0.8	0.7	0.80	0.80	1.50	1.0	1.3
Sodium%	0.2 to 0.4	0.35	0.27	0.35	0.45	0.35	0.44
Vitamin E IU/kg	≥ 400	748	754	577	114	112	111
Vitamin C mg/KG	> 100	130	176	179	21	15	14
Omega 3 fatty acids%		1.04	1.04	0.65	1.25	0.58	1.10
Omega 6 fatty acids%		3.38	3.39	3.66	3.06	3.61	3.54

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed February 24, 2015, <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. © 2015 Hill's Pet Nutrition, Inc., ®/™ Hill's, and Ideal Balance are trademarks owned by Hill's Pet Nutrition, Inc. Blue Buffalo and Wilderness are the trademarks owned by the Blue Buffalo Company.





## Nutritional Nuggets

No. NN15-18 Canine IB vs. Blue Competition Dry





# Hill's® Ideal Balance™ dry cat foods are a great choice for your cat

	Key nutritional factors feline adult*	<b>Ideal Balance™ Grain Free Natural Salmon &amp; Potato Recipe<sup>1</sup></b>	<b>Ideal Balance™ Natural Chicken &amp; Brown Rice Recipe<sup>1</sup></b>	<b>Blue Buffalo™ Blue Wilderness™ Rocky Mountain Recipe™ Trout<sup>2</sup></b>	<b>Blue Buffalo™ Blue Healthy Living Natural Chicken and Brown Rice Formula<sup>2</sup></b>
Nutrients-DMB					
Protein%	30-45	33.0	31.9	41.6	38.4
Fat%	10-30	23.0	22.6	19.0	21.7
Calcium%	0.5-1.0	1.00	0.88	1.76	1.69
Phosphorous%	0.5-0.8	0.8	0.80	1.30	1.30
Sodium%	0.2-0.6	0.50	0.50	0.47	0.43
Vitamin E IU/kg	≥ 500	660	729	74	83
Vitamin C mg/kg	100 to 200	127	104	35	64
Omega 3 Fatty acids%		1.45	1.06	1.12	0.89
Omega 6 Fatty Acid%		3.83	4.10	3.43	4.00

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition







<sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets

No. NN15- 19 Feline IB vs. Blue Competition Dry



# Hill's® Ideal Balance™ canned cat foods are a great choice for your cat

	Key nutritional factors feline adult*	<b>Ideal Balance™</b> Grain Free Braised Salmon Recipe <sup>1</sup>	<b>Ideal Balance™</b> Baked Tuna Recipe <sup>1</sup>	<b>Ideal Balance™</b> Slow-Cooked Chicken Recipe <sup>1</sup>	<b>Blue Buffalo™</b> Blue <b>Wilderness™</b> Salmon Recipe <sup>2</sup>	<b>Blue Buffalo™</b> Healthy Gourmet Paté Ocean Fish & Tuna Entrée <sup>2</sup>	<b>Blue Buffalo™</b> BluHealthy <b>Gourmet™</b> Meaty Morsels Chicken Entrée in Savory Sauce <sup>2</sup>
Nutrients-DMB							
Protein%	30-45	33.1	46.8	43.6	41.9	51.2	48.2
Fat%	10-30	28.6	18.6	20.3	46.9	14.5	30.2
Calcium%	0.5-1.0	0.93	1.00	1.07	2.77	3.05	1.46
Phosphorous%	0.5-0.8	0.80	0.80	0.70	1.7	2.40	1.80
Sodium%	0.2-0.6	0.48	0.64	0.49	0.41	1.73	2.03



















Numbers in red indicate values that exceed KNF \*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.

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# Compare Canine Hill's® Ideal Balance™<sup>1</sup> to Canine Blue Buffalo™<sup>2</sup>

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Vitamin C	Vitamin E
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10-20%	0.2-0.4%	0.5-1%	0.4-0.8%	More than 100mg/kg	More than 400 IU/kg
								
								



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup> analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.



















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## Nutritional Nuggets

[No. NN15-21 Ideal Balance Compared to Blue Buffalo Canine Dry](#)



# Compare Feline Hill's® Ideal Balance™ 1 to Feline Blue Buffalo™ 2

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Vitamin C	Vitamin E
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10- 30%	0.2-0.6%	0.5-1%	0.5-0.8%	100-200mg/kg	More than 500 IU/kg
								
								



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.

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## Nutritional Nuggets

No. NN15-22 Ideal Balance Compared to Blue Buffalo Feline Dry






# The Difference is Clear



**5x more**  
antioxidants for a  
strong immune  
system



**20% less**  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors canine adult*	Science Diet® Adult Advanced Fitness Original <sup>1</sup>	Ideal Balance™ Natural Chicken & Brown Rice Recipe <sup>1</sup>	Blue Buffalo™ Life Protection Formula Natural Chicken and Brown Rice Recipe <sup>2</sup>
Nutrients= DMB				
Protein%	15 to 30	24.5	22.0	28.1
Fat%	10 to 20	15.0	17.4	18.2
Calcium%	0.5 to 1.0	1.00	0.91	1.23
Phosphorous%	0.4 to 0.8	0.70	0.80	1.00
Sodium%	0.2 to 0.4	0.30	0.27	0.35
Vitamin E IU/kg	≥ 400	729	754	112
Vitamin C mg/kg	> 100	304	176	15
Omega 3 fatty acids%		0.64	1.04	0.58
Omega 6 fatty acids%		4.15	3.39	3.61

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015, <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. © 2015 Hill's Pet Nutrition, Inc., ®/™ Hill's, Science Diet and Ideal Balance are trademarks owned by Hill's Pet Nutrition, Inc. Blue Buffalo and Wilderness are the trademarks owned by the Blue Buffalo Company.



# The Difference is Clear






**5x more**

antioxidants for a strong immune system



**53% less**

Phosphorus to reduce kidney stress

	Key nutritional factors canine adult*	Science Diet® Adult Grain Free Salmon & Potato Recipe <sup>1</sup>	Hill's® Ideal Balance™ Grain Free Natural Salmon & Potato Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Natural Evolutionary Diet Salmon Recipe <sup>2</sup>
Nutrients= DMB				
Protein%	15 to 30	25.0	25.0	38.8
Fat%	10 to 20	20.0	20.0	18.4
Calcium%	0.5 to 1.0	0.85	0.85	2.38
Phosphorous%	0.4 to 0.8	0.70	0.70	1.50
Sodium%	0.2 to 0.4	0.35	0.35	0.45
Vitamin E IU/kg	≥ 400	748	748	114
Vitamin C mg/kg	> 100	130	130	21
Omega 3 fatty acids%		1.04	1.04	1.25
Omega 6 fatty acids%		3.38	3.38	3.06

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015, <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets




No. NN15-24 Canine IB, SD vs. Blue Canine Grain Free Dry



# The Difference is Clear



**66% less**  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors feline adult*	Science Diet® Adult Tender Ocean Fish Dinner <sup>1</sup>	Ideal <b>Balance™</b> Baked Tuna Recipe <sup>1</sup>	<b>Blue Buffalo™</b> Healthy Gourmet Paté Ocean Fish & Tuna Entree <sup>2</sup>
Nutrients-DMB				
Protein%	30-45	41.8	46.8	51.2
Fat%	10-30	20.1	18.6	14.5
Calcium%	0.5-1.0	0.72	1.00	3.05
Phosphorous%	0.5-0.8	0.60	0.80	2.40
Sodium%	0.2-0.6	0.32	0.64	1.73
Magnesium%	0.04-0.1	0.080	0.077	0.132

Numbers in red indicate values that exceed KNF \*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets

No. NN15-25 Feline IB, SD vs. Blue Competition Canned








# The Difference is Clear



**53% less**  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors feline adult*	Science Diet® Adult Grain Free Salmon Entrée <sup>1</sup>	Ideal Balance™ Grain Free Braised Salmon Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Salmon Recipe <sup>2</sup>
Nutrients-DMB				
Protein%	30-45	33.1	33.1	41.9
Fat%	10-30	28.6	28.6	46.9
Calcium%	0.5-1.0	0.93	0.93	2.77
Phosphorous%	0.5-0.8	0.80	0.80	1.70
Sodium%	0.2-0.6	0.48	0.48	0.41
Magnesium%	0.04-0.10	0.093	0.093	0.102

Numbers in red indicate values that exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets

























No. NN15-26 Feline IB, SD vs. Blue Competition Grain Free Canned



# The Difference is Clear



**66% less**  
Phosphorus to  
reduce kidney  
stress

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Magnesium
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10-30%	0.2-0.6%	0.5-1.0%	0.5-0.8%	0.4-0.10%
							
							
							



Nutrients within optimal range



Nutrients NOT within optimal range





















\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets

No. NN15-27 Ideal Balance, Science Diet Compared to Blue Buffalo Feline Canned



# The Difference is Clear

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Magnesium	Vitamin C	Vitamin E
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10-30%	0.2-0.6%	0.5-1.0%	0.5-0.8%	0.4-0.10%	100-200mg/kg	More than 500 IU/kg
									
									
									



**5x more** antioxidants for a strong immune system



**38% less** Phosphorus to reduce kidney stress



Nutrients within optimal range



Nutrients NOT within optimal range

























\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets

NN15-28 Ideal Balance, Science Diet Compared to Blue Buffalo Feline Dry



# The Difference is Clear

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Magnesium
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10-30%	0.2-0.6%	0.5-1.0%	0.5-0.8%	0.4-0.10%
							
							
							



**53% less** Phosphorus to reduce kidney stress



Nutrients within optimal range



Nutrients NOT within optimal range





























\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets

No. NN15-29 Ideal Balance, Science Diet Compared to Blue Buffalo Feline Grain Free Canned



# The Difference is Clear

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Magnesium	Vitamin C	Vitamin E
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10-30%	0.2-0.6%	0.5-1.0%	0.5-0.8%	0.4 – 0.10%	100-200mg/kg	More than 500 IU/kg
									
