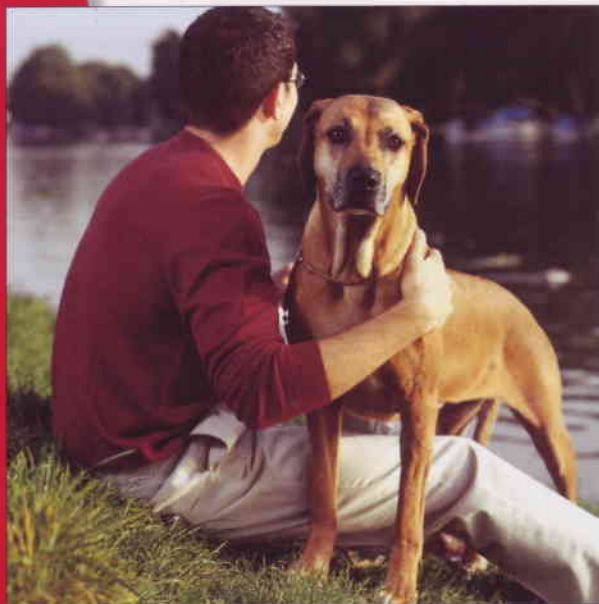




Senior<sup>7+</sup>



**Your senior dog  
– a guide to feeding  
dogs aged 7+**



*Vets' No.1 Choice To  
Feed Their Own Pets*

## Hill's – our dedication to pets

You want the best for your dog. At Hill's we feel the same way. We know about the deep and special bond that exists between people and their pets. This dedication has meant we've been providing the best nutrition for pets around the world for over 50 years.

### Hill's – we lead the way

Hill's was the first company to develop special nutrition that helps manage specific diseases and conditions in dogs and cats.

We have used this expertise to develop the best everyday nutrition for healthy pets. The superior nutrition of Hill's Science Plan Canine Senior helps older dogs stay healthy for longer.

Because Science Plan provides an optimal balance of proteins, essential fatty acids, vitamins and minerals for renewed vitality and has a taste that dogs love, it's no wonder that Hill's is the number one choice for vets to feed their own pets.



## Why Science Plan\* is right for your senior dog

Around the age of seven dogs reach what is known as the 'senior' stage of life. The nutritional needs of senior dogs are different from those of younger adults, so you should change your dog's food. With well balanced levels of vitamins, proteins, fats and minerals for dogs aged seven and above, Science Plan Canine Senior or Canine Light Senior can help keep your dog younger as he gets older.

### The best ingredients

The high quality ingredients used by Hill's are easy for older dogs to digest and ensure excellent nutrient absorption. Science Plan Canine Senior provides superior nutrition for older dogs:

- Superior antioxidant formula for a healthy immune system
- Lower in fat and calories to help maintain ideal body weight
- Omega-3 and omega-6 fatty acids for a healthy skin and coat

- Lower in phosphorus to help maintain good kidney function
- Contains glucosamine and chondroitin sulphate that help maintain healthy joints

### Best taste

We carry out extensive taste tests to formulate Science Plan products with a taste that older dogs love.

### Great value

The highly digestible ingredients mean that a bowl of Science Plan offers your dog far more nutritional value than a bowl of ordinary dog food, so the cost per day of feeding Hill's is less than you might think.

**We're so sure that you and your dog will love Science Plan that we offer a full money-back guarantee.**



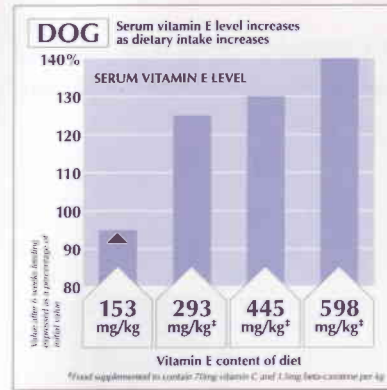


# Superior Antioxidant Formula

*A dog's immune system deteriorates as he gets older, leaving him at greater risk of disease and the signs of premature ageing.*

## A strong immune system for lifelong health

New research findings show that the higher level of Vitamin E in Hill's Science Plan, in combination with additional amounts of other natural antioxidants such as Vitamin C, Beta-Carotene and Selenium, helps keep your dog's immune system strong. So feeding your dog the superior nutrition of Science Plan every day will help maintain a strong, healthy immune system to help delay the signs of premature ageing.



