



Why Flaxseed?



Nutrients from flaxseed provide health benefits for skin and coat, and immune responses for both dogs and cats.

Source of the EFAs linoleic acid and α -linolenic (ALA)

- Linoleic acid is an omega-6 fatty acid important for cell membrane and skin barrier function as well as visible improvements in skin and coat health.

Strong anti-inflammatory effects of ALA

- Evidence exists for strong anti-inflammatory effects of ALA from flaxseed as well, including cats.¹⁻³

Proteins

- Constitute 23% of the whole flax seed⁴, helping support the immune response

Fermentable fibers

- Can help to improve and maintain gastrointestinal health. Non-fermentable fibers help to maintain regularity of bowel movements and can aid in the management of both constipation and/or diarrhea

Phytochemicals and antioxidants

- Has comparable antioxidant properties to those of vitamin E.⁵ In humans, flaxseed lignans have been shown to provide benefits in the nutritional management of certain types of cancer, heart disease, and kidney disease, among others.⁶

Sustainability

- One key difference- flaxseed is a sustainable crop, whereas fish may not be. The pressures on global fish stocks may eventually force the global community to ration the world's ocean fish.⁷

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References: 1). Parka HJ, Parka JS, Hayekb MG et al. Dietary fish oil and flaxseed oil suppress inflammation and immunity in cats. Vet Immunology and Immunopathology 2011; 141:301-306. 2). US Patent US6946488 The Iams Company - A pet food composition and method is provided for reducing inflammatory response in cats. 3). Pawlosky, R. et al.; "Essential fatty acid metabolism in the feline: relationship between liver and brain production of long-chain polyunsaturated fatty acids" Journal of Lipid Research, vol. 35, No. 11, Nov. 1994, pp. 2032-2040. 4). Lechowiski R, Sawosz E, Klucifski W. The effect of the addition of oil preparation with increased content of n-3 fatty acids on serum lipid profile and clinical condition of cats with miliary dermatitis. Journal of Veterinary Medicine, Series A, Vol. 45, No. 6/7, 1998, pp. 417-424. 5). DeClercq DR, Daun JK: Quality of Western Canadian Flaxseed. Canadian Grain Commission. [http://www.grainscanada.gc.ca/flax-lin/trend-tendance/qfc-qlc-eng.htm] website 2002. 6). Bhatena SJ and MT Velasquez. Beneficial role of dietary phytoestrogens in obesity and diabetes. Am J Clin Nutr 2002; 76: 1191-1201. 7). Westcott ND and AD Muir. Flax seed lignan in disease prevention and health promotion. Phytochemistry Reviews 2003; 2: 401-17. 8). Morris DH. Omega-3 fats in flax and fish are similar in many ways. Flax Council of Canada, 465-167 Lombard Ave., Winnipeg, MB, Canada R3B 0T6, E-mail: flax@flaxcouncil.ca Website: www.flaxcouncil.ca 04.2006ED04.06



Nutrition For Large Breed Dogs

Key Facts

- Large Breed dogs weigh +55 pounds as adults
 - ½ of all dogs are considered large breed
 - 3 of the 5 most popular breeds are in this category¹
 - #1 Labrador Retriever
 - #2 German Shepherd Dog
 - #5 Golden Retriever
- Large Breed dogs have rapid growth rates
 - Influenced by genetics and high energy intake
 - Excess calcium and energy, plus rapid growth, increase risk of skeletal growth problems
- Glucosamine may benefit large breed adult dogs because it helps maintain joint health and mobility.
 - Chicken cartilage and chicken by product meal are natural sources of glucosamine
- L-carnitine benefits both large breed puppies and large breed adult dogs.
 - In adult dogs, high carnitine levels help turn fat into energy and support lean muscles
 - Large breed puppies fed L-carnitine -supplemented food had increased lean muscles, bone mass, and bone density