									
									



**5x more** antioxidants for a strong immune system



**38% less** Phosphorus to reduce kidney stress



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets




No. NN15-30 Ideal Balance, Science Diet Compared to Blue Buffalo Feline Grain Free Dry



# The Difference is Clear



**56% less**  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors canine adult*	Science Diet® Adult Gourmet Chicken Entrée <sup>1</sup>	Hill's® Ideal Balance™ Slim & Healthy Tender Chicken & Peas Recipe <sup>1</sup>	Blue Buffalo™ Homestyle Recipe Chicken Dinner With Garden Vegetables & Brown Rice <sup>2</sup>
Nutrients= DMB				
Protein%	15 to 30	22.9	28.3	40.2
Fat%	10 to 20	19.8	12.7	38.9
Calcium%	0.5 to 1.0	0.89	0.90	2.45
Phosphorous%	0.4 to 0.8	0.60	0.70	1.60
Sodium%	0.2 to 0.4	0.35	0.37	0.47

Numbers in red indicate values that exceed KNF \*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition




<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015, <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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# The Difference is Clear



**65% less**  
Phosphorus  
to reduce  
kidney stress

	Key nutritional factors canine adult*	Science Diet® Adult Grain Free Salmon Entrée <sup>1</sup>	Hill's® Ideal Balance™ Grain Free Braised Salmon Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Wolf Creek Stew™ Chunky Chicken Stew in Gravy <sup>2</sup>
Nutrients= DMB				
Protein%	15 to 30	22.9	22.9	49.6
Fat%	10 to 20	19.8	19.8	26.3
Calcium%	0.5 to 1.0	0.89	0.89	2.45
Phosphorous%	0.4 to 0.8	0.60	0.60	1.70
Sodium%	0.2 to 0.4	0.35	0.35	0.92

Numbers in red indicate values that exceed KNF \*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015, <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets

No. NN15-32 Canine IB- SD vs. Competition Grain Free Canned








# The Difference is Clear

**5x more**  
antioxidants for a  
strong immune  
system

**38% less**  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors feline adult*	Science Diet® Adult Optimal Care® Original <sup>1</sup>	Ideal Balance™ Natural Chicken & Brown Rice Recipe <sup>1</sup>	Blue Buffalo™ Blue Healthy Living Natural Chicken and Brown Rice Formula <sup>2</sup>
Nutrients-DMB				
Protein%	30-45	34.7	31.9	38.4
Fat%	10-30	21.9	22.6	21.7
Calcium%	0.5-1.0	0.90	0.88	1.69
Phosphorous%	0.5-0.8	0.70	0.80	1.30
Magnesium%	0.04-0.10	0.085	0.096	0.136
Sodium%	0.2-0.6	0.46	0.50	0.43
Vitamin E IU/kg	≥ 500	729	729	83
Vitamin C mg/kg	100 to 200	109	104	64
Omega 3 Fatty acids%		0.53	1.06	0.89
Omega 6 Fatty Acid%		4.36	4.10	4.00

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets

No. NN15-33 Feline IB, SD vs. Blue Competition Dry






# The Difference is Clear



5x more  
antioxidants  
for a strong  
immune  
system



38% less  
Phosphorus to  
reduce kidney  
stress

	Key nutritional factors feline adult*	Science Diet® Adult Grain Free <sup>1</sup>	Ideal Balance™ Grain Free Natural Salmon & Potato Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Rocky Mountain Recipe™ Trout <sup>2</sup>
Nutrients-DMB				
Protein%	30-45	33.0	33.0	41.6
Fat%	10-30	23.2	23.0	19.0
Calcium%	0.5-1.0	0.98	1.00	1.76
Phosphorous%	0.5-0.8	0.80	0.80	1.30
Magnesium%	0.04-0.10	0.094	0.091	0.118
Sodium%	0.2-0.6	0.55	0.50	0.47
Vitamin E IU/kg	≥ 500	700	660	74
Vitamin C mg/kg	100 to 200	126	127	35
Omega 3 Fatty acids%		1.04	1.45	1.12
Omega 6 Fatty Acid%		4.57	3.83	3.43

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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## Nutritional Nuggets






















No. NN15-34 Feline IB, SD vs. Blue Competition Grain Free Dry



# The Difference is Clear



**56% less**  
Phosphorus to  
reduce kidney  
stress

Key Nutrients- DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10- 20%	0.2-0.4%	0.5-1.0%	0.4-0.8%
						
						
						



Nutrients within optimal range






























Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. †Information from Hillspet.com, accessed March 3, 2015 ‡ analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.



# The Difference is Clear

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Vitamin C	Vitamin E
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10-20%	0.2-0.4%	0.5-1.0%	0.4-0.8%	More than 100mg/kg	More than 400 IU/kg
								
								
								



**5x more** antioxidants for a strong immune system



**20% less** Phosphorus to reduce kidney stress



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets






















No. NN15-36 Ideal Balance, Science Diet compared to Blue Buffalo Canine Dry



# The Difference is Clear



**65% less**  
Phosphorus to  
reduce kidney  
stress

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10-20%	0.2-0.4%	0.5-1.0%	0.4-0.8%
						
						
						



Nutrients within optimal range






























Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March3, 2015 <sup>2</sup>analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.



# The Difference is Clear

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Vitamin C	Vitamin E
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10-20%	0.2-0.4%	0.5-1.0%	0.4-0.8%	More than 100mg/kg	More than 400 IU/kg
								
								
								



**5x more** antioxidants for a strong immune system



**53% less** Phosphorus to reduce kidney stress



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup>analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. © 2015 Hill's Pet Nutrition, Inc. ®/™ Hill's, Science Diet and Ideal Balance are trademarks of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.

## Nutritional Nuggets

[No. NN15-38 Ideal Balance, Science Diet compared to Blue Buffalo Canine Grain Free Dry](#)



# Nutrients are more important than ingredients

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Vitamin C	Vitamin E
Optimal Nutrient Range*	3.5-4.5 kcal ME/g	15-30%	10-20%	0.2-0.4%	0.5-1%	0.4-0.8%	More than 100mg/kg	More than 400 IU/kg
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	!	!	!	!
	✓	!	✓	!	!	!	!	!



Nutrients within optimal range



Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup>analysis done December 2014 by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's is a trademark of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.





# Nutrients are more important than ingredients

Key Nutrients-DMB*	Calories	Protein	Fat	Sodium	Calcium	Phosphorus	Magnesium	Vitamin C	Vitamin E
Optimal Nutrient Range*	4-5 kcal ME/g	30-45%	10-30%	0.2-0.6%	0.5-1.0%	0.5-0.8%	0.4-0.10%	100-200mg/kg	More than 500 IU/kg
	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	!	!	!	!	!
	✓	✓	✓	✓	!	!	!	!	!



Nutrients within optimal range









Nutrients NOT within optimal range

\*Small Animal Clinical Nutrition 4<sup>th</sup> & 5<sup>th</sup> editions. <sup>1</sup>Information from Hillspet.com, accessed March 3, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported. ©2015 Hill's Pet Nutrition, Inc. ®/™ Hill's is a trademark of Hill's Pet Nutrition Inc. Blue Buffalo is a trademark owned by the Blue Buffalo Company.



# Nutrients are more important than ingredients

		Science Diet® Adult Grain Free Salmon & Potato Recipe <sup>1</sup>	Science Diet® Adult Advanced Fitness Original <sup>1</sup>	Ideal Balance™ Grain Free Natural Salmon & Potato Recipe <sup>1</sup>	Ideal Balance™ Natural Chicken & Brown Rice Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Natural Evolutionary Diet Salmon Recipe <sup>2</sup>	Blue Buffalo™ Life Protection Formula Natural Chicken and Brown Rice Recipe <sup>2</sup>
Nutrients= DMB	Key nutritional factors canine adult*						
Protein%	15 to 30	25.0	24.5	25	22	38.8	28.1
Fat%	10 to 20	20.0	15.0	20	17.4	18.4	18.2
Calcium%	0.5 to 1.0	0.85	1.00	0.85	0.91	2.38	1.23
Phosphorous%	0.4 to 0.8	0.70	0.70	0.7	0.80	1.50	1.0
Sodium%	0.2 to 0.4	0.35	0.30	0.35	0.27	0.45	0.35
Vitamin E IU/kg	≥ 400	748	729	748	754	114	112
Vitamin C mg/KG	> 100	130	304	130	176	21	15
Omega 3 fatty acids%		1.04	0.64	1.04	1.04	1.25	0.58
Omega 6 fatty acids%		3.38	4.15	3.38	3.39	3.06	3.61







Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed March 3, 2015, <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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# Nutrients are more important than ingredients

		Science Diet® Adult Grain Free <sup>1</sup>	Science Diet® Adult Optimal Care® Original <sup>1</sup>	Ideal Balance™ Grain Free Natural Salmon & Potato Recipe <sup>1</sup>	Ideal Balance™ Natural Chicken & Brown Rice Recipe <sup>1</sup>	Blue Buffalo™ Blue Wilderness™ Rocky Mountain Recipe™ Trout <sup>2</sup>	Blue Buffalo™ Blue Healthy Living Natural Chicken and Brown Rice Formula <sup>2</sup>
Nutrients-DMB	Key nutritional factors feline adult*						
Protein%	30-45	33.0	34.7	33.0	31.9	41.6	38.4
Fat%	10-30	23.2	21.9	23.0	22.6	19.0	21.7
Calcium%	0.5-1.0	0.98	0.90	1.00	0.88	1.76	1.69
Phosphorous%	0.5-0.8	0.80	0.70	0.8	0.80	1.30	1.30
Sodium%	0.2-0.6	0.55	0.46	0.50	0.50	0.47	0.43
Vitamin E IU/kg	≥ 500	700	729	660	729	74	83
Vitamin C mg/kg	100 to 200	126	109	127	104	35	64
Omega 3 Fatty acids%		1.04	0.53	1.45	1.06	1.12	0.89
Omega 6 Fatty Acid%		4.57	4.36	3.83	4.10	3.43	4.00

