



adventures made possible

time made magical ✨



NEW

Powerful nutrition designed for pets fighting cancer.

With taste beyond belief, for adventures beyond imagination.

SCIENCE DID THAT.



**1 IN 4 DOGS + 1 IN 5 CATS
WILL BE DIAGNOSED WITH CANCER¹**

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

That's why Hill's has developed a groundbreaking, great-tasting clinical nutrition for pets with cancer — because when we can keep them eating, we can keep them fighting.



full bowl. full belly. full life.

For pets fighting cancer, eating means quality of life.

Risks of malnutrition:

- Significantly decreased response to treatment protocols and time of remission
- Increased mortality and morbidity
- An overall detrimental effect on quality of life

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

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

meet your new friend in the fight



Critical nutritional support for pets fighting cancer.



Encourages an enthusiastic appetite

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



Helps maintain muscle mass

- High levels of **highly digestible protein**
- L-Carnitine helps **maximize fat for energy utilization**, sparing muscle protein
- Includes **180%** of recommended levels of **essential amino acids** for building muscle



Supports healthy digestion

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

nutritional support for pets fighting cancer

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

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

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

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



When their pet is diagnosed with cancer, pet parents *want* your recommendation²

100%

believe in nutrition

85%

are open to trying a new food

93%

are aware how critical it is to keep eating

79%

anticipate needing to change food



Visit [HillsVet.com](https://www.hillspet.com) for helpful tools, information and practical tips on nutritional conversations with pet parents.

*Other foods are more appropriate for pets with fat-sensitive conditions or kidney disease.

¹<https://www.avma.org/resources/pet-owners/petcare/cancer-pets>

²Rajagopaul, S, et al. Owners' attitudes and practices regarding nutrition of dogs diagnosed with cancer presenting at a referral oncology service in Ontario, Canada. *J Sm Anim Pract* 2016;57(9):484-9.

