



Support **GI health** and reduce  
**food intolerances** now with  
one recommendation



 **New**

**NEW Hill's™ Prescription Diet™ i/d™ Sensitive**



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# Effective nutrition to support GI health in dogs with suspected food intolerances



**Specific ingredients:** that rarely cause adverse food reactions  
Egg: single intact animal protein, highest bioavailability  
Rice: high-quality carbohydrate source



**High digestibility** supports absorption of nutrients and supports GI health



**Natural fibres** from barley and oats to support a healthy balance of intestinal bacteria



**High energy density** provides adequate energy in small portions, reducing GI workload



**New**



**92%**  
of dogs prefer  
the taste  
vs. key competitive  
product<sup>1</sup>

## Exceptional taste

To encourage even  
inappetent and  
fussy dogs to eat.



## Complete range to support GI health in your clinic

Winning  
taste<sup>2</sup>

New



**i/d™ Canine & Feline**

Reduces acute intestinal absorptive disorders in dogs and cats

**i/d™ Low Fat**

Compensates for maldigestion and exocrine pancreatic insufficiency in dogs

**i/d™ Sensitive**

Reduces ingredient and nutrient intolerances

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1. 92% prefer i/d™ Sensitive dry, 8% prefer key competitor, in the taste preference test, Feb 2014  
2. 55% prefer i/d™ Feline dry, 46% prefer key competitor, in the taste preference test, Mar 2014.