Numbers in red indicate values that are below or exceed KNF

\*Small Animal Clinical Nutrition, 4<sup>th</sup> & 5<sup>th</sup> edition

<sup>1</sup>Information from Hillspet.com, accessed February 24, 2015 <sup>2</sup> analysis done December 2014, by independent third party laboratory on three different date codes of each competitors products, average values from the three lot codes are reported.  
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# Table of Content Cost to Feed

No current nuggets



No  
Current  
Nuggets



# Table of Content

## Homemade Diets- RAW

NN0024 BARF Fact Fiction

NN0065 Home-Made Pet Foods





# BARF Feeding - Fact & Fiction

## Facts

1. There is no scientific data to support beliefs commonly held by supporters.
2. Published BARF recipes contain excessive levels of Key Nutritional Factors, for example: protein, calcium and phosphorus for an adult dog or cat. <sup>1</sup>
3. Food poisoning is an obvious safety concern for animals eating raw foods and owners feeding raw foods. <sup>2</sup>
4. Pets eating BARF diets or other raw food diets are at increased risk for intestinal obstruction, fractured teeth and gastrointestinal perforation. <sup>3</sup>

## Fiction

1. Domestic dogs require identical foods as wild wolves. *False – ignores 130,000 years of genetic adaptation that separates domestic dogs from wild wolves.* <sup>4</sup>
2. Eating raw bones is good for domestic dogs. *False – Ignores fact that wild canines ingest large amounts of prey fur which coat bones and prevents puncture damage.* <sup>5</sup>
3. Grains and carbohydrates are not digestible by domestic dogs. *False – dogs are quite capable of gaining large amounts of energy from grains. Nearly 99% of the starch fraction and 60-84% of the protein fraction of commonly used grains is digestible in dogs.* <sup>6</sup>

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1 Billingham I. *Give Your Dog a Bone*. Alexandria, Australia: Bridge Printery, 1993. Schulze KR. *The Ultimate Diet*. Descanso, California: Affenbar Ink, 1998. Volhard W, Brown K. The natural diet. *The Holistic Guide for a Healthy Dog*. New York: Howell Book House, 1995: 167-190

2. Freeman LM, Michel KE. Evaluation of raw food diets for dogs. *J Am Vet Med Assoc* 2001; 218: 705-709, 1553-1554 and 1716. Miller EP, Cullor JS. Food safety. *Small Animal Clinical Nutrition*, 4th edition, pages 184-198.

3. Joffe DJ, Schlesinger DP. Preliminary assessment of the risk of salmonella infection in dogs fed raw chicken diets. *Canadian Veterinary Journal*, June 2002 43(6):441-2

4. Wayne R. K., "Molecular evolution of the family dog," *Trends in Genetics*, June 1993 (vol. 9, #6) pp. 218-224.

5. [www.thepetcenter.com/imtop/wolfexrep.html](http://www.thepetcenter.com/imtop/wolfexrep.html)

6. *J Anim Sci* 1999 Aug;77(8):2180-6 Murray SM, Fahey GC Jr, Merchen NR, Sunvold GD, Reinhart GA. Evaluation of selected high-starch flours as ingredients in canine diets.



# Home-made pet foods – a dangerous choice?

## Common Dangers In Home-Made Pet Foods

- Unbalanced meals can contain excesses of one nutrient and deficiencies of another<sup>1</sup>.
- Pet owners and pets may be exposed to raw or improperly cooked meats which can harbor dangerous bacteria.<sup>2</sup>
- Pet owners may assume dogs and cats require the same nutrition as humans and provide improper levels of multiple nutrients<sup>3</sup>.
- In one study<sup>4</sup>, 90% of home-made pet foods were found nutritionally unbalanced and incomplete for pets.

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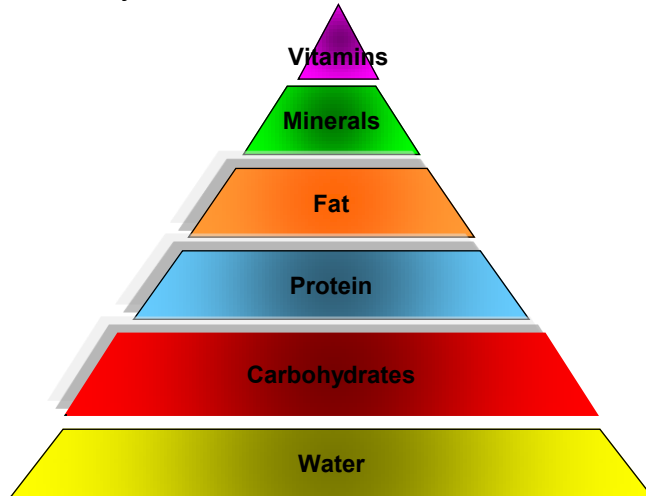


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# What's More Important – Ingredients Or Nutrients?

Pyramid of Essential Nutrients



The following pet food ingredients supply many of the essential nutrients in the pyramid above:

• **Corn, Rice, Barley, Sorghum** – carbohydrates for energy; essential fatty acids for healthy skin and coat

• **Animal Fat, Fish Oil, Vegetable Oil** – fats and essential fatty acids for energy, healthy skin and coat, and taste

• **Meat, Chicken, Poultry By-product Meal, Meat By-products, Soybean Meal, Egg** – protein for muscle tone and development, and for healthy skin

## Key Facts

- Ingredients should be selected for the nutrients they supply, and for their quality and taste
- Nutrients are vital because the body absorbs nutrients, not ingredients
- Ingredients are delivery vehicles for nutrients, and the presence or absence of a single ingredient doesn't determine a pet food's quality.
- A pet food is the sum of its parts. A balance of quality ingredients delivers protein, fat, fiber, carbohydrates, vitamins, and minerals to meet a pet's nutritional needs.
- As ingredient quality increases, so does a pet's ability to absorb and use the nutrients needed for optimum health.
- **QUALITY PET FOOD** requires a precise blend of ingredients to create a specific nutrient profile based on a pet's lifestage, lifestyle or disease condition.
- Don't assume a food is right for your pet simply by reading the ingredient list, because **THE BODY NEEDS NUTRIENTS, NOT INGREDIENTS!**



# What is The *REAL* Power of Protein?

Category	Messages in <i>The Power of Protein</i> <sup>1</sup> from Nestlé Purina	Evidence-Based Clinical Nutrition from Hill's
Weight Management	Increasing dietary protein maintains lean body mass during weight loss	Clinical studies show that cats fed Prescription Diet® r/d® or m/d®, and dogs fed r/d dry formula, maintain lean body mass during weight loss <sup>2,3</sup>
Adverse Reactions to Food	Protein hydrolysates are more effective than novel proteins in managing canine food allergies	Hill's has canine <b>and</b> feline protein hydrolysate formulas (z/d®) For some patients, novel protein foods are appropriate (d/d®)
Diabetes Mellitus—cats	Cats should be fed high-protein, low-carbohydrate food	Prescription Diet m/d is high-protein and low-carbohydrate High-protein isn't for all cats—w/d® appropriate for some
Renal Failure—dogs	Protein does not cause kidney damage in healthy dogs, but protein restriction may help dogs with chronic renal failure	A clinical study of dogs with chronic renal failure showed that consuming Canine k/d® helped delay progression of kidney disease and increase survival time <sup>4</sup>
Senior Dog Nutrition	Older dogs need more protein to maintain protein reserves	Research shows that older dogs consuming foods with 18% (DMB) protein maintain normal protein status and nitrogen balance. <sup>5,6</sup> Science Diet® Senior 7+ dog food has 19.2% (DMB) protein
Protein and Immune Function	Immune function is influenced by nutrition and dietary protein	But one level of dietary protein is not appropriate for <b>all</b> disease conditions and life stages—and high protein foods are not necessary to maintain immune function in all animals

<sup>1</sup>The Power of Protein. Purina Veterinary Diets® February, 2005; VET 6546. <sup>2</sup>Schoenher WD. Effects of a low-calorie, high-fiber food vs a low carbohydrate, high-protein food on weight loss in obese cats. Unpublished data. Hill's Science & Technology, Topeka KS, 2003. <sup>3</sup>Gross KL, Wedekind KJ, Kirk CA, et al. Effect of dietary carnitine and chromium on weight loss and composition of obese dogs (abstract). J Am Sci. 1998; 76(Suppl. 1):175.

<sup>4</sup>Jacob F, Polzin DJ, Osborne CA, et al. Clinical evaluation of dietary modification for treatment of spontaneous chronic renal failure in dogs. J Am Vet Med Assoc 2002; 220:1163-1170. <sup>5</sup>Finco DR, Brown SA, Crowell WA, et al. Effects of aging and dietary protein intake on uninephrectomized geriatric dogs. Am J Vet Res 1994; 55:1282-1290. <sup>6</sup>Williams CC, Cummins KA, Hayek MG, et al. Effects of protein on whole-body protein turnover and endocrine function in young-adult and aging dogs. J Anim Sci 2001; 79:3128-3136.

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# Nutrients come from Ingredients!

Nutrient Ingredient												
	Vitamins	Amino Acids	Proteins	Carbohydrates	Fats	Natural Glucosamine	Natural Chondroitin	Natural Fatty Acids	Natural Antioxidants	Fiber	EPA & DHA – (Fatty Acids)	Omega -3 Fatty acids
Chicken By-Product Meal		✓	✓		✓	✓	✓					
Corn Gluten Meal	✓	✓	✓	✓	✓					✓		
Dried Beet Pulp										✓		
Dried Chicken Cartilage						✓	✓					
Dried Egg Product	✓	✓	✓	✓	✓			✓	✓			✓
Fish Oil					✓			✓			✓	✓
Flaxseed	✓			✓	✓							✓
Whole Grain Corn	✓	✓	✓	✓	✓			✓	✓	✓		✓
Whole Grain Sorghum	✓	✓	✓	✓	✓							✓
Whole Grain Wheat	✓	✓	✓	✓	✓							
Soybean Oil	✓				✓							

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# Nutrients come from Ingredients!

