Nutrition shown to add years* & quality of life.

New

Don't compromise on care when your patient has both sensitivities & kidney issues. Carry on with Hill's Prescription Diet renal nutrition.

Hill's

SCIENCE DOES MORE

*1.5 years in dogs & 2 years in cats on average in pets after CKD diagnosis without any concurrent conditions.[7,9]

1 in 3 cats

1 in 10 dogs

WILL BE DIAGNOSED WITH CKD

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.

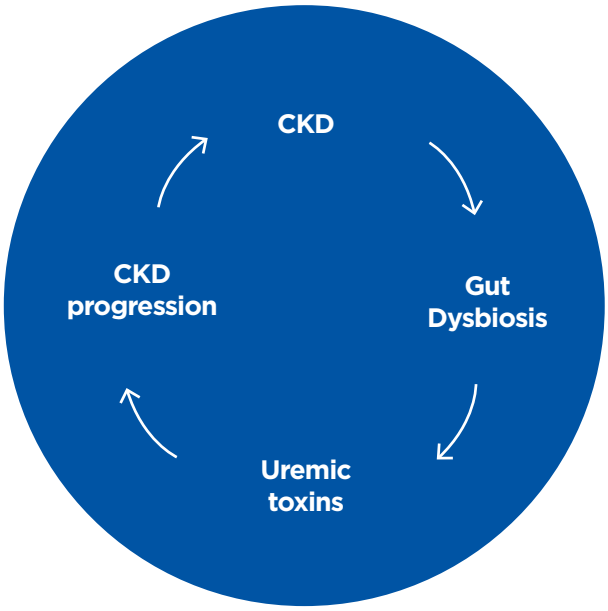
Acting early is critical to help give pets their strongest future.

Act early

1. Recommend annual screenings for senior pets.[3,4]
2. Switch to an appropriate k/d food to help slow progression & extend their life.[7,9]

Altered microbiome activity accelerates CKD and worsens associated clinical signs

CKD Progresion Cycle



Gut dysbiosis leads to increased uremic toxins that accelerate CKD progression and worsen clinical signs.

ActivBiome+ Kidney Defense to help slow CKD progression[1,2]

Prescription Diet k/d includes ActivBiome+ Kidney Defense — our proprietary blend of betaine and prebiotic fibers to help defend kidneys against toxins produced by gut microbes.

ActivBiome+ Kidney Defense works with the microbiome of the pet to

INCREASE	DECREASE
Antioxidants	Markers of inflammation
Body mass	Oxidative stress
Beneficial gut bacteria	Uremic toxin concentrations

k/d nutrition is shown to add years* and enhance quality of life

Help protect vital kidney function with reduced phosphorus & sodium.

Helps build muscle mass and maintain energy & strength with optimized levels of high-quality protein.

*1.5 years in dogs & 2 years in cats on average in pets after CKD diagnosis without any concurrent conditions.[7,9]

Stay positive on GI success for cats

Gastrointestinal (GI) issues are visible and disruptive for both cats and their parents. When a kidney diagnosis is added to the mix, pet parents may be hesitant to switch nutrition or risk losing progress in managing GI symptoms.

UP TO

25% of cats

with CKD also have GI or derm health conditions.

Chronic enteropathy in cats

is an umbrella term that includes several common causes:

FRE
Food-Responsive Enteropathy

IRE
Immunosuppressant-Responsive Enteropathy

SCGL
Small Cell Gastrointestinal Lymphoma

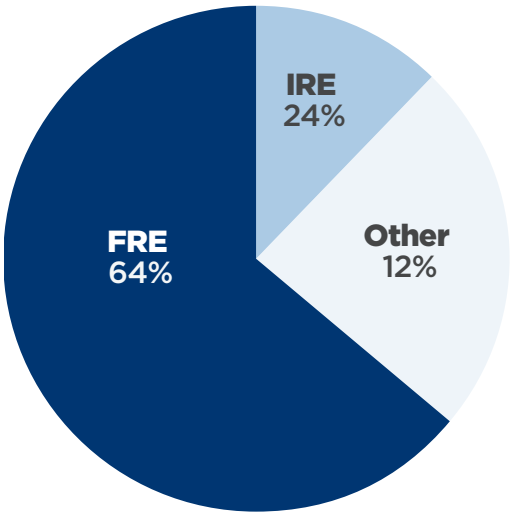


Figure 1: Diagnostic classification of cats with CIE that attained clinical remission.[10]

"FRE was the most common subdiagnosis in cats with CIE that attained clinical remission."[10]

k/d + z/d Hydrolyzed should be considered as part of the management of cats with FRE and concurrent CKD.

