



LET'S MAKE ITCHING ANCIENT HISTORY

Hill's Prescription Diet Derm Complete is our masterpiece. The only nutrition for both food *and* environmental allergies.

- 1 Single high-quality intact animal protein that avoids 96% of food allergies¹
- 2 A breakthrough formula with bioactives and phytonutrients to help manage a dog's response to environmental allergens

THE ONLY NUTRITION FOR FOOD AND ENVIRONMENTAL ALLERGIES

THEN.

Traditionally, skin sensitivities have been a frustrating experience for everyone involved — uncomfortable for the itching pet with irritated skin, and disruptive for pet parents just trying to get a good night's sleep. And on top of that, figuring out what to do next can be expensive and time-consuming.

NOW.

But with Hill's latest innovation, we can work to make that a thing of the past. Now you can use nutrition to start to help manage itching, whether the cause is environmental or food related, right from the first visit with **Prescription Diet Derm Complete**.

In fact, **Derm Complete** demonstrated equivalent control of clinical signs* as Royal Canin Ultamino in a 21 day feeding trial among dogs with a history of food allergies² — PLUS it helps manage environmental allergies.

So whether your patient is experiencing environmental allergies or food allergies, you can feel confident that a single food can cover both.

*Scratching, head shaking, sleep quality and stool scores



ENVIRONMENTAL ALLERGIES

Derm Complete features HistaGuard Complex, which helps strengthen the skin's barrier against environmental allergens that may trigger future flare-ups. It also contains an appropriate omega-6 to omega-3 fatty acid ratio to help manage inflammation.



Owners reported a reduction in scratching in 82% of dogs with environmental allergies³

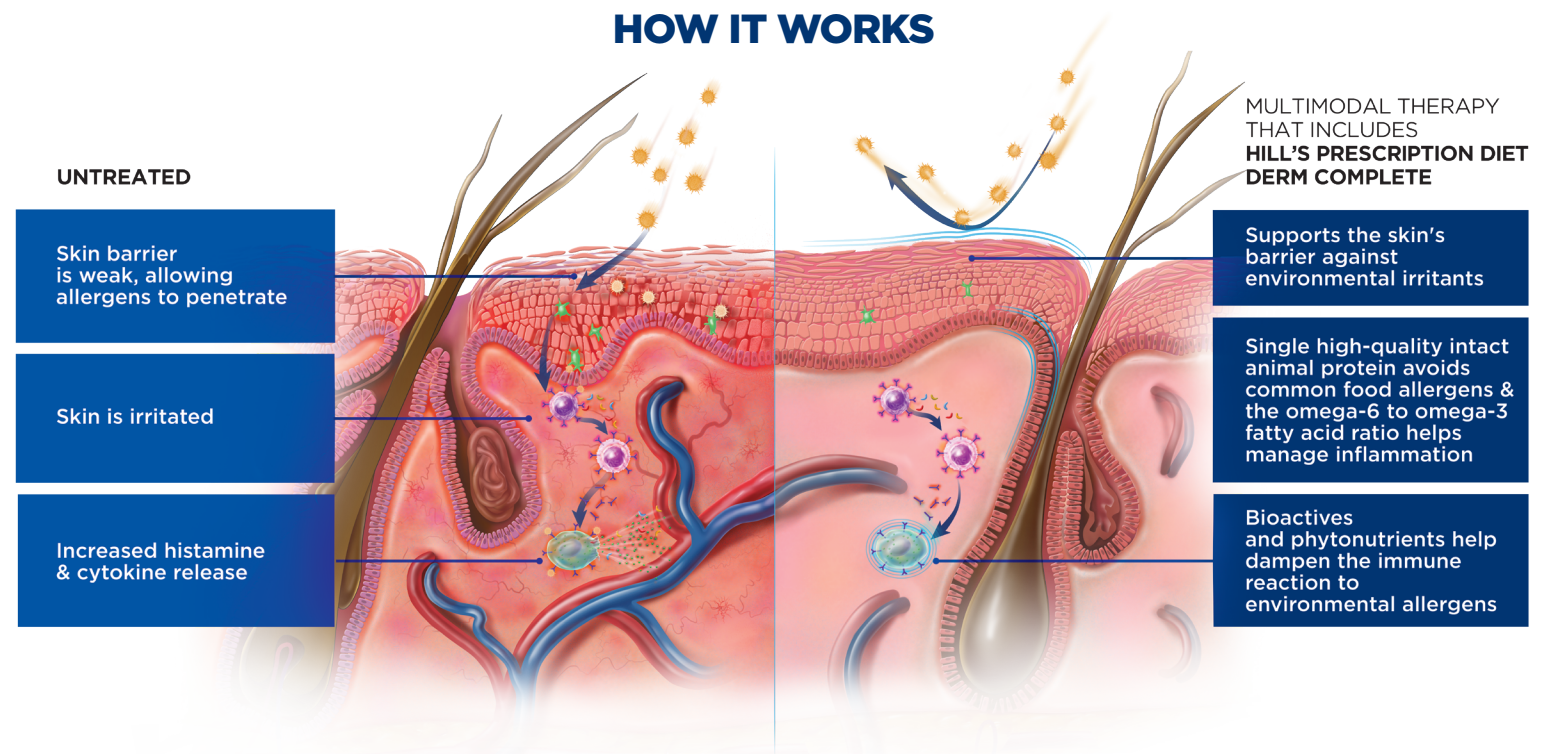
FOOD ALLERGIES

In addition to HistaGuard Complex, **Derm Complete** is made with egg as the single intact animal protein source — a high-quality protein that avoids 96% of food allergies¹ in food allergic dogs and helps reduce itching.