Vitamins	Vitamins are compounds that are essential for normal metabolic activities in all living things.
Amino Acids	Organic compounds that serve as building blocks for protein.
Proteins	The building blocks of all cellular materials.
Carbohydrate	Energy Source -Composed of starches and sugars. A quick and simple energy source for all living things.
Fat	A source of energy.
<b>Glucosamine</b>	Glucosamine is beneficial for joints. Glucosamine is a substance that protects and supports joint fluid, cartilage and the surrounding tissues. Sources can be shrimp & lobster shells (exoskeletons), chicken cartilage, chicken and poultry by products.
Chondroitin	A substance that protects and supports joint fluid, cartilage and the surrounding tissues. Sources can be bovine trachea (cartilage) chicken cartilage, chicken and poultry by products.
Fatty Acids	are lipids, (organic compounds with limited solubility in water), that can be directly utilized as a source of energy by most body cells. Required in the body for cell membrane function and integrity and healthy skin.
Natural Antioxidants	Natural substances that prevent or delay deterioration by the action of oxygen (Vitamin E, C, Rosemary, selenium, or beta-carotene), that are capable of counteracting the damaging effects of oxidation in animal tissue.
Fiber	A small portion of ingested foodstuffs that cannot be broken down by intestinal enzymes and juices of monogastric animals and, therefore, passes through the small intestine undigested. It is composed of cellulose, hemicellulose, gums, pectin and other indigestible carbohydrates. An important source of energy for intestinal bacteria which are important for digestion.
EPA & DHA	Docosahexaenoic acid (DHA) and Eicosapentaenoic acid (EPA) are polyunsaturated omega-3 fatty acids present in fish oil. DHA is an important structural component of brain tissue. Brain cell membranes and photoreceptor membranes have large amounts of DHA. DHA is important for development of the brain and retina—during both fetal and neonatal periods. EPA is important for maintaining normal cartilage in joints.
Omega - 3 Fatty acids	Omega - 3 fatty acids are important and fundamental molecules in the activity of cells and especially cell membranes. Omega - 3 fatty acids are essential for development and growth and are a key and critical component in allowing dogs and cats to have shiny healthy coats and skin.



# In pets, unlike humans, fats are neither “good” nor “bad” but they are necessary nutrients regardless of source!

All fats and oils contain nearly an identical amount of calories.

Per 100 grams of fat or oil	Units of Measure	Pork fat	Chicken Fat	Beef Fat	Duck Fat	Menhaden Fish oil	Safflower oil	Corn oil	Soy oil
Energy	Kcals (calories)	902	900	902	900	902	884	884	884
Selenium	Micro gms	0.2	0.2	0.2	0.2	0	0	0	0
Monounsaturated fats	grams	45.1	44.7	41.8	49.3	26.7	83.6	29.2	23
Polyunsaturated fats	grams	11.2	20.9	4	12.9	34.2	3.8	58.7	58

Source: USDA National Nutrient Database for Standard Reference, Release 15

**“Although the concept of good and bad fats is appropriate for human health, dogs and cats are able to consume both types of fats in their diets without undue risk of coronary artery disease, heart attacks, or strokes to which humans succumb.” “...dogs and cats are typically resistant to the development of hypercholesterolemia and atherosclerosis, even when they consume amounts of dietary fat that would typically turn human blood into sludge”. J.E.**

Bauer, DVM, PhD, DACVN, Journal of the American Veterinary Medical Association, Vol 229, No. 5 September 1, 2006.

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# What is “brewers rice”?

Brewers rice is nothing more than the broken kernels of rice that are not commonly sold to humans. Most consumers prefer to buy whole kernels of rice in the grocery store.

All grains in pet foods, must be ground into a flour to be well digested. Using previously broken grains of rice does not change the nutritional value of the rice.

As defined by AAFCO:

Section 75.4 Chipped rice, broken rice, or brewers rice is the small fragments of rice kernels that have been separated from the larger kernels of milled rice.

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# PRO-biotics vs. PRE-biotics

*Everywhere you turn these days somebody is talking about either PRE-biotics or PRO-biotics. From yogurt to supplements, confusing advertisements are in the media everywhere.*

**PRO-Biotics** are the “good bugs” in your digestive system that help digest foods. They have names like: *Lactobacillus acidophilus*, *Lactobacillus bulgaricus*, *Strep Faecium*, *B. bifidum*, *L. casei*, *L. rhamnosus*, etc.

A study done at the University of Guelph found that tested pet foods did **not** contain the PRO-biotic bacteria colonies in the food as listed on the label.<sup>1</sup>

**PRE-Biotics** are various fibers that selectively stimulate the growth and activity of friendly, beneficial bacteria. They are ingredients like: Beet pulp, soy fiber, and fiber found in whole grains like corn, rice, and oats.

Nearly all pet foods contain some source of fiber.

**Don't be fooled by companies playing upon consumer confusion between pro-biotics and pre-biotics – they are definitely NOT the same thing.**



# Gluten Free?

All pet foods which contain any grain, or many vegetables, contain some form of gluten.

Only gliadin, found in wheat, rye, barley, and oat flours has been implicated in very rare cases of gluten sensitive enteropathies (disease) in dogs. Gliadin is not found in either rice, soy or corn.<sup>1</sup>

Wheat sensitive enteropathy (celiac disease) has been identified in some Irish Setters, but is extremely rare in other breeds.



# Vitamins: what are they for?

Vitamins		
Vitamin	What are they for?	Where do they come from?
Vitamin A	<ul style="list-style-type: none"><li>Promotes normal vision</li><li>Promotes normal bone &amp; muscle growth</li><li>Maintains healthy skin cells</li></ul>	Liver, fish oil, dairy products, egg
Vitamin D	<ul style="list-style-type: none"><li>Promotes tooth &amp; bone formation</li><li>Helps absorb minerals such as calcium &amp; phosphorous</li></ul>	Fish & fish oil, egg yolks
Vitamin E	<ul style="list-style-type: none"><li>Antioxidant to delay signs of aging</li></ul>	Vegetable oil
Vitamin K	<ul style="list-style-type: none"><li>Necessary for normal blood clotting</li></ul>	Alfalfa meal, liver
Vitamin C	<ul style="list-style-type: none"><li>Antioxidant to delay signs of aging</li><li>Strengthens connective tissue, muscle, &amp; skin</li><li>Hastens wound healing &amp; increases resistance to infection</li></ul>	Fruits, vegetables, organ meat
Vitamin B	<ul style="list-style-type: none"><li>Promote red blood cell formation</li><li>Assists in metabolism</li></ul>	Various meats, vegetables





# Minerals: what are they for?

Minerals		
Mineral	What are they for?	Where do they come from?
Calcium	<ul style="list-style-type: none"><li>Major mineral in bone &amp; teeth</li><li>Participates in blood clotting, muscle contraction, nerve conduction blood pressure maintenance, cell membrane function, &amp; heartbeat regulation</li></ul>	Bone meal, calcium carbonate
Phosphorous	<ul style="list-style-type: none"><li>Found in bone &amp; teeth</li></ul>	Meat, fish , egg, bone meal
Magnesium	<ul style="list-style-type: none"><li>Helps maintain proper blood calcium levels</li><li>Aids in metabolism of carbohydrates &amp; fats</li><li>Aids function of nerves &amp; muscles</li></ul>	Flaxseed, soy products, manganous oxide
Potassium	<ul style="list-style-type: none"><li>Helps maintain heart &amp; kidney function</li><li>Helps regulate blood pressure</li><li>Facilitate muscle contraction &amp; nerve impulses</li></ul>	Potatoes, red meat, chicken, select fish, potassium chloride
Sodium/ Chloride	<ul style="list-style-type: none"><li>Maintains water balance</li><li>Regulates blood pressure</li><li>Facilitate muscle contraction &amp; nerve impulses</li></ul>	Meat, salt, sodium tripolyphosphate
Copper/ Zinc	<ul style="list-style-type: none"><li>Important in skin cells and enzyme systems</li></ul>	Copper- Organ meats, copper sulfate Zinc- Beef, pork, lamb, dark meat chicken, zinc oxide





# Vitamins and Minerals: what are they for?

Vitamins		
Vitamin	What are they for?	Where do they come from?
Vitamin A	<ul style="list-style-type: none"> <li>Promotes normal vision</li> <li>Promotes normal bone &amp; muscle growth</li> <li>Maintains healthy skin cells</li> </ul>	Liver, fish oil, dairy products, egg
Vitamin D	<ul style="list-style-type: none"> <li>Promotes tooth &amp; bone formation</li> <li>Helps absorb minerals such as calcium &amp; phosphorous</li> </ul>	Fish & fish oil, egg yolks
Vitamin E	<ul style="list-style-type: none"> <li>Antioxidant to delay signs of aging</li> </ul>	Vegetable oil
Vitamin K	<ul style="list-style-type: none"> <li>Necessary for normal blood clotting</li> </ul>	Alfalfa meal, liver
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Vitamin B	<ul style="list-style-type: none"> <li>Promotes red blood cell formation</li> <li>Assist in metabolism</li> </ul>	Various meats, vegetables

Minerals		
Mineral	Function	Source
Calcium	<ul style="list-style-type: none"> <li>Major mineral in bone &amp; teeth</li> <li>Participates in blood clotting, muscle contraction, nerve conduction blood pressure maintenance, cell membrane function, &amp; heartbeat regulation</li> </ul>	Bone meal, calcium carbonate
Phosphorous	<ul style="list-style-type: none"> <li>Found in bone &amp; teeth</li> </ul>	Meat, fish , egg, bone meal
Magnesium	<ul style="list-style-type: none"> <li>Helps maintain proper blood calcium levels</li> <li>Aids in metabolism of carbohydrates &amp; fats</li> <li>Aids function of nerves &amp; muscles</li> </ul>	Flaxseed, Soy products, manganous oxide
Potassium	<ul style="list-style-type: none"> <li>Helps maintain heart &amp; kidney function</li> <li>Helps regulate blood pressure</li> <li>Facilitates muscle contraction &amp; nerve impulses</li> </ul>	Potatoes, red meat, chicken, select fish, potassium chloride,
Sodium/ Chloride	<ul style="list-style-type: none"> <li>Maintains water balance</li> <li>Regulates blood pressure</li> <li>Facilitates muscle contraction &amp; nerve impulses</li> </ul>	Meat, salt, sodium tripolyphosphate
Copper/ Zinc	<ul style="list-style-type: none"> <li>Important in skin cells and enzyme systems</li> </ul>	Copper- Organ meats, copper sulfate Zinc- Beef, pork, lamb, dark meat chicken , zinc oxide



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# Corn is a staple human food

Breakfast



Lunch- Dinner



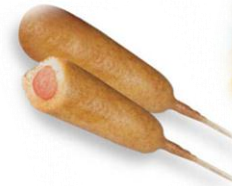
Beverages



Cooking- Baking



Snacks



In these common human foods and ingredients, corn or corn products are NOT considered to be a “filler”, an allergen or indigestible.