▲ Statistically insignificant change; other changes statistically significant ( $p < 0.05$ )

### Canine Science Plan\*

Vitamin E	Vitamin C	$\beta$ -Carotene	Selenium
600	70	1.5	0.5

Levels guaranteed to the end of shelf life (in mg/kg food).  
Levels in dry food only.

*For dogs, an increased protective effect is achieved when food contains 600mg Vitamin E per kg of dry food.*



In dry food only





## The right product for your dog

Hill's Science Plan Canine Senior formulas are specially designed to help keep your companion with you as long as possible.



### Science Plan<sup>®</sup> Canine Senior

- Superior nutrition for renewed vitality
- With Chicken – the taste that dogs love



### Science Plan<sup>®</sup> Canine Senior with Lamb & Rice

- Extra rice for increased digestibility
- Specially formulated for older dogs with a delicate stomach



### Science Plan<sup>®</sup> Canine Large Breed Senior

- Dogs weighing 2kg+ enter the senior lifestage at age seven
- Giant breeds weighing 50kg+ enter the senior lifestage at age five
- Added glucosamine and chondroitin sulphate help keep joints healthy



### Science Plan<sup>®</sup> Canine Light Senior

- Low fat, low calorie, superior nutrition for older dogs likely to gain weight
- Helps compensate for the lower activity levels of older dogs
- Contains L-carnitine to help control body weight and maintain lean muscle mass

# How and when to feed your dog

**B**egin by feeding the quantities as recommended on the pack. If switching your dog to Hill's Science Plan Canine Senior, gradually introduce it over a 7-day period. Do this by mixing your dog's former food with increasing proportions of the new food, until only Science Plan is being fed. He will then be able to fully enjoy the taste and benefits of the superior nutrition provided by Science Plan Canine Senior.

## **Water**

Your dog must have an adequate supply of fresh water at all times. Not having water to drink for a sustained length of time can harm your dog's health.

## **Treats & tidbits**

Although it's tempting to give them, table scraps do not provide your dog with the correct balance of nutrients that he needs.

And feeding food from the table may encourage the habit of begging. Try to be sparing with treats, as giving too many can lead to weight gain or nutritional imbalance, especially in older dogs.

## **You and your vet**

Your vet is the best source of information about the health and well-being of your dog. Look out for signs of changes in your dog's health and contact your vet if you are in any doubt. Ask your vet to regularly advise on your dog's weight, because achieving and maintaining a pet's ideal weight not only reduces certain health risks, but can lead to your dog having a more energetic, longer and healthier life.



**HollyOak**  
Veterinary Surgery  
IMPINGTON 01223 232111  
www.HollyOakVets.co.uk

To help your dog keep in the best of health, ask at your veterinary practice for advice on the following important subjects:

• **Vaccination**

Even older dogs should be vaccinated regularly to protect them against a variety of serious diseases

• **Exercise**

Exercise is very important to the overall health of older dogs, so ask your vet about the appropriate level of exercise for your dog

• **Dealing with parasites**

Fleas and worms can be unpleasant and irritating for your dog. Ask your vet for advice on the best forms of prevention

• **Grooming**

Keeping your dog well groomed helps to maintain his overall health and appearance

**For more information about any aspect of Hill's Pet Nutrition products, please call our Helpline on 0800 282438.**

Hill's Pet Nutrition Ltd.

**Helpline Tel: 0800 282438**  
**www.hillspet.com**

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Feed Their Own Pets*