simple steps to weight loss success

Developed in conjunction with Angela Rollins DVM, PhD, DACVN

1 assess
the patient
› Measure current body weight
› Estimate body condition score (BCS) and/or body fat index (BFI)
› Estimate ideal body weight based on BCS or BFI
› Treat and/or manage comorbidities

the food
› Estimate current calorie intake from primary food
› Note type of food (canned, dry, other) and frequency of feeding
› Record calories from treats and extra foods

the household
› Preemptively troubleshoot obstacles (access to other pets' food, people in the household who feed extras, begging behaviours)
› Assess opportunities for environmental enrichment and activity
› Evaluate pet parent's ability to provide different forms and frequencies of meals

2 make
a plan
› Calculate goal calories based on ideal weight
› Recommend food based on patient and pet parent needs
› Limit treats and extras to less than 10% of daily calorie intake
› Give specific food and feeding instructions, including total daily and meal time feeding amounts. Don't forget to count calories from treats.

The Quick Reco tool on Hillsvet.co.uk makes recommendations easy

3 follow
up
› Recheck weight at least every 4 weeks
› Aim for weight loss of 0.5 to 2.0% of total body weight per week in dogs and 0.5 to 1.0% for cats
› Adjust food recommendations based on rate of weight loss
› Troubleshoot problems
› Provide encouragement and celebrate progress

4 make
it last
› Once goal is achieved, continue to adjust calories and recheck until weight is stable
› Determine if a food change is needed based on the patient's metabolism
› Continue to feed Metabolic for maintenance or move to Vet Essentials Multi-benefit +Weight if the owner wishes to move away from feeding a prescription diet

Find out more at Hillsvet.co.uk and join.

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Feeding the love
Losing the weight

Delicious food for their healthy weight journey

1 Clinically proven to help pets loose weight quickly and safely by activating their unique metabolism

2 Helps keep lost weight off and provides energy for active play

3 Unique blend of fibre helps keep pets feeling full and satisfied

SCIENCE DID THAT.

Weight issues are becoming more common in pets

25-40% of cats & 35-50% of dogs have weight issue
...and the numbers are growing
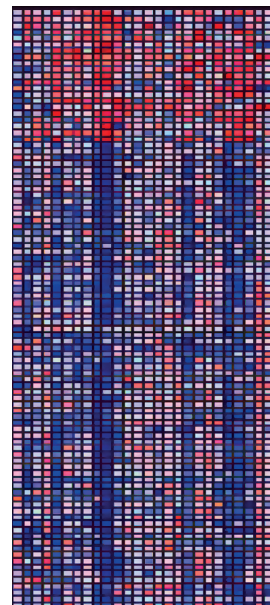
+169%
increase in
overweight cats

+158%
increase in
overweight dogs

over the last 10 years[1]

Nutrigenomic approach

At Hill's we have been studying how nutrition impacts pet's cell function for more than 2 decades.

OBESE

LEAN

Obese and lean pets have different gene expression

Obese pets are
FAT-STORERS

Lean pets are
FAT-BURNERS

1 column = 1 unique dog
1 row = 1 unique gene

■ Down-regulated (less active)
■ Up-regulated (more active)

Synergistic blend of ingredients

Using nutrigenomic technology, we have selected **powerful ingredients that work together** to have an even greater impact on cell function in order to help:
- Kick-start the body's natural ability to burn excess fat
- Move the pet from a fat-storing to a fat-burning profile
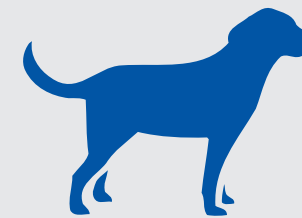
Coconuts

Tomatoes

Flaxseed

Carrots

Prescription Diet weight-management range

Great results
when you fed Prescription Diet Metabolic

88%
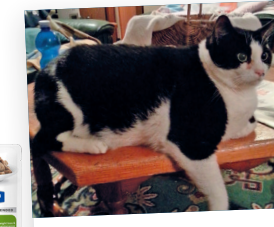of pets lost weight
at home[2]

Before: 26.5kg

After: 21kg

Audrey lost **21%** body weight in **16 weeks**
Veterinary Clinic Chieri, Chieri, Torino, Italy

Before: 12.7kg

After: 9.7kg

Camillo lost **24%** body weight in **18 weeks**
Dr. Francesca Venuti, Owner & Veterinarian, Palmanova, Italy

1. Banfield Pet Hospital. (2018). 2017 Banfield State of Pet Health- Obesity. Available from State of Pet Health- Banfield. Website: https://www.banfield.com/state-of-pet-health/obesity
2. Towell TL, Forrester SD, Cross S, et al. Evaluation of a Weight Management Food Designed to Increase Basal Metabolism in a Home Setting. Intern J Appl Res Vet Med 2015;13:14-22.