# Where do we source our ingredients?

Hill's sources raw materials from countries where reliable safety procedures exist, primarily the United States, Japan, Canada, New Zealand, Australia and several European countries.



Regardless of the country from which our ingredients are sourced, the ingredient supplier must meet Hill's strict guidelines for doing business. Each shipment must meet Hill's quality and safety qualifications before entering our plants. Due to limited manufacturing locations for certain materials such as taurine, China sources may be used with extensive, additional approval requirements.





# Why Wheat?

- Wheat has great digestibility (84% gross energy)\*
- Wheat provides high quality protein, with fiber, minerals and carbohydrates
- Food allergies are uncommon, comprising only 1% of skin disease in dogs and cats\*.
- Of pets who have a food allergy, 15% of dogs and 4.5% of cats have been reported to have allergies to wheat.\*
- Wheat is the primary grain used in U.S
- Wheat is the third most popular grain in the world
- Wheat is used in many products like pasta, bread, cereal, cookies, gravy, and pastries



\*Kempe R, Saastamoinen M, Hyyppä S, Composition, digestibility and Nutrient value of cereals. Agriculture and Food Science Vol. 13: 5-17, (2004)

\*\* A. VERLINDEN, M. HESTA, S. MILLET, and G.P.J. JANSSENS, Food Allergy in Dogs and Cats: A Review, *Critical Reviews in Food Science and Nutrition*, 46:259-273 (2006)

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# Why Barley?

- Barley provides high quality protein and has high digestibility (84% gross energy)\*
- Barley is high in beneficial fiber; 50% is soluble
- **Barley is the world's oldest grain**
- Barley is the 4<sup>th</sup> largest crop in the United States
- Barley has been shown to lower cholesterol in people
- Barley is used in foods such as breakfast cereals, soups, pilaf mixes, breads, cookies, crackers and snack bars



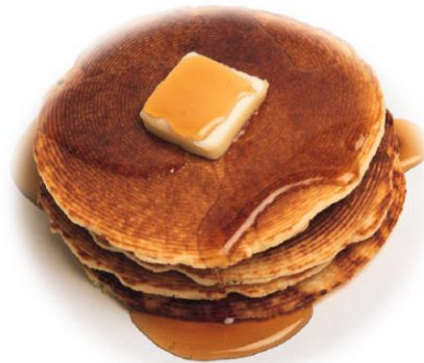
\*Kempe R, Saastamoinen M, Hyypä S, Composition, digestibility and Nutrient value of cereals. Agriculture and Food Science Vol. 13: 5-17, (2004)

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# Why Sorghum?

- Sorghum has great energy and digestibility (80% total GI tract digestion)\*
- Sorghum is a great protein source
- Sorghum came to the US in the early 1700s
- Sorghum ranks 5<sup>th</sup> in cereals for global production
- Sorghum contains iron, calcium and potassium. Before vitamins, many doctors prescribed it as a daily supplement for people with deficiencies in these nutrients.
- Sorghum is used to make cereal, snack foods and ground into flour to make pancakes and other baked goods



\*Murray SM, Fahey GC, Merchen RN, et al. Evaluation of selected high-starch flours as ingredients in canine diets. J Anim Sci 1999; 77:2180-2186.

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# Why Oats?

- Oats provide high quality protein and has high digestibility (86% gross energy)\*
- Oats were first brought to North America in 1602
- Oat bran is recommended for people, because it is easy on digestion and assists in regulating gastrointestinal function
- Oats for people have anti-inflammatory properties, and have been clinically shown to help heal dry, itchy skin
- Oatmeal is famous for lowering cholesterol in people
- Oats is used in porridge and muesli, added into breads, biscuits, cereal bars

\*Kempe R, Saastamoinen M, Hyypä S, Composition, digestibility and Nutrient value of cereals.

Agriculture and Food Science Vol. 13: 5-17, (2004)

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# Why Grains?

- Common grains are wheat, corn, barley, oats, sorghum and rice
- Grains are highly digestible, (starch component is >99%)
- Total GI tract digestion (gross energy) is 80-88%\*
- Grains provide high quality protein
- Grains provide beneficial fatty acids, vitamins and minerals
- Food allergies are rare making up 1% of all skin diseases and 10% of all allergic skin disease\*\*
- Grains are used in breads, crackers, cookies, cereals, pasta, popcorn, gravy and so much more



\*Murray SM, Fahey GC, Merchen RN, et al. Evaluation of selected high-starch flours as ingredients in canine diets. J Anim Sci 1999; 77:2180-2186.

\*\*Verlinden V, Hesta M, Millet s, et al. Food allergy in dogs and cats: A review. Critical Reviews in Food Science and Nutrition, 46: 259-273 (2006)

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# Why Corn?

- Corn is highly digestible (82% gross energy)\* and provides high quality protein
- Corn provides beneficial fatty acids, for skin and coat
- The prevalence of grain allergies is very low compared to other environmental allergies
- Corn is also called Maize
- Corn is the number one crop in the world
- Corn is used cereals, chips, soups, cornbread, tortillas and popcorn



\*Kempe R, Saastamoinen M, Hyyppä S, Composition, digestibility and Nutrient value of cereals. Agriculture and Food Science Vol. 13: 5-17, (2004)

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# Why Rice?

- Rice is easily digested (88% total GI tract digestion)\*
- Rice provides high quality protein
- Rice has the second-highest worldwide production
- Rice is the staple food of over half the world's population
- Rice is used to provide welcome relief from gastrointestinal upset.
- Rice is used for rice-pilaf, noodles, cereal, risotto and sushi



\*Kempe R, Saastamoinen M, Hyypä S, Composition, digestibility and Nutrient value of cereals. Agriculture and Food Science Vol. 13: 5-17, (2004)

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# What is the difference between fresh and frozen chicken?



Fresh chicken:

"Fresh" means whole poultry and cuts have never been below 26 °F (the temperature at which poultry freezes).



Frozen chicken:

Temperature of raw, frozen poultry is 0 °F or below.

Both fresh and frozen chicken are inspected by USDA's Food Safety and Inspection Service. The quality and nutrient value is the same for both.

[http://www.fsis.usda.gov/fact\\_sheets/Meat\\_&\\_Poultry\\_Labeling\\_Terms/index.asp](http://www.fsis.usda.gov/fact_sheets/Meat_&_Poultry_Labeling_Terms/index.asp)

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# Deboned is a process, not an ingredient

"Deboned. (Process) The flesh resulting from the removal of bones accompanying flesh by mechanical deboning".\*

Deboned chicken can still have bones

High calcium and phosphorous levels in foods show high levels of bone in cheaper quality meat

**Hill's uses high quality meats, with controlled calcium and phosphorous**



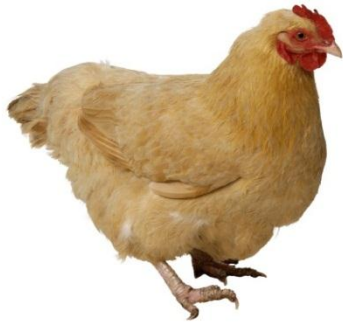
\*AAFCO Official Publication, 2012, page 341

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No matter what meat protein is in the pet food the biological value is the same\*

Food	Biological Value
Chicken	74%
Pork	74%
Lamb	74%
Beef	74%



Biological value- measure of protein “usability” by the body



# Are chelated minerals necessary in Hill's pet food?

Minerals bound to protein are called "Chelated Minerals"

