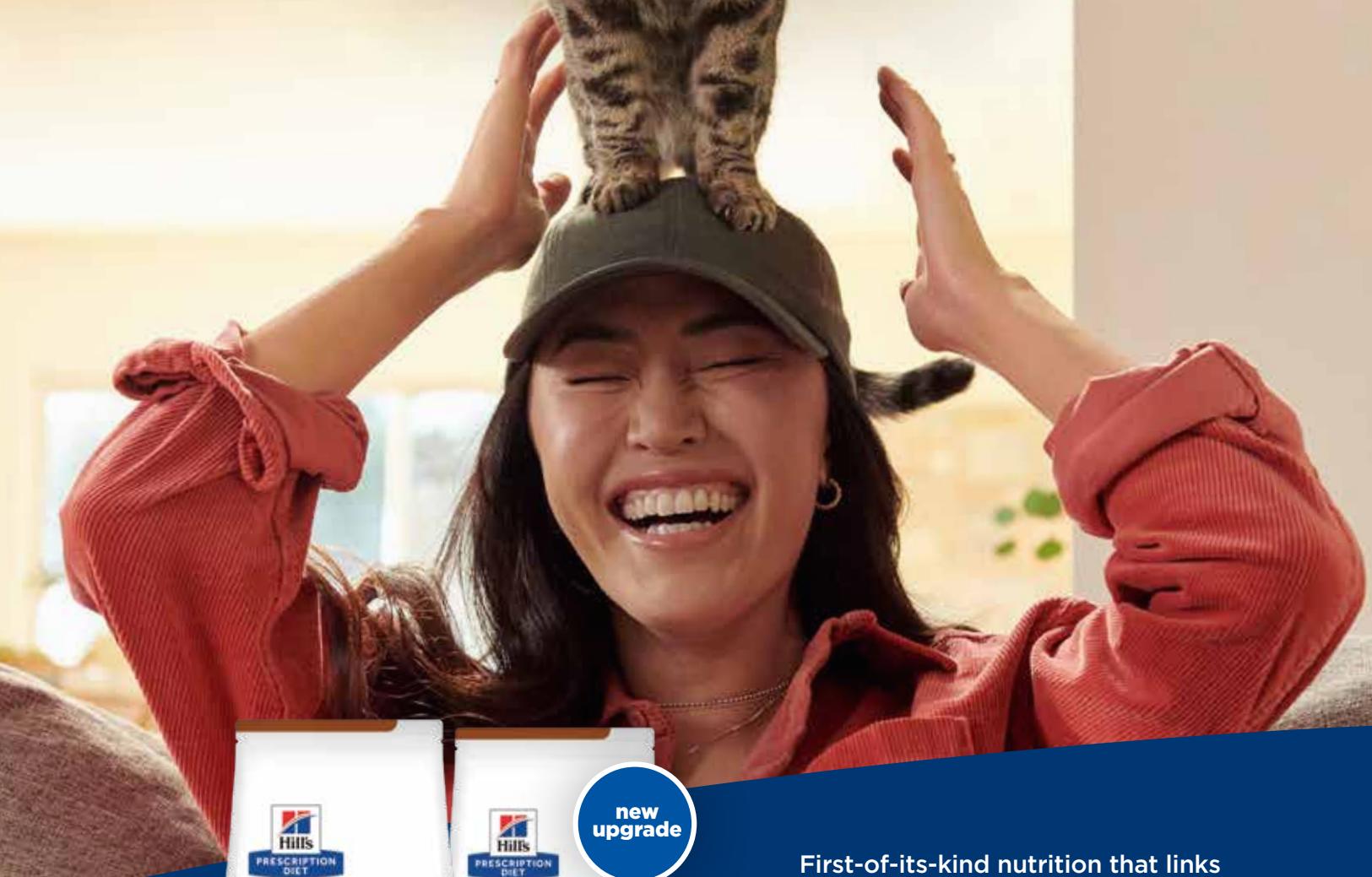




keeping their strength up



First-of-its-kind nutrition that links gut health to kidney strength.

Now with our ActivBiome+ Kidney Defense prebiotic blend.

