



DERM DEFENSE



Environmental allergies have increased 30% among dogs between 2008 and 2018¹

- 90% of skin issues are not caused by food allergies
- Healthy skin helps combat environmental allergies

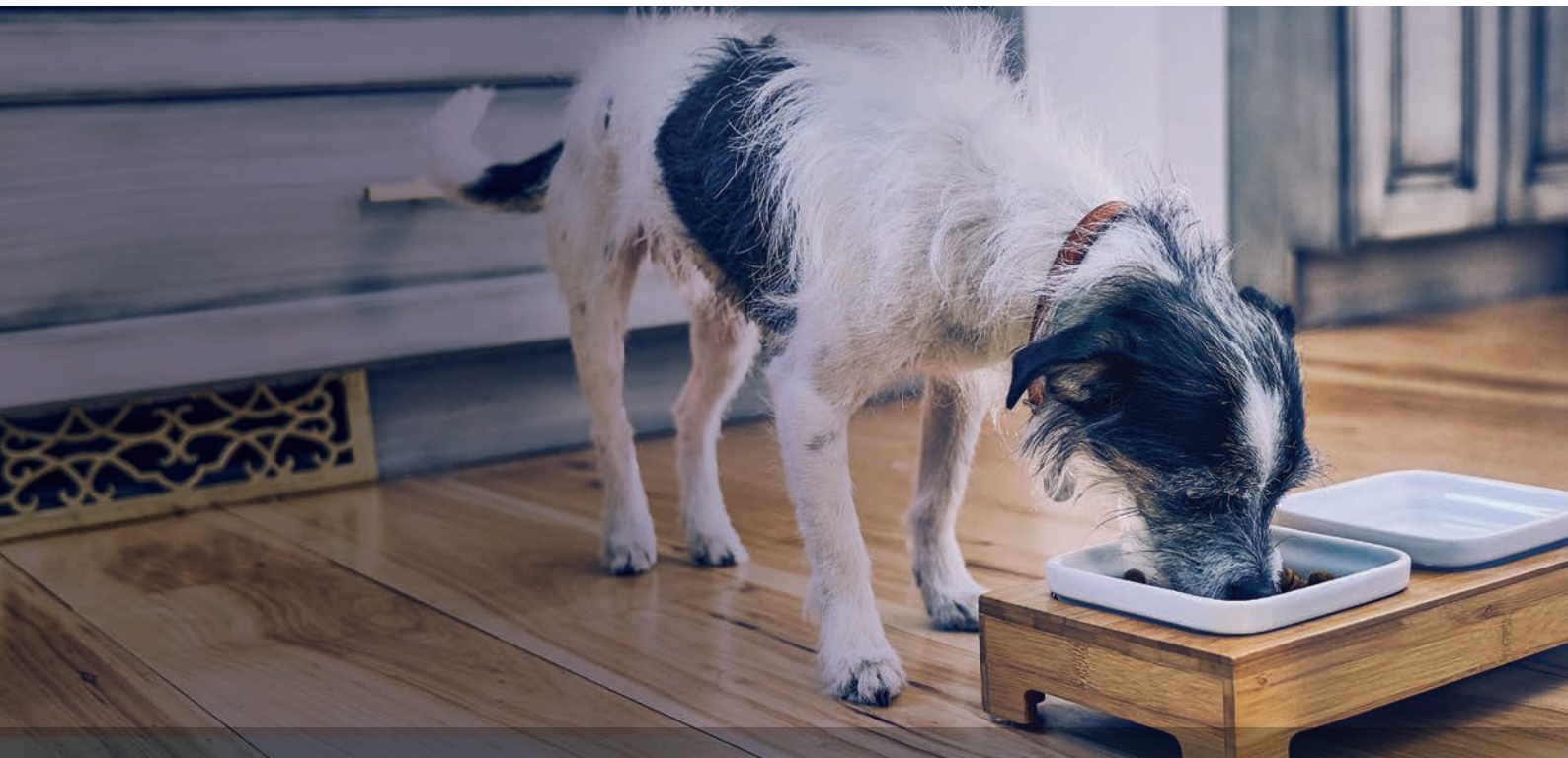
Prescription Diet
**DERM DEFENSE WITH HISTAGUARD
COMPLEX CAN HELP**