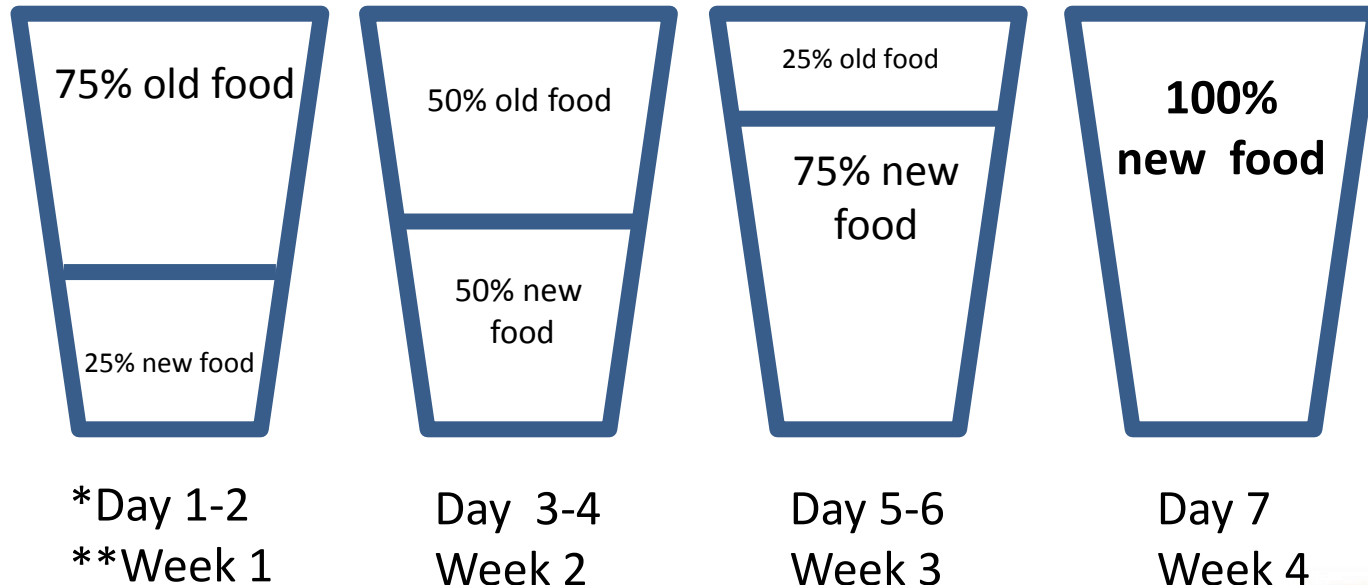
Nutrition designed for large breed dogs can help maintain ideal body weight and healthy muscles, bones and joints

- Feed large breed dogs pet foods that do not contain excessive calcium, fat, or calories
- Feed large breed puppies foods with less calcium, fat, and calories than products for smaller breeds
 - Likelihood of skeletal problems increases with excessive calcium intake
 - High fat/calorie intake cause rapid weight gain, and bones/muscles aren't developed enough to support the excessive body weight





Cats don't like sudden change. Transition to a new food gradually



*Average transition

**Some cats will take longer to transition; use a more gradual transition for finicky cats

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Tips to help your cat transition to the new food



Try feeding the new and old foods in separate bowls side-by-side



Add oregano*



Warm up the food to 102° F (38.9° C)



