

# When words fail, numbers talk

## INTRODUCING THE HILL'S HEALTHY WEIGHT PROTOCOL



"We should talk about Buddy's weight ..."

"I didn't realize there was a problem."

"Ideally, he should weigh around ..."

"He's always been stockier than other Labs."

"You should be able to feel his ribs."

"I don't want to starve him."

## Expect something different

Now in just two simple steps, the Hill's Healthy Weight Protocol gives you a completely new, objective and clinically proven diagnostic tool to help you talk about weight with even your toughest clients.

All it takes is the current weight and a few easy measurements to accurately determine each pet's ideal weight, body fat percentage and a customized feeding plan for lasting weight loss success.

HILL'S HEALTHY WEIGHT PROTOCOL	
ENTER CURRENT WEIGHT	96.5 lbs
ENTER MEASUREMENTS	
IDEAL WEIGHT	65.2 lbs
BODY FAT PERCENTAGE	50.5%
FEEDING PLAN	

THE UNIVERSITY of  
TENNESSEE **UT**

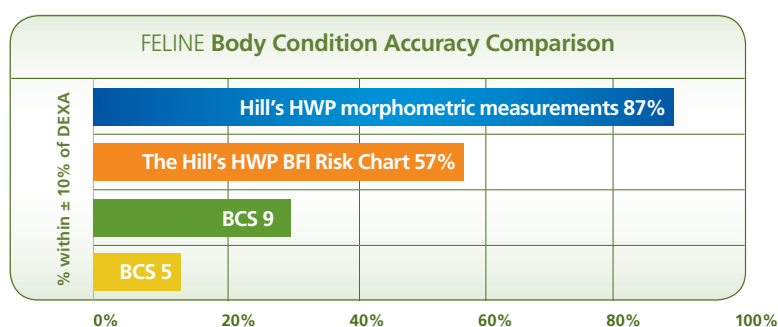
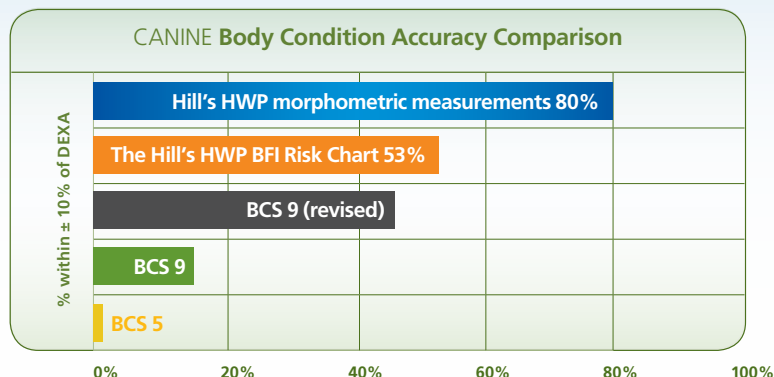


*Developed and validated in partnership with  
veterinarians at the University of Tennessee*



## More accurate ideal weight. Better weight loss success.

- Feeding recommendations based on an inaccurate estimate of ideal body weight result in overfeeding and unsuccessful weight loss attempts
- In studies, when traditional BCS was used to estimate ideal body weight more than half of the pets received a recommendation to consume excess calories<sup>1,2</sup>
- Using the Hill's Healthy Weight Protocol e-tool proprietary software, four simple morphometric body measurements in dogs and six in cats accurately predicted ideal body weight, within 10% of DEXA-determined values, in over 80% of patients



Dual-energy x-ray absorptiometry (DEXA) is the most accurate method of assessing lean versus fat body mass

## Getting started is easy:



### STEP 1

Weigh the patient and take a few easy measurements



### STEP 2

Go to the Hill's Healthy Weight Protocol e-tool at [HWP.HillsVet.com](http://HWP.HillsVet.com)\* to:

- Calculate ideal weight
- Receive customized feeding plans
- Access tools to monitor progress and keep patients on track
- Ensure a healthy weight for a lifetime



Find even more support, including additional clinic resources and videos, at [HWP.HillsVet.com](http://HWP.HillsVet.com)



\*App available for Android™ and iOS®



<sup>1</sup>Toll PW, Paetau-Robinson I, Lusby AL, et al. Effectiveness of morphometric measurements for predicting body composition in overweight and obese dogs. *J Vet Intern Med.* 2010;24:717.

<sup>2</sup>Lusby AL, Kirk CA, Toll PW, et al. Effectiveness of BCS for Estimation of Ideal Body Weight and Energy Requirements in Overweight and Obese Dogs Compared to DXA (abstract). *J Vet Intern Med.* 2010;24:717.

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