**SCIENCE
DID THAT.**

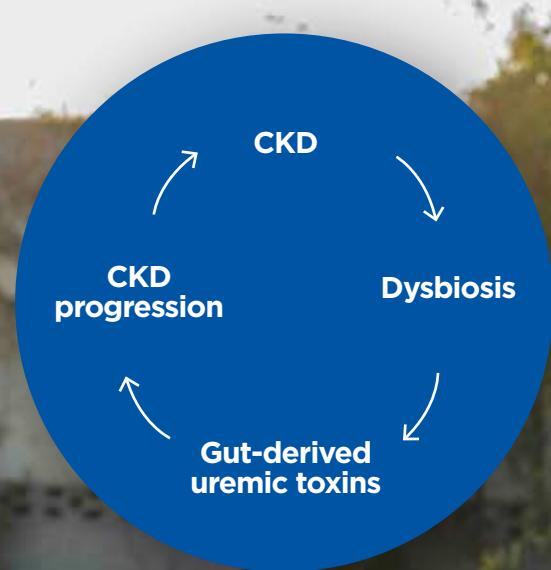


1 in 3 cats



1 in 10 dogs

WILL BE DIAGNOSED WITH CKD



New evidence^{1,2} supports a link between microbiome health and chronic kidney disease (CKD), even in early stages — and it's more important than ever to consider the role nutrition plays in your CKD patients' lives.

Acting early is critical to help give pets their strongest future.

act early

- 1 Encourage CKD screenings when a pet turns 7
- 2 40-60% of pets with kidney disease are NOT eating a renal food.^{3,4} Switch them to an appropriate k/d product in CKD Stage 1 to help slow progression.



CKD is associated with an altered intestinal microbiome (dysbiosis), resulting in the production of gut-derived uremic toxins that can harm the kidneys and contribute to CKD progression and clinical findings including muscle loss and anemia.

That's why Prescription Diet k/d — shown to slow CKD progression — now includes our ActivBiome+ Kidney Defense to help defend kidneys against toxins produced by gut microbes.



With betaine and our proprietary blend of prebiotics shown to activate the gut microbiome to help protect kidney function.

BETAINE

A nutrient with antioxidant and anti-inflammatory properties that functions as an osmolyte to support cell hydration

OAT BETA GLUCAN

Soluble, complex fibre that modulates the microbiome (colon) and helps reduce uremic toxins produced by gut bacteria

FOS

(fructo-oligosaccharides) Soluble, simple fibre that modulates the microbiome (small intestine) and helps reduce uremic toxins produced by gut bacteria

help patients stand strong



**Clinically proven nutrition to improve and lengthen quality of life
Now with ActivBiome+ Kidney Defense**

Pets with CKD can have unique nutrient needs and finicky appetites, which often affects their muscle mass and weight. But with appropriate nutrition, you can help protect your patient's kidney function, strengthen their gut microbiome, and build their muscle for the fight ahead.