Driving compliance through forms & flavors

In addition to highly palatable flavors, **Hill's offers the only renal + allergy wet food** in the market among leading therapeutic brands in North America as of 2026.

Don’t compromise on continued allergy care

Allergy signs are visible and disruptive to pet parents — which may cause hesitation switching to renal food. Hill’s derm nutrition helps patients maintain allergy care in addition to improved longevity & quality of life from renal nutrition.

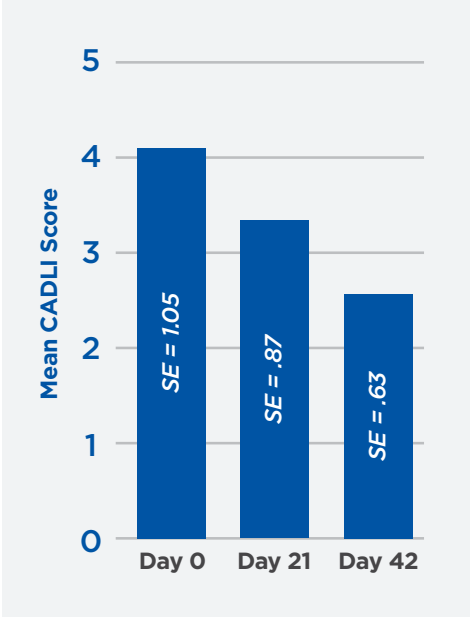
UP TO

15% of dogs

with CKD also have GI or derm health conditions.

k/d + Derm Complete nutrition supports dogs with food & environmental allergies

Nutrition shown to help effectively manage itching in dogs with environmental or food allergies.



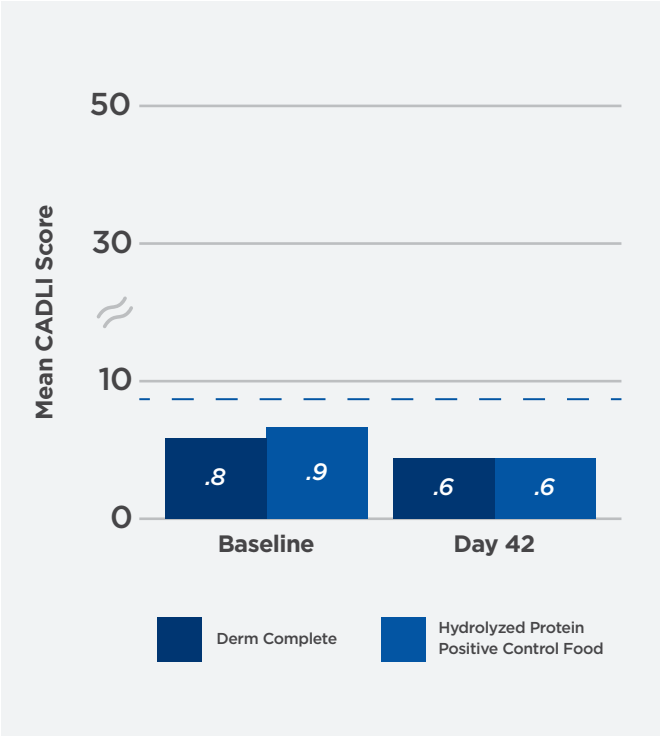
Reported improvements in skin scores[11]

RESULTS:
Veterinarian-reported skin scores (CADLI) showed improvement in as little as 3 weeks after starting Derm Complete.

Veterinarian-reported continuity of allergy care[11]

Vet-reported skin scores (CADLI) over time were not significantly different vs baseline or compared with control food

RESULTS:
In food allergic dogs, Derm Complete demonstrated equivalent control of scratching, head shaking, sleep quality and stool scores as Royal Canin Ultamino.



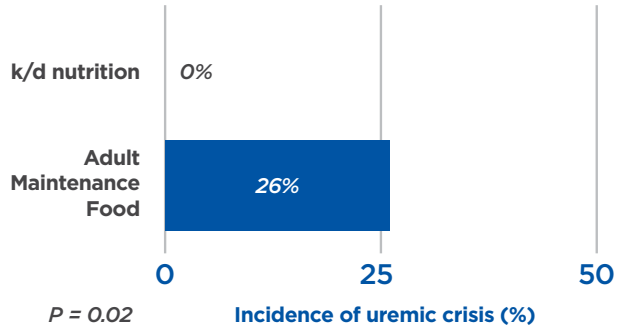
Worth every bite.