ALLERGENS ARE PRESENT YEAR-ROUND, YOUR FOOD SHOULD BE TOO

Prescription Diet Derm Defense with HistaGuard Complex

Compliance is easy with this delicious component of your multimodal management plan

- 1 Hill's first and only nutrition with HistaGuard Complex to help reduce signs of environmental allergies
- 2 Formulated to drive healthy skin from within and contains a blend of vitamin A, zinc and essential fatty acids
- 3 Works to continuously normalise dogs' immune response with long-term feeding



Multimodal management of dogs with skin conditions

Address problems from the inside out for a synergistic effect



Nutrition



Antiparasitics



Itch Relief



Antibiotics



Shampoo



Topicals

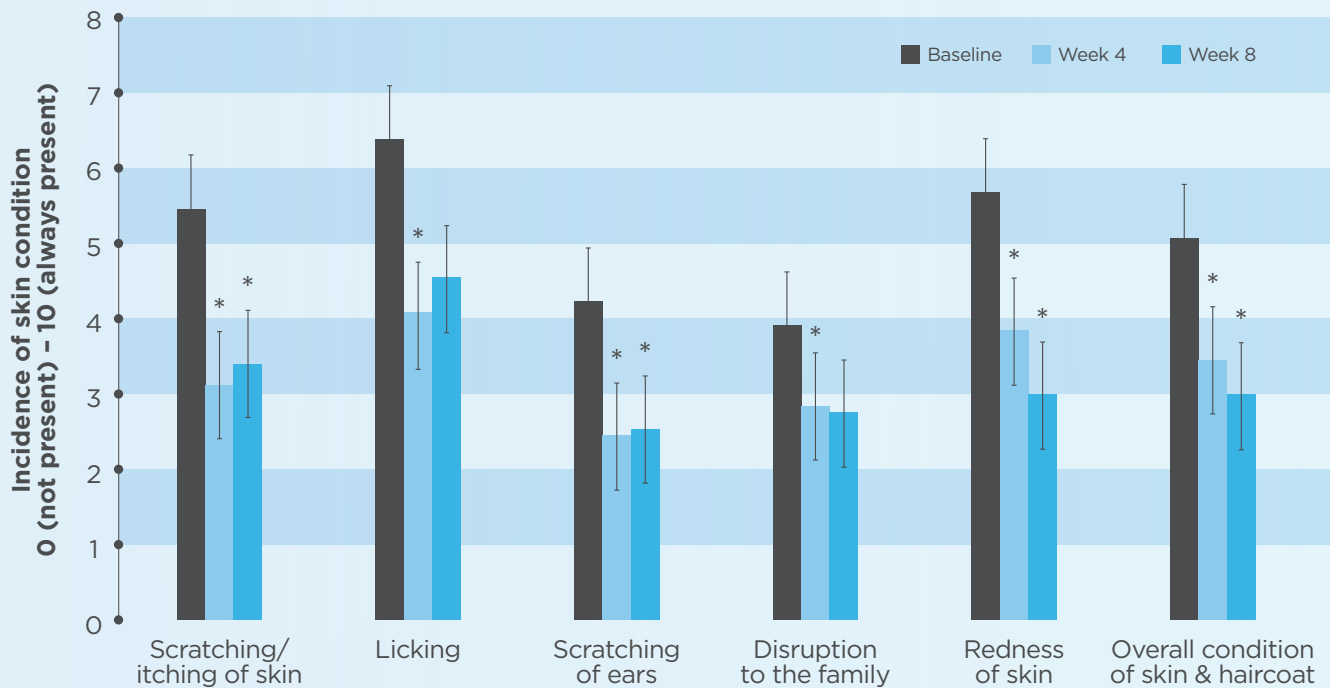


Supplements

EFFECTIVENESS OF A DIETETIC DERMATOLOGIC FOOD ON PRURITUS IN ATOPIC DOGS²

This study sought to determine if a food designed to improve skin barrier function and lower inflammation (Prescription Diet Derm Defense Canine dog food — provided free of charge to 20 participants for the duration of the 8-week study) would reduce pruritus and clinical severity in client-owned atopic dogs.