Helps build & maintain muscle

with high levels of essential amino acids and L-carnitine



Helps reduce harmful gut-derived uremic toxins

by activating the gut microbiome with ActivBiome+ Kidney Defense

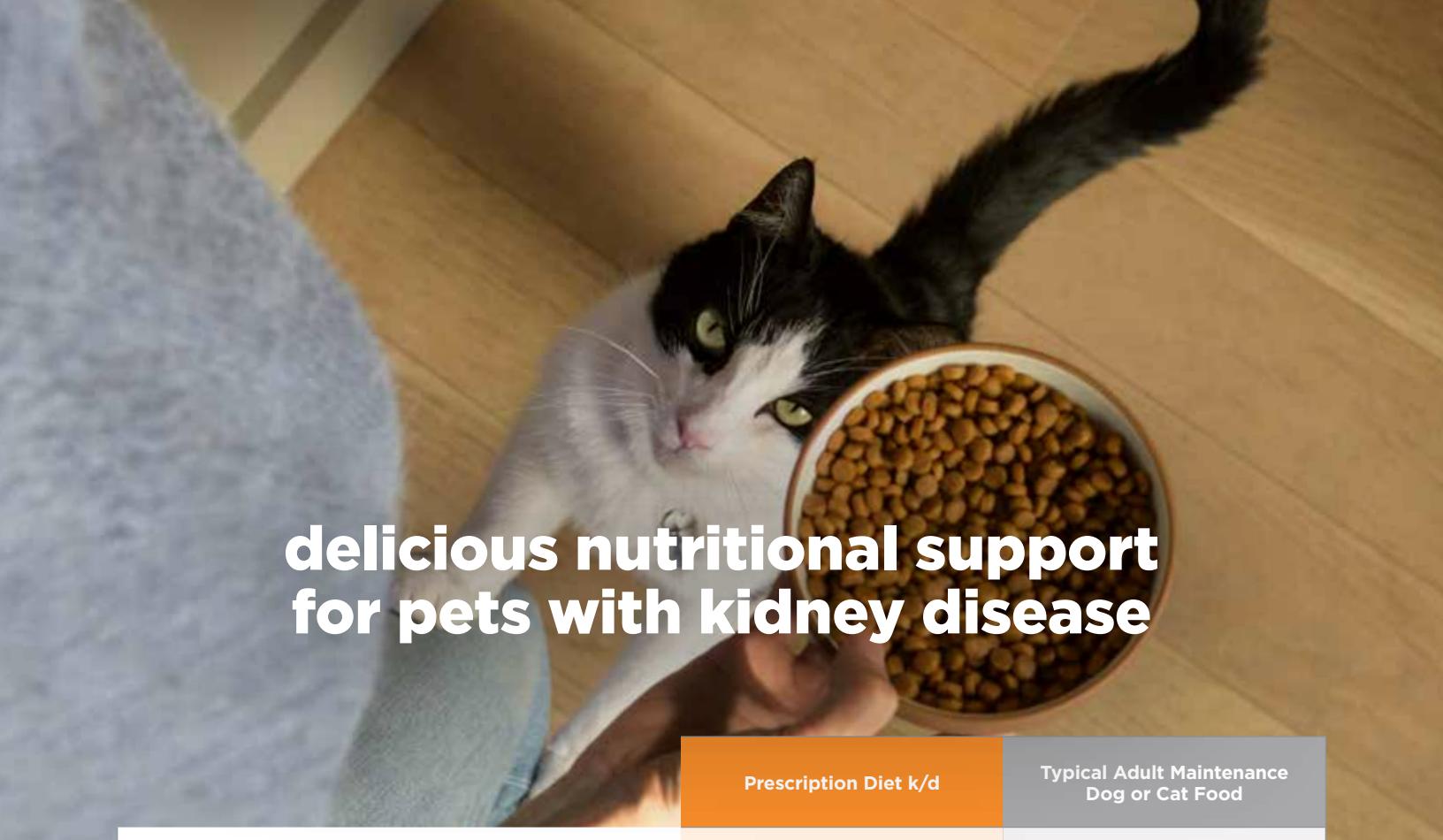


Stimulates appetite & encourages food intake

with our proprietary Enhanced Appetite Trigger

see the science





delicious nutritional support for pets with kidney disease

	Prescription Diet k/d	Typical Adult Maintenance Dog or Cat Food
Intentionally designed with exceptional taste and clinically tested to promote food intake in pets with CKD with Enhanced Appetite Trigger	yes	no
Reduced phosphorus to help slow the progression of kidney disease	yes	no
With ActivBiome+ Kidney Defense, a blend of betaine and prebiotic fibres, to help protect kidneys against toxins produced by gut microbes ^{1,2}	yes	no
More than 150% (cat) and 130% (dog) of AAFCO recommendations for each essential amino acid	yes	no
With S+OXShield to promote a urinary environment that reduces the risk of developing struvite and calcium oxalate crystals	yes	no
Controlled amounts of highly digestible protein shown to help decrease production of gut-derived uremic toxins ⁵	yes	no



Visit HillsVet.ca for helpful tools, information and practical tips on nutritional conversations with pet parents.

¹Ephraim E and Jewell DE. Effect of added dietary betaine and soluble fibre on metabolites and fecal microbiome in dogs with early renal disease. *Metabolites* 2020;10:0370. <https://doi.org/10.3390/metabolites10090370> ²Hall JA, et al. Feeding cats with chronic kidney disease food supplemented with betaine and prebiotics increases total body mass and reduces uremic toxins. *PLOS ONE* 2022;17(5):e0268624. <https://doi.org/10.1371/journal.pone.0268624> ³Chen CN, et al. *Vet J* 2018;252:33-39. ⁴Markovich JE, et al. *J Vet Med Surg* 2015;17:979-983. ⁵Ephraim E, Jewell DE. High protein consumption with controlled phosphorus level increases plasma concentrations of uremic toxins in cats with early chronic kidney disease. *J Food Sci Nutr* 2021;7:1-8.



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