



how it works: a kibble trifecta



Size

Larger kibble size increases mechanical cleaning capabilities

Shape

Unique kibble shape engulfs more of the tooth's surface to clean up to the gumline

Texture

Exclusive fibre matrix technology works like a toothbrush to scrub away bacteria



Ask your Hill's territory manager for more details about t/d

Prescription Diet t/d dental care

- 1 Cleans teeth & freshens breath by removing plaque & tartar buildup
- 2 Promotes healthy gums by cleaning up to the gumline⁷
- 3 Vital nutrition for a pet's daily health & immune system support

SCIENCE DID THAT.



Transforming Lives



fresh breath. sweet kisses.



Clinically proven to reduce plaque, stain & tartar buildup, and clean up to the gumline

SCIENCE DID THAT.

⁷Finney O, Logan E I, Simone A J et al. Effects of diet on existing plaque, calculus and gingivitis in dogs, in Proceedings of the 10th Annual Veterinary Dental Forum, Houston, Texas 1996: 143-146.
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Over 70% of dogs and cats over the age of 2 have dental disease¹

Dental disease is the most prevalent therapeutic condition among adult pets. While it can be difficult for clients to detect, that doesn't mean it's difficult to support. In fact, **Prescription Diet t/d** is a useful nutritional aid for pets with dental disease.

Ask your clients if they've noticed any of the following signs of dental disease in their pet:

Bad breath | Drooling | Change in chewing habits | Bleeding gums | Tooth loss

9 out of 10 pet parents say they want your nutrition recommendation²



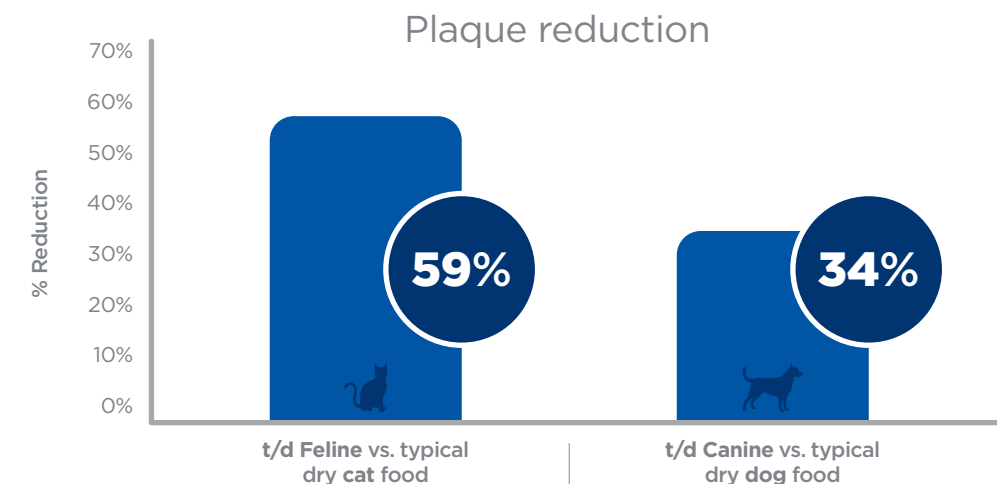
That's why we're making it easier to talk to your clients about the importance of therapeutic nutrition. For the first time ever, Hill's is advertising directly to pet parents and encouraging them to talk to you. We'll help educate your clients so they're more informed and more receptive during your conversation.

See all the ways we're supporting you at PrescriptionDiet.ca/BetterThanEver

Prescription Diet t/d in clinical studies

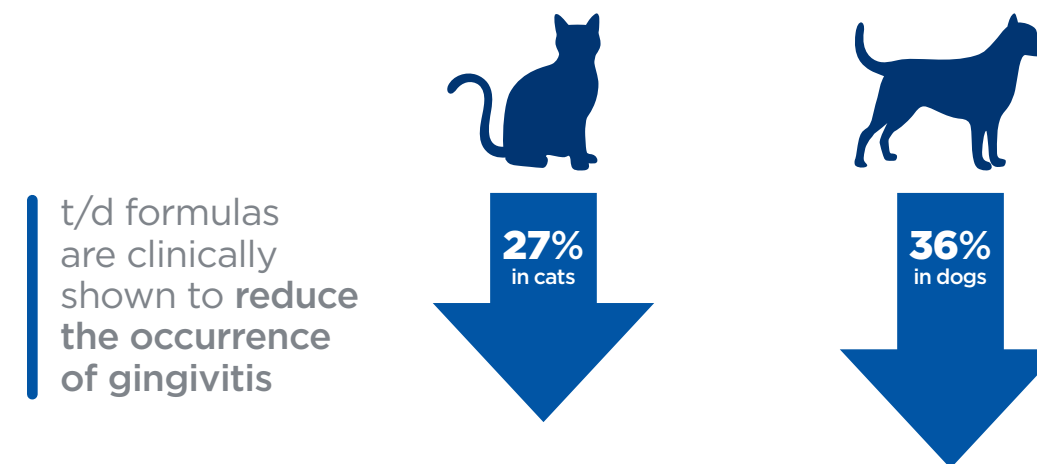
Proven to reduce plaque buildup

Two 28-day studies showed pets eating t/d had significant decrease in plaque accumulation, compared to pets eating a typical kibble.^{3,4,5}



Reduces occurrence of gingivitis

Both the canine and feline t/d formulas effectively decreased gingival inflammation, compared to a typical kibble.^{3,6}



Prescription Diet t/d is the **ONLY** therapeutic nutrition accepted by the Veterinary Oral Health Council (VOHC) to help control plaque and tartar in both dogs and cats.



¹American Veterinary Dental College. ²Hatch, Understanding Authority Survey, 2019. ³CSpace - US 2017.

³Logan EI, Finney O, Hefferen JJ. Effects of a dental food on plaque accumulation and gingival health in dogs. *J Vet Dent*. 2002;19(1):15-18. ⁴Clinical Evidence Report TD-801. Dietary Cleansing Improves Oral Health. ⁵Tests conducted using Veterinary Oral Health Council guidelines. Hill's Science & Technology Center, Topeka, KS. Data on file. ⁶Logan, EI, Berg, ML, Coffman, L, et al. Dietary control of feline gingivitis: results of a six-month study. In *Proceedings of the 13th Annual Veterinary Dental Forum*, October 21-24, 1999; Baltimore, MD.