In order to meet eligibility requirements, dogs studied had to have no ectoparasites or skin infections, no less than 5 of 8 Favrot's criteria displayed, and standard CAD therapies if constant during the 8 weeks of the study. Exclusions to the study included supplements (fatty acids (FA), glucosamine & chondroitin sulfate, antioxidants), major systemic disease and food allergies.



Owner assessments of skin condition showed **significant improvements**** of the following:

- Itching and scratching of the skin and ears
- Licking paws, axillae and groin
- Disruption to the family
- Redness of the skin and overall skin condition at 4 weeks and at 8 weeks

This study is an in-clinic feeding study and not a controlled clinical trial.

Data were analyzed using Friedman's Chi-square (veterinarian scores) and mixed model ANOVA (owner assessments).

*Provided free of charge to participants for the duration of the study **LSM - least square mean



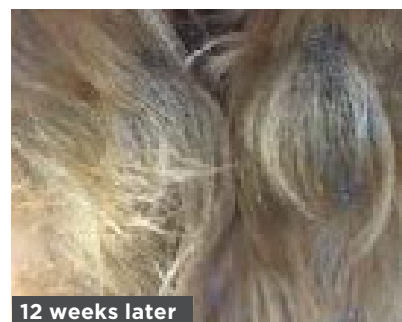
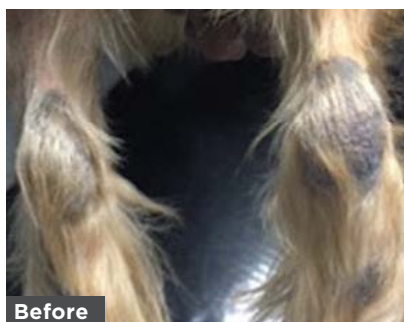
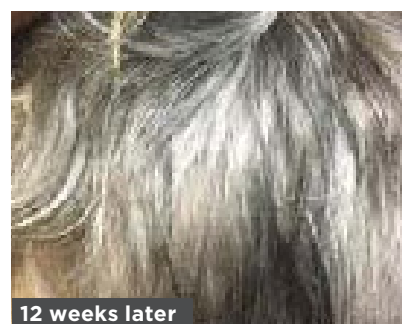
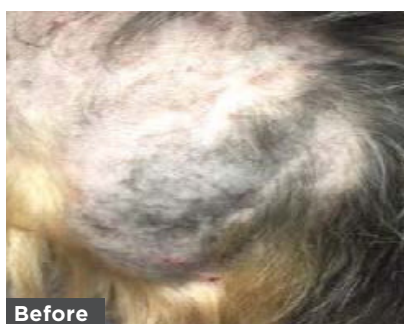
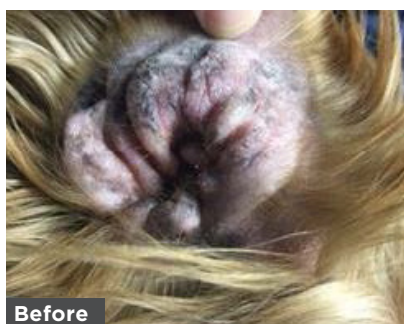
What pet parents are saying about Prescription Diet Derm Defense



Toby, Yorkshire Terrier, USA

Toby was fed Derm Defense pet nutrition as part of a multimodal therapy under veterinary supervision. Toby and his veterinarian participated in an in-clinic feeding experience and reported the following observations after 12 weeks on the food...

- The owner already recommended the food to other people. They are very happy with the results.
- “The food has made a huge impact in this dog’s quality of life. I think there is a better client compliance with feeding a food than with clients remembering to give daily meds, baths, shots, etc.”
- Owner says “he is much more active, is playing again instead of spending 100% of his time itching!!”



Don't wait — ask your Hill's rep how Derm Defense can help your patients now. myhillsvet.com.au

¹Banfield State of Pet Health 2018 ²Witzel A., Murphy M., Becvarova I., Werre S., Cadiergues M., Meyer H. Effectiveness of a dietetic dermatologic food on pruritus in atopic dogs; in *Proceedings of the 2017 American Academy of Veterinary Nutrition Clinical Nutrition & Research Symposium*; Oxon Hill, MD, USA. June, 7 2017.

© 2020 Hill's Pet Nutrition Pty Limited. HIMA-HB-200ACBAD

IMMJ42584



Available in a variety of great-tasting forms!