



VET ESSENTIALS
VETERINARY EXCLUSIVE

PROMOTES DIGESTIVE HEALTH & HEALTHY MICROBIOME

DIGESTIVE IMBALANCE CAN IMPACT PETS' OVERALL WELL-BEING



Small and/or irregular changes in digestive behaviour



Poor stool quality



Irregular stool

AND SIGNS OF IRREGULARITY ARE A CONCERN FOR MOST PET OWNERS¹



83% of pet owners report pet digestive health as extremely or very important



Pet food is considered to be a primary means to address gut health

THE RIGHT FOOD CAN PROMOTE DIGESTIVE WELL-BEING

NEW HILL'S VET ESSENTIALS HEALTHY DIGESTIVE BIOME FOODS



Advanced nutrition with 5 essential health benefits and with **ActivBiome+ Technology**, clinically proven to support healthy digestion by feeding the unique microbiome that lives in pets' guts.

5 ESSENTIAL HEALTH BENEFITS FOR DOGS

-  With clinically proven ActivBiome+ fibre blend to promote healthy stools & regularity
-  With high-quality protein to support muscle health
-  Helps support healthy vital organs with controlled mineral levels
-  With Omega-3 & -6 fatty acids for healthy skin & luxurious coat
-  Clinically proven antioxidants to support the immune system with a proprietary blend of Vitamins C & E



5 ESSENTIAL HEALTH BENEFITS FOR CATS

-  With clinically proven ActivBiome+ fibre blend to promote healthy stools & regularity
-  With high-quality protein from salmon to support muscle health
-  Supports a healthy urinary system
-  With Omega-3 & -6 fatty acids for healthy skin & luxurious fur
-  Clinically proven antioxidants to support the immune system with a proprietary blend of Vitamins C & E



¹Sources: Beneo-Consumer Attitudinal Research (<https://bit.ly/39TKmie>), pet owners in DE, UK, US, China & Brazil