



Hill's® Prescription Diet® t/d® Pet Food

The Edible Toothbrush

By the age of three, pets could begin showing signs of dental disease. This potentially serious problem is a result of plaque accumulation and tartar buildup at and under the gumline. While brushing is considered the gold standard, it can be inconvenient, and even a little scary, for pet owners. Hill's® Prescription Diet® t/d® is a great defensive measure to augment or take the place of brushing in dogs and cats.

Key Benefits:

- Shown in a clinical study to be more effective than recommending tooth brushing.¹
- More clinical testing than any other Hill's Prescription Diet product.
- More than a snack, Prescription Diet t/d is recommended as a complete meal for all adult pets.
- Equipped with a powerful combination of antioxidants to reinforce natural defenses for overall health.

Because the oversized kibble, through a patented fiber matrix, provides mechanical cleansing by maintaining contact with the tooth surface instead of crumbling, t/d does an outstanding job of reducing the daily accumulation of plaque and the resulting build-up of tartar.

How Hill's Kibble Technology Works:

- Works like a toothbrush to clean teeth and freshen breath as pets chew
- Its patented fiber matrix scrubs the exposed tooth surface like an edible toothbrush, reducing bacteria-laden plaque.
- Gently scrubs away plaque and tartar to clean teeth and promote healthy gums

All Hill's products for oral care, including t/d have earned the Veterinary Oral Health Council (VOHC) Seal of Acceptance which indicates proven efficacy in controlling plaque and tartar. The VOHC is an objective organization that evaluates scientific research to determine if products meet present standards for controlling plaque and tartar accumulation.

For more information on nutrition for oral health, visit HillsVet.com or call Hill's Veterinary Consultation Service at 1-800-548-VETS (8387).

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¹Theyse LFH, et al. Hill's® Prescription Diet® Feline t/d®: Results of a field study. In Proc. Hill's European Symposium on Oral Care, Amsterdam, March 2003, in press.