



DR. MARK MORRIS  
FOUNDER OF HILL'S

## The Hill's Philosophy is simple but unique

It all began when a blind man asked his vet to help his guide dog suffering from kidney disease.

The answer was nutrition, and that vet was our founder, Dr. Mark Morris. Today, we continue to live out his commitment and passion for the difference nutrition makes in transforming the lives of pets.

**Not only do more vets recommend Hill's, but they also choose to feed it to their own pets.**



Vets' #1 choice to feed their own pets™



Natural ingredients\*, perfectly balanced



**HEALTHY ADVANTAGE**  
VETERINARY EXCLUSIVE

Preventative Nutrition for Every Lifestage

\*Plus vitamins, minerals and amino acids.

## ★★★★★ THE BEST!!!!

"My vet put him on Science Diet and he has been on it ever since. He is so healthy, still acts like a kitten, his teeth are good, his coat is silky and shiny. I will always buy Science Diet."

- Michelle52, Schaumburg, IL



Transforming Lives™

### The Hill's Difference Food That Transforms Lives

- A global commitment to **giving pets healthy and enjoyable lives** through optimal nutrition.
- Our food is based on an in-depth understanding of pet biology combined with cutting-edge food science to deliver food that can transform the lives of pets.
- Hill's safety standards are modeled after human food manufacturers and meet or exceed industry standards.



**100% SATISFACTION GUARANTEED OR YOUR MONEY BACK** — If you are unsatisfied for any reason, return the unused portion to the place of purchase for a full refund or replacement.

**THE HILL'S FOOD, SHELTER & LOVE PROGRAM** is supported with every Hill's® pet food purchase, helping more dogs and cats find the loving homes they deserve.

Since 2002, we've supported shelter animals by ensuring they eat precisely balanced nutrition 365 days a year. The result? A growing number of happy, healthy pets going home every year.



- We feed homeless pets in more than 800 North American shelters every day
- More than \$280 million in donated food
- More than 8 million pets with new homes

Learn more:  
[hillsfoodshelterlove.com](http://hillsfoodshelterlove.com)

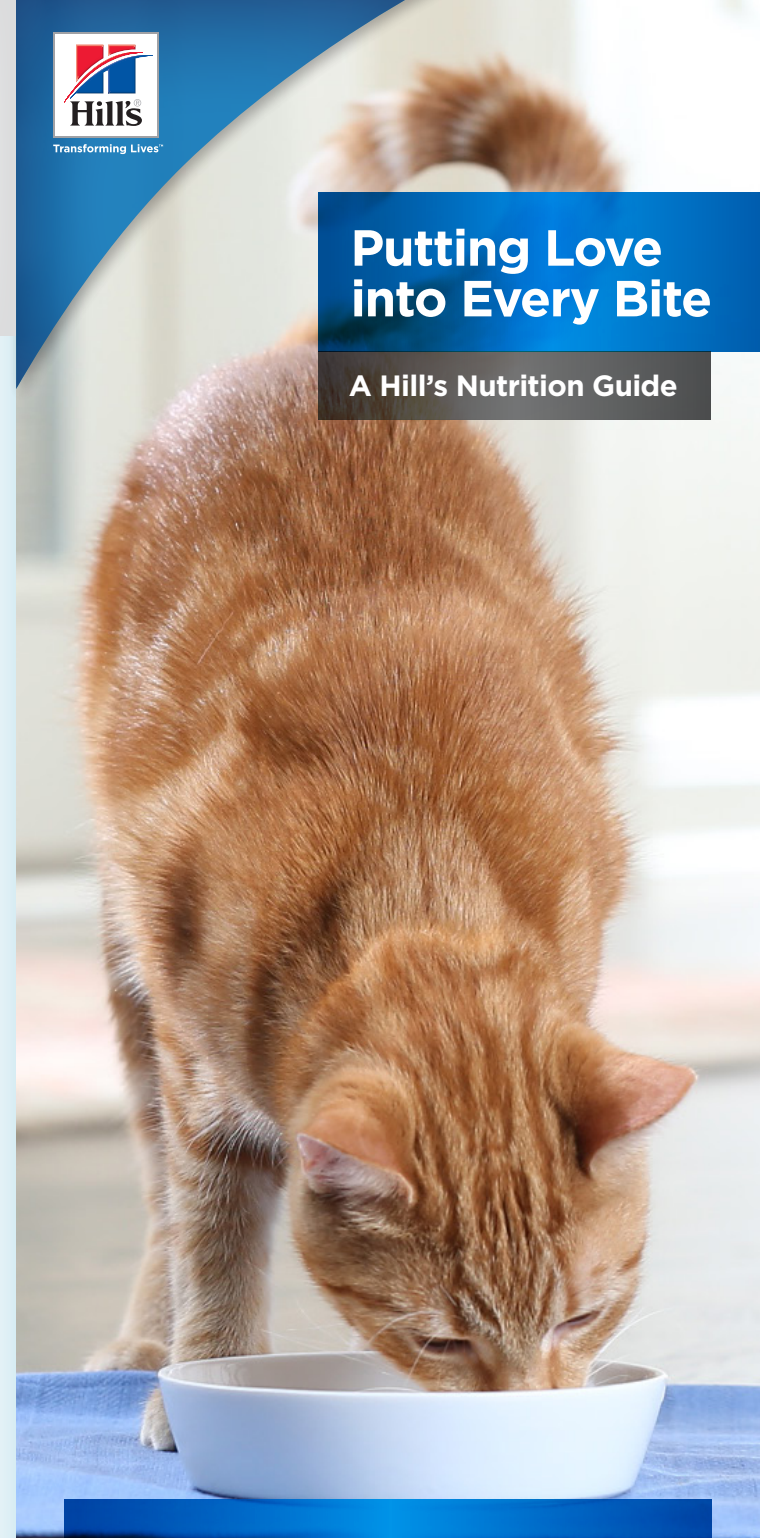
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Transforming Lives™

