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Hill's Pet Nutrition Inc. Launches New Therapeutic Weight Reduction Program *Pre-measured Program Aimed at Improving Pet Owner Feeding Compliance*

TOPEKA, Kan. (Oct. 18, 2010) – Today, [Hill's Pet Nutrition Inc.](#) launched the [Hill's® Prescription Diet®](#) Therapeutic Weight Reduction Program. This veterinary exclusive product is designed to give healthcare teams a unique and convenient weight loss program to recommend to dog owners who have overweight, obese or obese-prone dogs. The program combines pre-measured clinically proven [Hill's® Prescription Diet® r/d® Canine Weight Loss-Low Calorie Dry brand pet food](#), low-calorie biscuits and a Therapeutic Weight Reduction Guide. It also utilizes the body fat index (BFI) scoring system, the next evolution of the body condition score (BCS).

The new BFI emphasizes body fat percentage over the BCS to determine the severity of a dog's weight problem. Based on the BFI, the program helps achieve a target weight for overweight and obese dogs with a BFI greater than 30.

"Dogs are more like us than we realize. They like to do the things we like to do, and they especially like to eat large quantities of the same things we like to eat," said Angela Lusby, D.V.M., Ph.D., DACVN, clinical instructor of nutrition at the [University of Tennessee College of Veterinary Medicine](#). "As veterinarians, it's imperative we provide our clients with overweight dogs with a recommendation that includes a feeding regimen that is easy and convenient to give dogs a real chance at weight loss success."

The Therapeutic Weight Reduction Program is designed with four principles in mind: convenience, efficacy, support and the Hill's 100 percent great taste guarantee. For convenience and efficacy, each starter kit contains pre-measured pet food and biscuit packets customized to help dogs reach their target weight. The kits are available in two sizes: small breed (target weight: 10-35 lb dogs) with an up to 5-week supply and medium to large breed (target weight: 36-105 lb. dogs) with an up to 4-week supply. Home delivery for clients can be coordinated through a Hill's representative, and replacement cartons to refill both the meals and biscuits are available.

For support, pet owners can utilize the Weight Reduction Program Guide which includes the healthcare team feeding recommendation, instructions and tips for success. Pet owner online support is available at [PetFit.com](#), and in mid-October healthcare teams will be able to access support materials from [HillsVet.com/weight](#). And, like the complete line of Hill's pet food products, the kit comes with a 100 percent great taste guarantee.

"Recently, the person who took care of our dog Misty while we were out of town for a few weeks fed her the wrong amount, and she ended up gaining weight while we were gone," said Dorene Davis, a pet

Hill's Launches the Therapeutic Weight Reduction Program

owner in Holiday, Fla. “We had to work very hard to help her lose the pounds she gained, and I would be very interested in a premeasured program like the Therapeutic Weight Reduction Program to help keep her on track.”

Hill's Pet Nutrition Inc. manufactures [Hill's® Prescription Diet®](#) brand pet foods, therapeutic pet foods available only through veterinarians, and [Hill's® Science Diet®](#) brand pet foods sold through veterinarians and finer pet specialty stores. Founded more than 60 years ago with a unique commitment to pet nutrition and well-being, Hill's is committed to its mission to help enrich and lengthen the special relationships between people and their pets. Hill's produces high-quality, great-tasting pet foods owners can trust and give to their canine and feline companions as part of a veterinary health care team recommendation. This ultimately improves patient health and the health of the practice. For more information about Hill's Pet Nutrition Inc. and [Hill's Evidence-Based Clinical Nutrition™](#) visit [HillsVet.com](#) or search for Hill's Pet Nutrition on [Facebook](#) or follow us on Twitter at [@HillsVet](#).

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