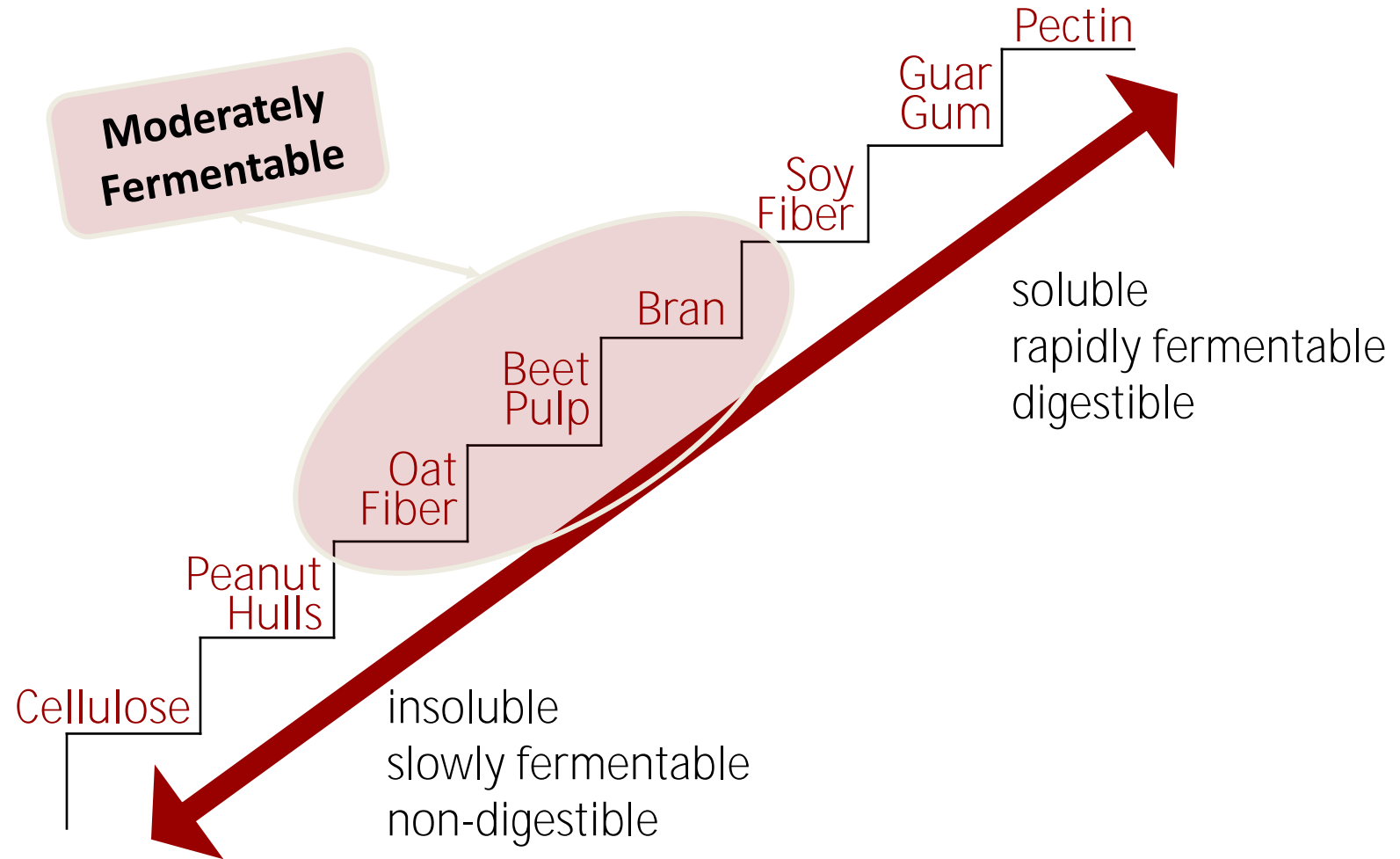
Hill's products are properly formulated to contain highly available forms of the trace minerals zinc, copper, iron & selenium. Hill's products also avoid excess calcium, phosphorus & magnesium, which can interfere with the absorption of the trace minerals. These factors are combined to allow sufficient mineral availability in Hill's products, without the need for chelated minerals.

Hill's knows pet nutrition. We use our extensive knowledge of veterinarians and food scientists to develop our pet foods. We formulate our products to be nutritionally balanced. We have kept many generations of dogs and cats healthy and thriving for over 70 years.

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# Fiber is important for digestive health



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# *Docosahexaenoic Acid (DHA)*

## *Nourishment For the Brain*

### KEY POINTS

- Docosahexaenoic acid (DHA; 22:6n-3) is a polyunsaturated omega-3 fatty acid present in fish oil.
- DHA is an important structural component of brain tissue.
- Brain cell membranes and photoreceptor membranes have large amounts of DHA.<sup>1</sup>
- DHA is important for development of the brain and retina—during both fetal and neonatal periods.<sup>1</sup>
- DHA plays a role in biosynthesis of neurotransmitters, dopamine, serotonin and norepinephrine in the brain.<sup>2</sup>
- DHA may be a factor in learning ability, orienting, and motor skills.<sup>3,4,5</sup>

### Review of Fatty Acids

Fatty acid	A component of fats or lipids Consists of a chain of carbon and hydrogen atoms joined together by chemical bonds One end of carbon chain is a methyl group (CH <sub>3</sub> ); other end is an acid or carboxyl group (COOH)
Polyunsaturated fatty acid	Contains two or more double bonds. DHA has 6 double bonds (A saturated fatty acid has no double bonds)
Long-chain fatty acid	Carbon chain is long; 18 to 20 or more carbon atoms (definition varies) DHA has 22 carbon atoms
Omega-3 fatty acid	First double bond is between the 3 <sup>rd</sup> and 4 <sup>th</sup> carbon atoms in chain, counting from methyl (CH <sub>3</sub> ) end

<sup>1</sup>Pawlosky RJ, Denkins Y, Ward G, and Salem N. Retinal and brain accretion of long-chain polyunsaturated fatty acids in developing felines: the effects of corn oil-based maternal diets. Am J Clin Nutr 65 :465-472, 1997.

<sup>2</sup>de la Presa Owens S, and Innis SM. Docosahexaenoic and arachidonic acid prevent a decrease in dopaminergic and serotonergic neurotransmitters in frontal cortex caused by a linoleic and alpha-linolenic acid deficient diet in formula-fed piglets. J Nutr. 129:2088-2093, 1999.

<sup>3</sup>Hoffman L, Kelley R, and Waltz D. For smarter more trainable puppies: effect of docosahexaenoic acid on puppy trainability. Research and Development Division, The Iams Company, Lewisburg, Ohio, USA. ADSB#07356100

<sup>4</sup>Lim SY, and Suzuki H. Intakes of dietary docosahexaenoic acid ethyl ester and egg phosphatidylcholine improve maze-learning ability in young and old mice. J Nutr. 130: 1629-1632, 2000.

<sup>5</sup>Champoux M, Hibbeln J, Shannon C, et al. Fatty acid formula supplementation and neuromotor development in rhesus monkey neonates. Pediatr Res 51: 273-281, 2002.





# Why Flaxseed?



**Nutrients from flaxseed provide health benefits for skin and coat, and immune responses for both dogs and cats.**

## Source of the EFAs linoleic acid and $\alpha$ -linolenic (ALA)

- Linoleic acid is an omega-6 fatty acid important for cell membrane and skin barrier function as well as visible improvements in skin and coat health.

## Strong anti-inflammatory effects of ALA

- Evidence exists for strong anti-inflammatory effects of ALA from flaxseed as well, including cats.<sup>1-3</sup>

## Proteins

- Constitute 23% of the whole flax seed<sup>4</sup>, helping support the immune response

## Fermentable fibers

- Can help to improve and maintain gastrointestinal health. Non-fermentable fibers help to maintain regularity of bowel movements and can aid in the management of both constipation and/or diarrhea

## Phytochemicals and antioxidants

- Has comparable antioxidant properties to those of vitamin E.<sup>5</sup> In humans, flaxseed lignans have been shown to provide benefits in the nutritional management of certain types of cancer, heart disease, and kidney disease, among others.<sup>6</sup>

## Sustainability

- One key difference- flaxseed is a sustainable crop, whereas fish may not be. The pressures on global fish stocks may eventually force the global community to ration the world's ocean fish.<sup>7</sup>

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References: 1). Parka HJ, Parka JS, Hayekb MG et al. Dietary fish oil and flaxseed oil suppress inflammation and immunity in cats. Vet Immunology and Immunopathology 2011; 141:301-306. 2). US Patent US6946488 The Iams Company - A pet food composition and method is provided for reducing inflammatory response in cats. 3). Pawlosky, R. et al.; "Essential fatty acid metabolism in the feline: relationship between liver and brain production of long-chain polyunsaturated fatty acids" Journal of Lipid Research, vol. 35, No. 11, Nov. 1994, pp. 2032-2040. 4). Lechowiski R, Sawosz E, Klucifski W. The effect of the addition of oil preparation with increased content of n-3 fatty acids on serum lipid profile and clinical condition of cats with miliary dermatitis. Journal of Veterinary Medicine, Series A, Vol. 45, No. 6/7, 1998, pp. 417-424. 5). DeClercq DR, Daun JK: Quality of Western Canadian Flaxseed. Canadian Grain Commission. [http://www.grainscanada.gc.ca/flax-lin/trend-tendance/qfc-qlc-eng.htm] website 2002. 6). Bhatena SJ and MT Velasquez. Beneficial role of dietary phytoestrogens in obesity and diabetes. Am J Clin Nutr 2002; 76: 1191-1201. 7). Westcott ND and AD Muir. Flax seed lignan in disease prevention and health promotion. Phytochemistry Reviews 2003; 2: 401-17. 8). Morris DH. Omega-3 fats in flax and fish are similar in many ways. Flax Council of Canada, 465-167 Lombard Ave., Winnipeg, MB, Canada R3B 0T6, E-mail: flax@flaxcouncil.ca Website: www.flaxcouncil.ca 04.2006ED04.06



# Table of Content Nutrition

NN0017 Nutrition for Large Breeds

NN09-99 Old Shoes

NN0162 Wet Foods

NN0165 Bulldog Hunting





# Nutrition For Large Breed Dogs

## Key Facts

- Large Breed dogs weigh +55 pounds as adults
  - ½ of all dogs are considered large breed
  - 3 of the 5 most popular breeds are in this category<sup>1</sup>
    - #1 Labrador Retriever
    - #2 German Shepherd Dog
    - #5 Golden Retriever
- Large Breed dogs have rapid growth rates
  - Influenced by genetics and high energy intake
  - Excess calcium and energy, plus rapid growth, increase risk of skeletal growth problems
- Glucosamine may benefit large breed adult dogs because it helps maintain joint health and mobility.
  - Chicken cartilage and chicken by product meal are natural sources of glucosamine
- L-carnitine benefits both large breed puppies and large breed adult dogs.
  - In adult dogs, high carnitine levels help turn fat into energy and support lean muscles
  - Large breed puppies fed L-carnitine -supplemented food had increased lean muscles, bone mass, and bone density

Nutrition designed for large breed dogs can help maintain ideal body weight and healthy muscles, bones and joints

- Feed large breed dogs pet foods that do not contain excessive calcium, fat, or calories
- Feed large breed puppies foods with less calcium, fat, and calories than products for smaller breeds
  - Likelihood of skeletal problems increases with excessive calcium intake
  - High fat/calorie intake cause rapid weight gain, and **bones/muscles aren't developed enough to support the excessive body weight**





# Quality Pet Food or Old Shoes?

- ✓ Don't rely on pet food companies that only tout Ingredients or Guaranteed Analyses as evidence of high quality
- ✓ Coal, Old Shoes, Used Motor Oil and Water when combined can deliver a typical pet food guaranteed analysis
- ✓ Science Diet® pet foods provide an optimal balance of nutrients to meet the health needs of individual pets



US Vets' #1 choice to feed their own pets

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# Hydration is very important to maintain life...