Visible skin healing in as little as 21 days in dogs with food allergies⁴

HOW IT WORKS



EXPLAINING DERM COMPLETE TO CLIENTS

Dogs experience environmental allergies more often than food allergies, but **Derm Complete** covers both so you can start to address the condition even before identifying the specific allergy — it's the only product of its kind; a great nutrition choice for new dermatitis patients.

YOUR CLIENTS WILL SEE THE DIFFERENCE

- Formulated to support the skin's barrier against environmental irritants — year-round
- Clinically tested to manage food allergies, helping to improve quality of life in 21 days³



LET'S MAKE ITCHING ANCIENT HISTORY

DERM COMPLETE — HELP MANAGE THE ITCH

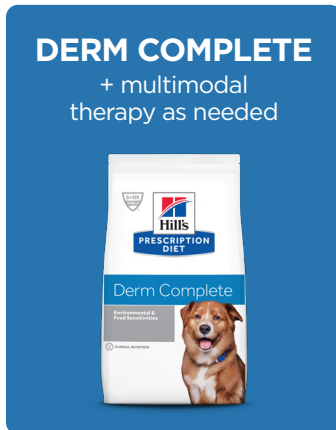
as Part of Diagnostic Workup and Initial Management (can be complemented with Hypo Treats)

Recommend for all skin conditions except known allergy to egg

Recheck in 4 weeks

COMPLETE RESPONSE

DERM COMPLETE
+ multimodal
therapy as needed



Additional
Diagnostics

**NO
RESPONSE**

NO RESPONSE

Suspect adverse food reaction

z/d

Can be complemented
with Hypo Treats

8-12 Week Elimination Diet Trial

COMPLETE RESPONSE

(Typically 1-3 weeks for improvement
in GI signs, 3-12 weeks for skin)

ADVERSE FOOD REACTION

(Food Allergy)

z/d or d/d

Can be complemented
with Hypo Treats

Ask about allergy care that's
A STEP AHEAD FOR THEIR BEST LIFE

¹Mueller RS, Olivry T, Prélard P. Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. *BMC Vet Res.* 2016;12:9.
²Hill's Data on File. ³Hill's Data on File. Clinical nutrition for the management of dogs with environmental sensitivities. ⁴Hill's Data on File. Effects of novel protein and hydrolyzed protein foods in dogs with adverse food reactions. The Hill's Transforming Lives logo, the Hill's Prescription Diet logo, the S+OX SHIELD logo, HistaGuard Complex, Hill's, Prescription Diet, Derm Complete, z/d, d/d and Hypo Treats are trademarks of Hill's Pet Nutrition, Inc. The referenced Royal Canin products are trademarks of Royal Canin SAS.



FIRST SHIP: MAY 2021

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Hill's Prescription Diet Derm Complete is our masterpiece. The only clinically tested nutrition for **both food and environmental allergies** (among leading brands in North America).

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- 2 A breakthrough formula with bioactives and phytonutrients to help manage a dog's response to environmental allergens

VISIT hillsvet.com/pet-solutions/derm
TO WATCH THE MOA VIDEO & GET TOOLS



VALUABLE VET CLINIC & CLIENT OFFERS

- [30% off initial order](#) for Derm Complete dry products
- Support bundle will ship separately and includes in-clinic and home delivery coupons to drive trial and compliance
- [First time Autoship order discount](#) for all home delivery platforms



EDUCATION + RECOMMENDATION RESOURCES & TOOLS

- [Local seminars](#) hosted by your Hill's Representative
- New [Hill's Quick Reco](#) digital recommendation tool available now
- [Additional tools](#) such as a MOA video and Clinical Evidence Reports



RAISE AWARENESS WITH CLIENTS (COMING SOON)

- Clinic & curbside **point of purchase** materials
- **Digital assets** including banners, email communication and social posts



CONNECT WITH YOUR HILL'S REPRESENTATIVE TODAY TO LEARN MORE!



Transforming Lives

¹Mueller RS, Olivry T, Prélaud P. Critically appraised topic on adverse food reactions of companion animals (2): common food allergen sources in dogs and cats. BMC Vet Res. 2016;12:9. The Hill's Transforming Lives logo, the Hill's Prescription Diet logo, the S+OX SHIELD logo, Hill's, Prescription Diet and Derm Complete are trademarks of Hill's Pet Nutrition, Inc.



Transforming Lives



VIP MARKET

FEEDING PROGRAM

Feed your pet the food you recommend!



Save up to 50% off Retail



CHOOSE
ANY FOOD



ADD
TO CART



FREE DELIVERY
TO YOUR CLINIC!

SIGN UP TODAY & START SAVING!

Choose from *Hill's Prescription Diet*, *Hill's Science Diet* or *Hill's Healthy Advantage* nutrition.

1. Register at **HillsVet.com/VIP-market**
2. Choose a food
3. Add to cart
4. Check out

Your selected Hill's nutrition delivers FREE directly to your clinic.

*Terms and conditions apply. Visit HillsVet.com/VIP-Market for full details.
Order up to 120 lbs of Hill's products each month.
For more information talk to your Hill's representative.*



Make it easy to stay a
step ahead for your
pets best life



VIP MARKET
FEEDING PROGRAM