Up to 60% of pets with CKD are NOT eating therapeutic renal food.[5,6]

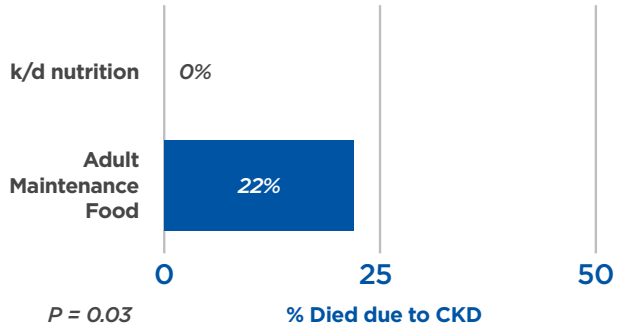
Every bowl matters for patients with appetite loss and irreversible kidney damage. Our great-tasting nutrition is designed for renal patients with decreased appetites to encourage food intake & increase muscle mass.

k/d nutrition is shown to help cats live over 2 years* with improved quality of life[7,8]

Cats with CKD that ate the nutrition of k/d had fewer uremic episodes[7]

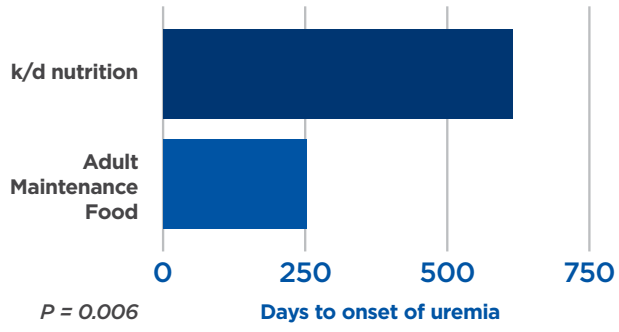


Cats that ate k/d nutrition had fewer deaths from CKD[7]

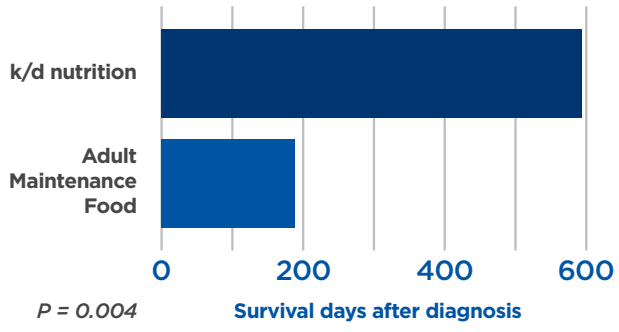


k/d nutrition is shown to help dogs live over 1.5 years* with improved quality of life

Feeding k/d nutrition significantly delayed onset of uremia in dogs with CKD[9]



Dogs with CKD that ate the nutrition of k/d lived > 3X longer[9]



*On average in pets after CKD diagnosis without any concurrent health conditions.

Transitioning their food

Transitioning a pet with kidney disease to a new food can be incredibly difficult. It's important to educate pet parents that this process is a journey, not a single event.

Advise pet parents to help adjust their pet to any new food by gradually transitioning them over a minimum of 7 days. Some pets may need several weeks to transition to a new food. Individual transition times may vary.

With proper transition, ≥ 94% of CKD pets ate k/d for 1-2 years[12,13]

A pet's taste can begin to change by the fourth week of their condition. It's crucial to start the transition early within this window for a higher chance of success.

Therapeutic nutrition available in both wet & dry formulas can help pet parents find the texture & taste their pet prefers to encourage acceptance.

Uncompromising care

When a pet is diagnosed with CKD, you won't have to hold back on care.

Nutrition shown to add years* & quality of life.

Nutrition shown to add years* and quality of life, while increasing the ability to run, jump & play.

Nutrition shown to add years* & quality of life while supporting pets with sensitivities.

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[2]Hall, J. A., Jewell, D. E., & Ephraim, E. (2022a). Feeding cats with chronic kidney disease food supplemented with betaine and prebiotics increases total body mass and reduces uremic toxins. PLOS ONE, 17(5).
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Scan to learn more about diagnosis and management of CKD.

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Hill's PRESCRIPTION DIET

SCIENCE DOES MORE