For dogs, wet foods may be a convenient way to help maintain water balance by increasing total water intake\* through the higher water content of this type of food.

At least 40% of pet owners top dry foods with wet foods\*\*



**Hill's® Science Diet® Canine wet foods are the ideal option for those pet parents who include wet foods in their dogs' daily menu...**

- ✓ Contributes to healthy hydration
- ✓ Complements dry food with the perfect nutritional balance to help keep your dog in top condition

\*SACN 5, Water Requirements, Pg 52 \*\*Habits & Practices Study, Sept 2002

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## Nutritional Nuggets

[No. NN0162 Wet Foods](#)



# When was the last time you saw a Bulldog hunting?

**Maybe on the internet, but not in the wilderness**



Dogs may have evolved from wolves, but they are no longer wolves.

Dogs are omnivores and enjoy a varied diet of meat and plant foods just like their pet parents.

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# Table of Content

## Preservatives- Antioxidants

NN0001 Antioxidants

NN0071 Clinically Proven Antioxidant









# ***Antioxidants in Pet Food***

## ***It's The Combination That Matters***

### **Key Facts**

- **Antioxidants are compounds that fight free radicals, reactive oxygen molecules formed in the body during metabolism.**
  - ***Free radicals cause oxidative damage to cell membranes, which may lead to degenerative problems*** – Examples include premature aging, poor immune system function, degenerative neurologic problems, arthritis, and coronary artery disease in people.
  - ***Antioxidants inactivate free radicals and protect from oxidative damage*** – Dietary antioxidants combine with the body's natural system to help protect against cell damage.
  - ***Antioxidants are most effective when used in combination*** — Combining specific levels of the key antioxidants vitamins E+C, selenium, and beta-carotene help to support the immune system and contribute to vitality, health, and longevity.

### **How Antioxidants And Other Compounds Work Together To Protect Cells**

<b>Vitamin E</b>	Neutralizes free radicals that cause cell damage.
<b>Vitamin C</b>	Inactivates free radicals, regenerates vitamin E
<b>Beta-carotene</b>	Scavenges free radical, acts synergistically with vitamin E
<b>Selenium</b>	An essential component of beneficial antioxidant enzymes.

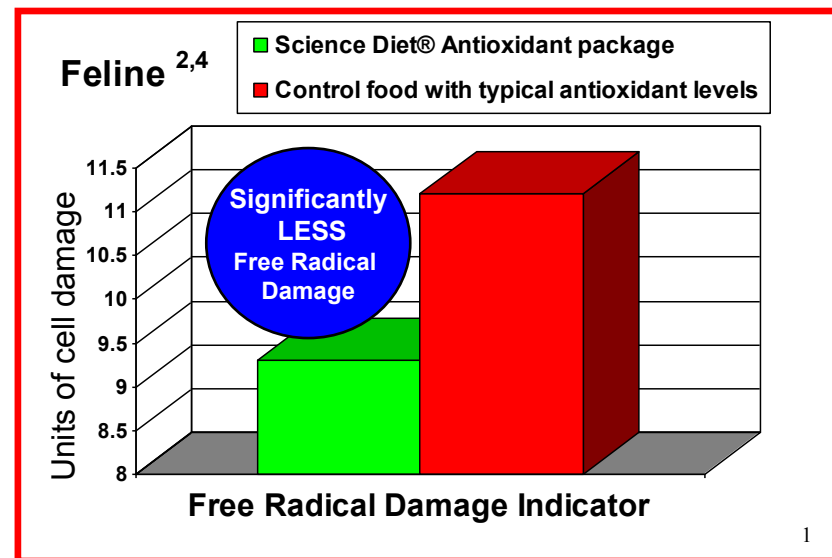
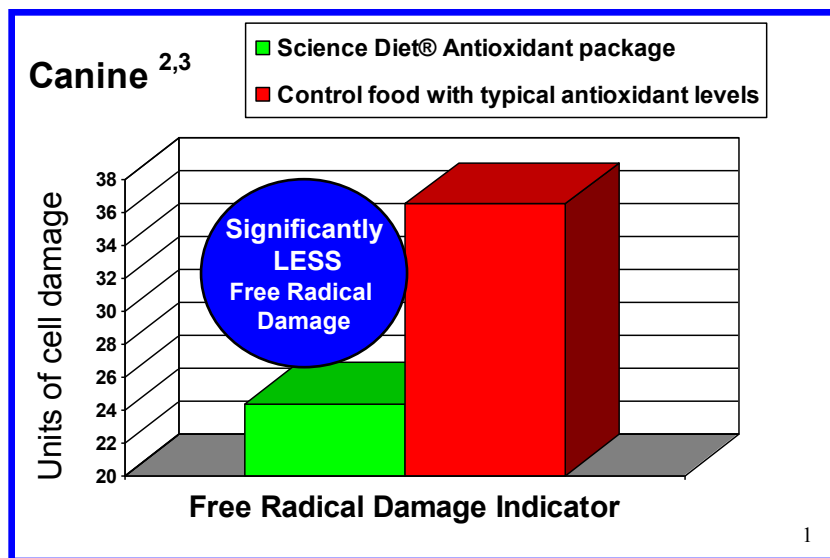
- Antioxidants and other compounds act in a variety of ways to neutralize or reduce the damage caused by free radicals. A combination of these key nutrients at specific levels contribute to vitality, health and longevity in pets.



# Science Diet® dry pet food

## Clinically Proven<sup>5</sup> antioxidant package

These graphs show the results of the unique blend of antioxidants and the high levels of antioxidants in Science Diet® pet food, which resulted in reduced **Free Radical** damage in cats and dogs.



Science Diet®, the only pet food with a clinically proven antioxidant bundle containing vitamins E, C, beta carotene and selenium.

Copyright Hill's Pet Nutrition Inc 2012 ®/™ Science Diet is the registered trademarks of Hill's Pet Nutrition Inc. <sup>1</sup> The response variable is 8-hydroxy-2-deoxyguanosine. When damaged by free radicals, this specific piece of DNA cannot be reused and circulates in the bloodstream where it can be measured until excreted. It is therefore a good indicator of free radical DNA damage. <sup>2</sup>Effect of Increasing Dietary Antioxidants on Concentrations of Vitamin E and Total Alkenals in Serum of Dogs and Cats Veterinary Therapeutics 2000 1(4):264-271. <sup>3</sup>Study #17668 Effect of Antioxidants on Immune System and DNA Integrity in dogs. <sup>4</sup>Study # 17669 Effect of Antioxidants on Immune System and DNA Integrity in cats. <sup>5</sup> Clinically Proven as defined by the Federal Trade Commission which requires two clinical studies for each "clinically proven" claim.



# Table of Content

## Safety & Quality

NN12-11 A (ingredients) Pet Food Plants

NN12-11 B Pet Food Plants

Hill's Philosophy of Nutrition, Quality and Safety





# Our ingredients undergo strict quality controls

We source meat and poultry ingredients from USDA inspected plants. Lamb and Venison are sourced from New Zealand and Australia.

We inspect and test our high-quality ingredients on-site as part of our stringent standards for the production of our premium pet foods.

We analyze our ingredients for over 50 nutrients to ensure the stringent, precise formulation of our products.

Every ingredient is inspected and verified via microbiological, sensory, chemical or foreign matter testing.





# Our pet food plants undergo strict quality controls

Our plants are inspected on average once per month by USDA, State Departments of Agriculture, FDA, AIB International or Hill's Global Quality

All finished products are held until they pass a rigorous testing process that include tests for nutrient levels, foreign materials and salmonella (dry only).

We employ HACCP (Hazard Analysis Critical Control Point) programs.

Samples are taken every 30 minutes to assure nutrients and quality of food



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# Hill's Pet Nutrition



## Philosophy of Nutrition, Quality and Safety

### BALANCED NUTRITION FOR OPTIMAL PET HEALTH

1. Hill's core premise is that science has proven the right pet nutrition is vital to pets' living long, healthy lives.
2. Hill's develops products with the precise balance of at least 50 nutrients based on life stage, lifestyle, size or special needs.
3. Hill's believes that too little or too much of certain nutrients can adversely impact the health of pets.

### CONTINUOUS IMPROVEMENT THROUGH RESEARCH AND TESTING

4. Hill's continues to invest in nutrition technology and expertise to improve pet health.
5. Hill's uses "evidence based" nutrition to prove the benefits of pet food products.

### RESPONSIBLE AND ACCOUNTABLE MANUFACTURING PRACTICES

6. Hill's sources raw materials only from vendors that have reliable safety procedures in place; primarily United States, Canada, New Zealand, Australia and several European countries.
7. Hill's manufactures all dry pet foods in its own U.S. facilities, supervised by Hill's employees.
8. Hill's conducts 60 quality checks per batch – nutrients levels, moisture, density & pathogens
9. Manufacturing is monitored and we have a zero tolerance for salmonella, with over 1000 tests per month.
10. Hill's ONLY ships products from our plants AFTER food safety testing is complete.