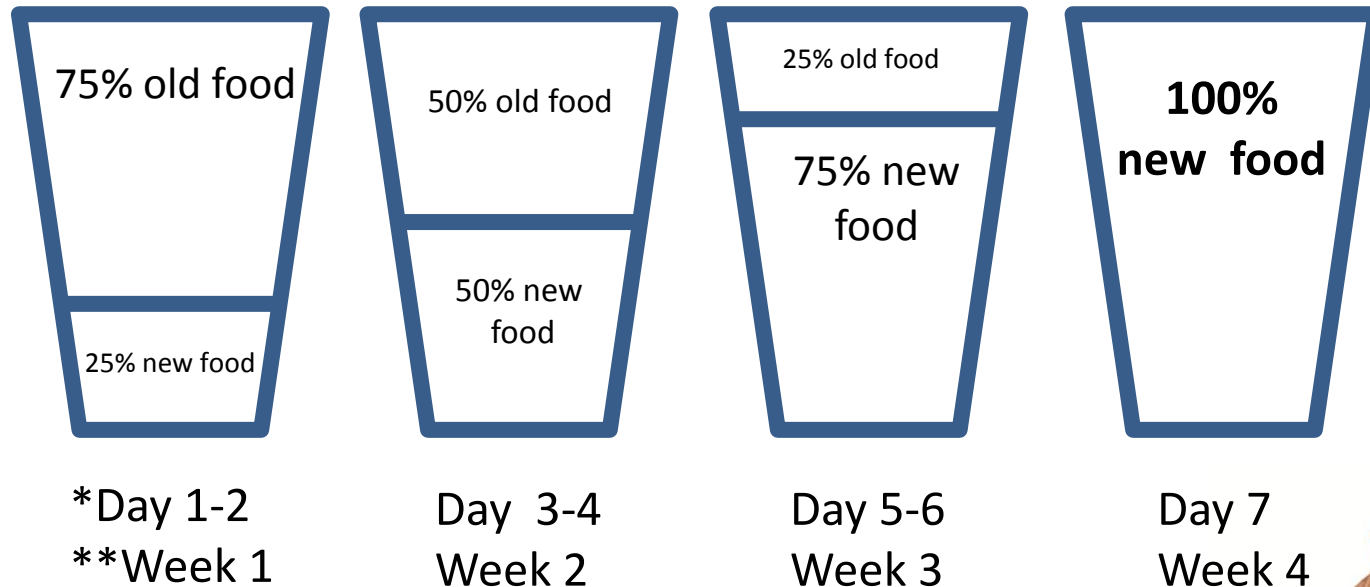
Add low-salt chicken broth

*Do not use when transitioning to or feeding Prescription Diet® y/d™ Feline

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Pets don't like sudden change. Transition to a new food gradually



*Average transition

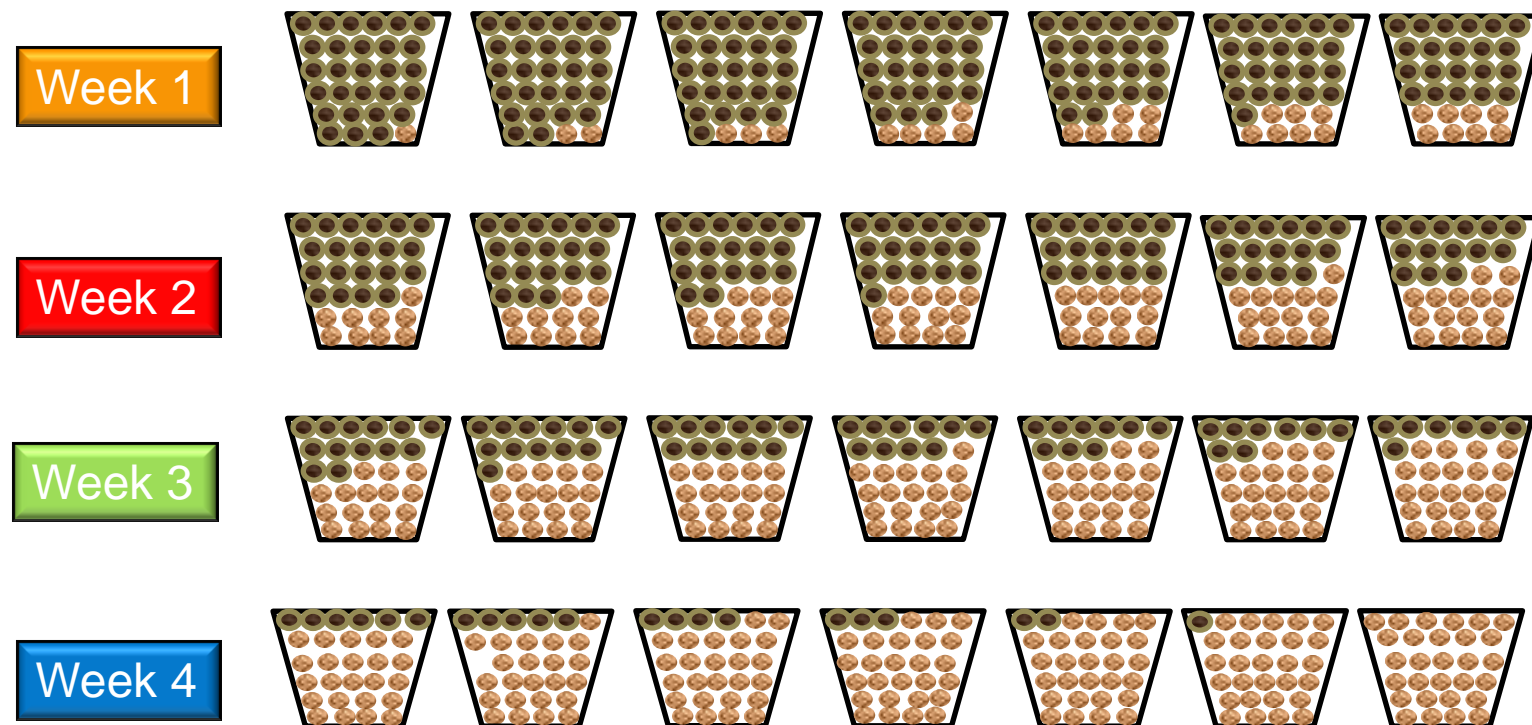
**Some pets will take longer to transition; use a more gradual transition for finicky pets, especially cats

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Making a good transition great!



Transitioning slowly results in fewer GI signs and better acceptance of a new food

● = New food
● = Old food