## Putting Love into Every Bite

A Hill's Nutrition Guide



The right nutrition can transform the life of your pet.

SEE HOW HILL'S WORKS TO GIVE YOUR PET THE BEST NUTRITION FOR A LONG, HEALTHY LIFE.

## Proven nutrition combined with irresistible taste

The best nutrition in the world won't make a difference if your pet doesn't love eating it. That's why all Hill's foods combine science and the right ingredients to deliver the best nutrition for your pet while appealing to all of his or her senses.



The rich aroma stimulates your pet's appetite and draws him to the bowl.



For variety, choose from many delicious flavors and feeding options.



Different textures to keep your pet coming back for more. Choose from dry and canned foods including enticing stews.



Every bite is designed with the right shape to help your pet better enjoy his food.



Dogs and cats are big and small, so size really matters for their eating enjoyment.



## The best ingredients, precisely balanced

Every ingredient Hill's uses must meet our strict requirements for purity and nutrient content which exceed industry standards. But the true power of our ingredients comes down to how all of our foods are balanced.

### Not too little, not too much.

We formulate each of our foods with a precise balance of these nutrients to meet their specific health needs, including life stage, size or special needs.

## Pets always get the final word

At Hill's, our food undergoes a rigorous inspection by our most discerning employees — the dogs and cats at our global Pet Nutrition Center.

In addition to enjoying lots of love and playtime, these pets have a number of very important jobs, like telling us how our foods impact pets from their noses to their tails. This includes:

- which aromas, tastes and textures pets love
- the right size and shape for each of our foods
- how easily digestible our foods are



TOO LITTLE\*

OPTIMAL NUTRIENT RANGE

TOO MUCH\*

• Poor growth

**Protein**  
*Lean muscle & growth*

• Kidney stress

• Dull coat

**Fat**  
*Healthy skin & coat*

• Weight gain

• Hair loss

**Sodium**  
*Heart health*

• Heart at risk

• Weakness

**Calcium**  
*Strong bones*

• Kidney damage

• Poor growth

**Phosphorus**  
*Strong bones*

• Bone loss

• Fatigue

**Vitamins**  
*Strong immune system*

• Organ stress

• Weakness

**Magnesium**  
*Strong bones & teeth*

• Bladder stones

• Loose stools

**Fiber**  
*Healthy digestion*

• Gas

Minimum Requirement

Maximum Safe Level



## Great value for your money

"All 3 of my dogs love Hill's Science Diet. From my 1-year-old pup, to my 13-year-old baby, they love it. No more picky eaters in my house! Best dog food I have ever given them, and I will never switch to any other brand. Science Diet is the best."

- Jtash, Fort Myers, FL

\*Small Animal Clinical Nutrition, 4th and 5th Editions