# Table of Content Transition

NN12-19 Transitioning

NN12-20 Transition Tips

NN12-64 Pet Transition

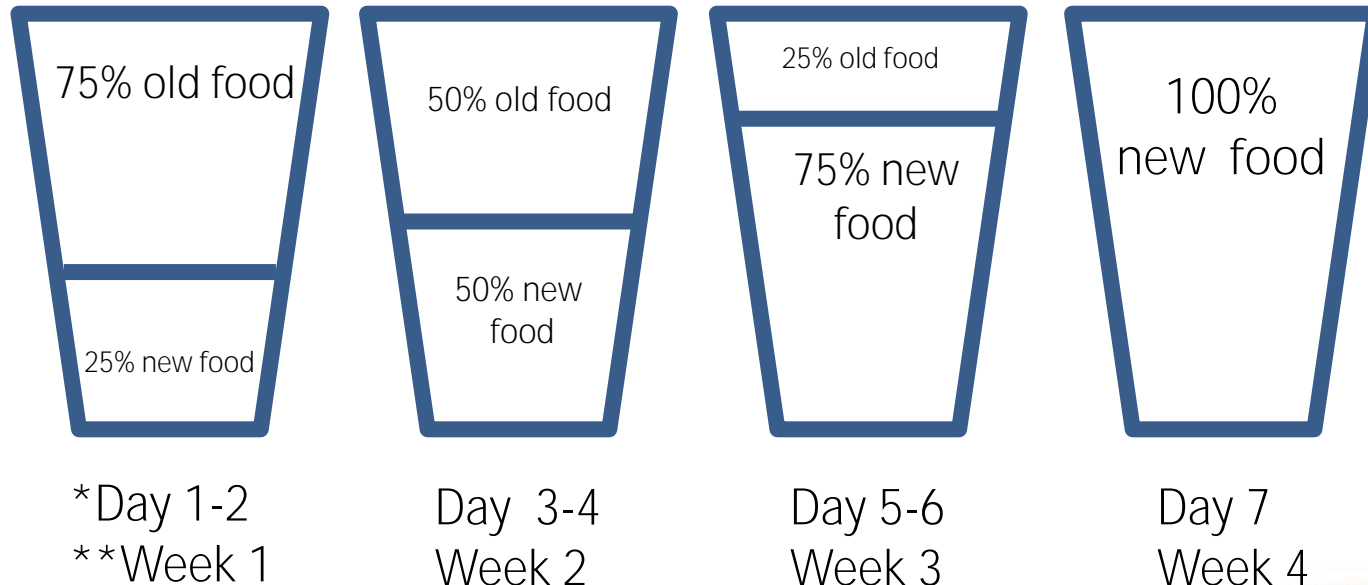
NN13-28 Slow Transition







# Cats don't like sudden change. Transition to a new food gradually



\*Average transition

\*\*Some cats will take longer to transition; use a more gradual transition for finicky cats

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# Tips to help your cat transition to the new food



Try feeding the new and old foods in separate bowls side-by-side



Add oregano\*



Warm up the food to 102° F (38.9° C)



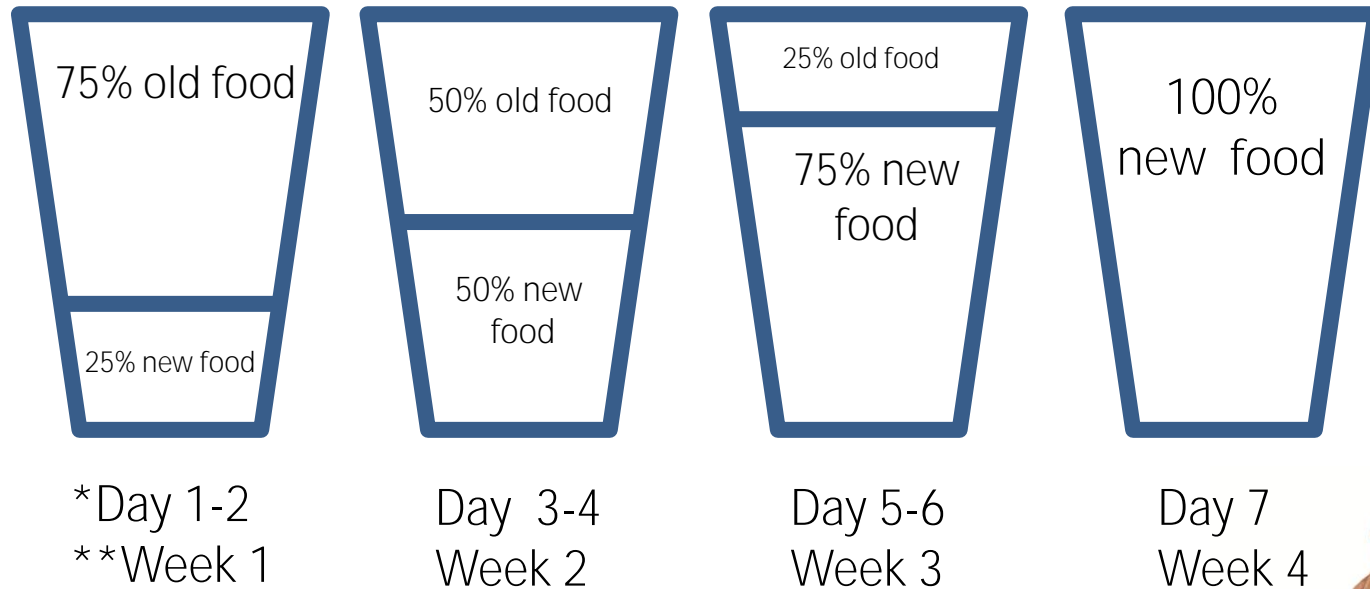
Add low-salt chicken broth

\*Do not use when transitioning to or feeding Prescription Diet® y/d™ Feline

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# Pets don't like sudden change. Transition to a new food gradually



\*Average transition

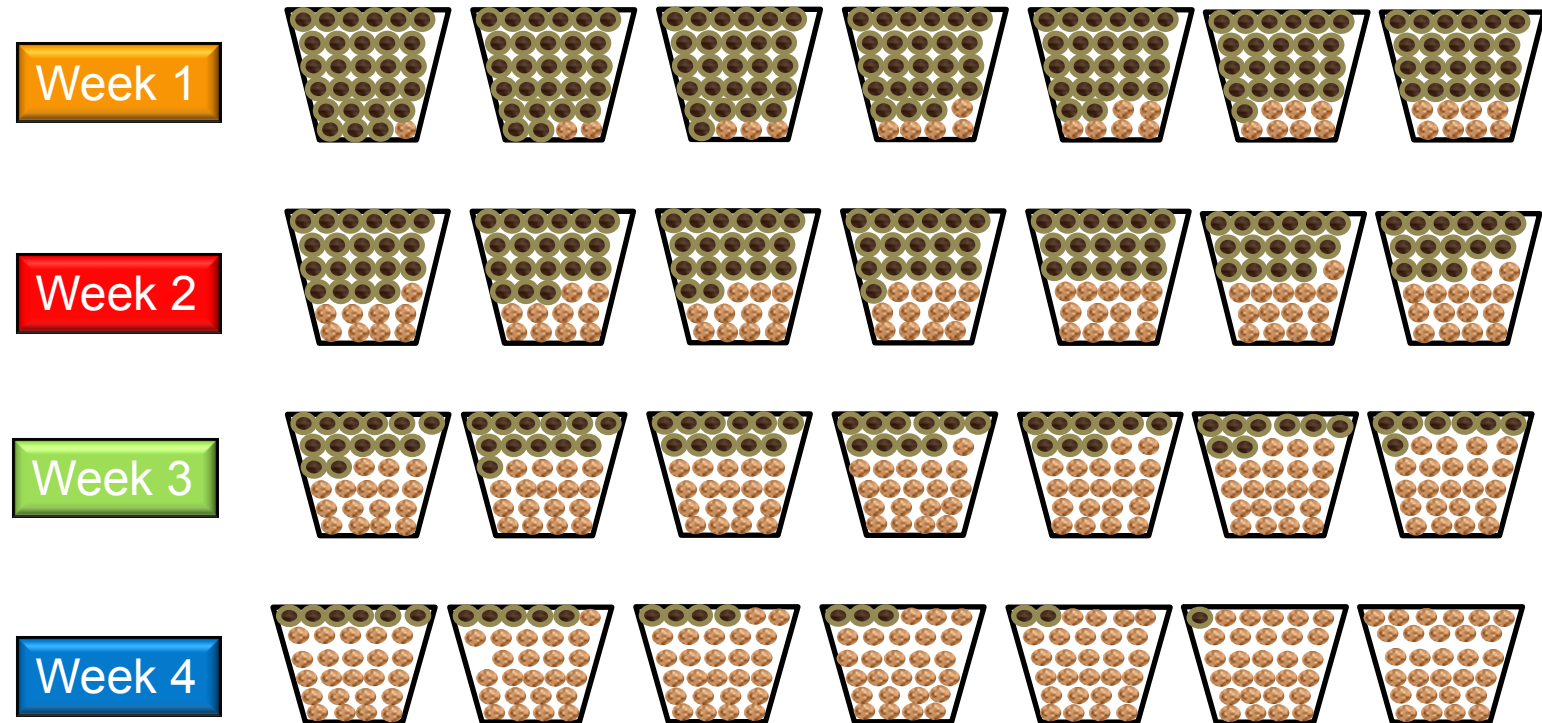
\*\*Some pets will take longer to transition; use a more gradual transition for finicky pets, especially cats

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# Making a good transition great!



Transitioning slowly results in fewer GI signs and better acceptance of a new food

● = New food  
● = Old food



# The End

