



# 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 allergies<sup>1</sup>
- 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 allergies<sup>2</sup> — 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 allergies<sup>3</sup>

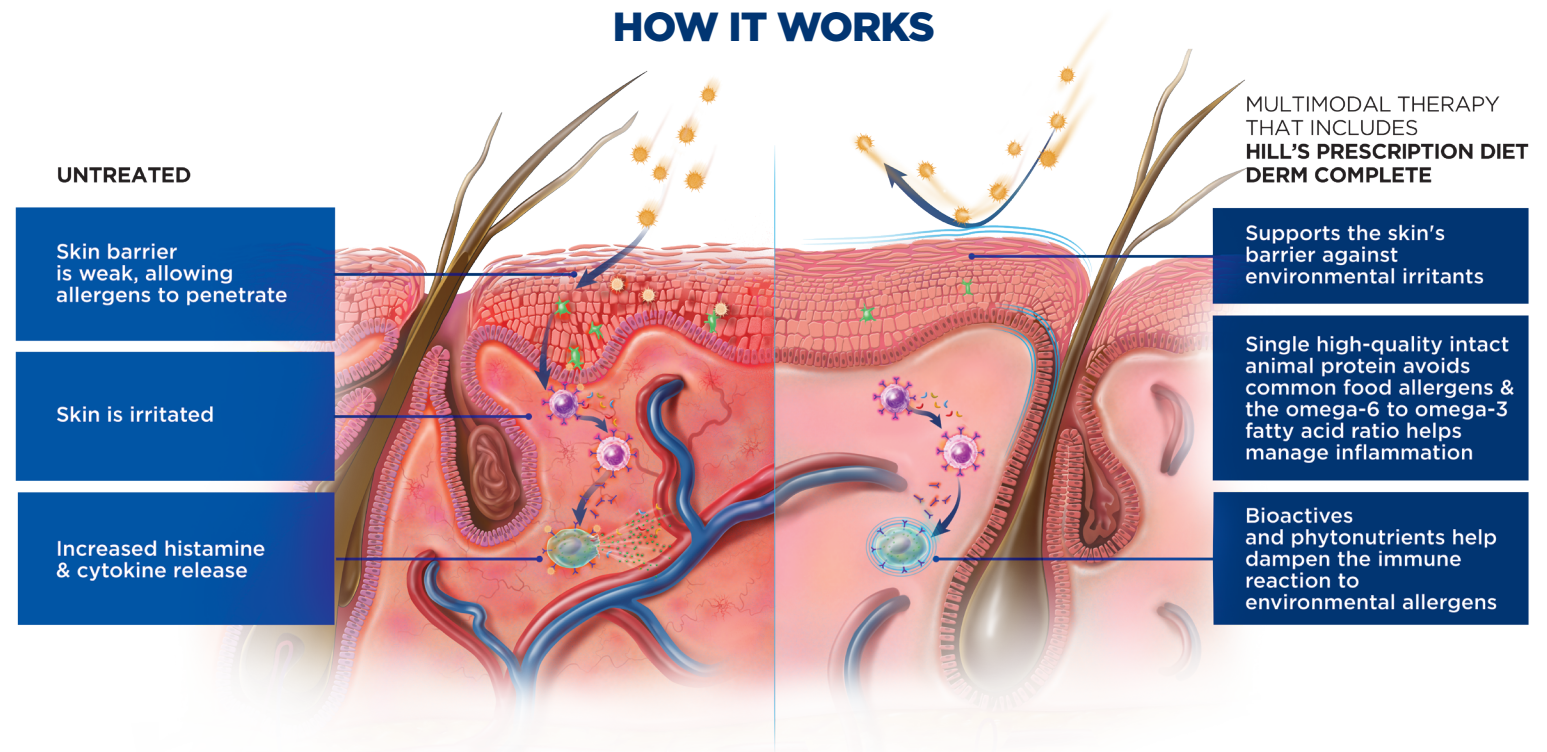
## FOOD ALLERGIES

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 allergies<sup>1</sup> in food allergic dogs and helps reduce itching.



Visible skin healing in as little as 21 days in dogs with food allergies<sup>4</sup>

## 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 days<sup>3</sup>



# 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**

<sup>1</sup>Mueller 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.  
<sup>2</sup>Hill's Data on File. <sup>3</sup>Hill's Data on File. Clinical nutrition for the management of dogs with environmental sensitivities. <sup>4</sup>Hill'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.





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



Transforming Lives



# FEED THE LOVE LOSE THE WEIGHT

Millions of pets have lost weight with Hill's



GET NEW TOOLS TO MAKE WEIGHT CONVERSATIONS EASIER  
And watch Moto's & Poochini's story at [EndPetObesity.com/Vet](https://www.EndPetObesity.com/Vet)

# LET'S END PET OBESITY TOGETHER

With Hill's Prescription Diet weight products



**90% of pet parents with an overweight pet don't realize it<sup>1</sup>**

**So Hill's is making it our mission to End Pet Obesity once and for all, with new tools to help you have the weight loss conversation with your clients:**

- New Quick Reco tool
- BFI tool
- Educational content
- Downloadable pet parent resources
- Two new animated films

Ask your Hill's rep about weight nutrition that's  
**A STEP AHEAD FOR THEIR BEST LIFE**



<sup>1</sup>2018 Pet Obesity Study, Association for Pet Obesity Prevention.  
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