



Dogs Get Back in the Action

Dogs Get Back In The Action: New Pet Food Improves Mobility And Quality Of Life For Dogs

Topeka, Kansas (May 4, 2005) – If you happen to be one of the millions of dog owners, you know the special bond that exists between man and man’s best friend. As our dogs mature, they have increased health needs—like humans. If your dog is walking and running slower, experiencing stiffness, or isn’t as active as he used to be, it is important to speak with your veterinarian who can determine how to best help your dog stay active for as long as possible. Proper nutrition is an essential component for your dog’s health.

Hill’s Prescription Diet® Canine j/d™ is an innovative new food that helps maintain healthy joints and improves mobility in dogs. The advanced technology behind Prescription Diet® Canine j/d™ could offer millions of dogs a new lease on life, helping them to run and walk better, climb stairs more easily, and once again enjoy play time with their owner companions.

The Advanced Technology Behind j/d™

New research shows that Eicosapentaenoic Acid (EPA), an omega-3 fatty acid found in high concentrations in fish oil, can help maintain joint function. Prescription Diet® Canine j/d™ has a unique formula with high levels of EPA. It also contains glucosamine and chondroitin sulfate, which provide building blocks for healthy cartilage, and L-carnitine, which helps maintain optimum body weight.

“Prescription Diet® Canine j/d™ improves the quality of life by helping dogs run better, play better, and rise more easily. In addition, dogs experience less stiffness and more ease of movement,” said Dr. Dan Richardson, DVM, Diplomate ACVS, Vice President, Hill’s Pet Nutrition Center.

Evidence-based Nutrition: Research and Clinical Studies

Prescription Diet® Canine j/d™ was developed based on more than 10 years of research including several recent clinical trials with more than 500 dogs. In one study, eight out of 10 dogs fed Prescription Diet® Canine j/d™ experienced improvement in weight-bearing ability. Conclusions were based upon extensive research from four clinical studies with more than 50 practicing veterinarians, including one university study and three practice-based studies on client-owned dogs. Feeding periods in the studies ranged from three to six months.

A Veterinarian’s Viewpoint

When Tara Trumler noticed her dog Moose, an eight-year-old Labrador Retriever, was having a hard time getting around, she knew they needed to see a veterinarian. After Dr. Jennifer Jellison, DVM, a veterinarian in Columbus, Ohio, examined Moose, she realized that he would be a perfect candidate for Prescription Diet® Canine j/d™.

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“My impression of j/d™ is that it works,” said Dr. Jellison. “It results in more activity and seems to be the perfect mix of what is needed for joint health in any dog, large or small. I’ve seen improvements in as few as 21 days by incorporating j/d™ into a dog’s feeding regimen.”

Within three to four weeks of adding Prescription Diet® Canine j/d™ to Moose’s daily routine, he displayed dramatic improvements. Not only has Moose lost weight, but his activity level has risen and he is more affectionate.

“Since I changed my dog’s food to j/d™, I’ve seen remarkable changes,” said Tara Trumler. “Moose is more affectionate and active. He has an easier time getting into bed at night, jumping in the car, going up and down stairs. Once again, he loves playing and spending time with the family—it’s like having our old friend back.”

Developing a Personalized Joint Management Plan (JuMP)

If your dog is slowing down, speak with your veterinarian to develop a personalized Joint Management Plan (JuMP) for your dog. Take the first step in helping improve your dog’s mobility and quality of life by incorporating these essential elements into your pet’s life: nutrition, exercise, and weight management.

- **Nutrition:** Ask your veterinarian about Prescription Diet® Canine j/d™. It is available in both canned and dry formulas with the right balance of advanced nutrition and a great taste that pets love.
- **Exercise:** Even if your dog is stiff or sluggish, he still needs daily exercise. Work with your veterinarian to establish a personalized daily workout routine for your dog. Low-impact exercise can help improve the functioning of your dog’s joints by strengthening surrounding muscles and stabilizing joints. This might involve gentle walks or regular swimming together. Swimming produces minimal stress on joints. Avoid exercise that involves jumping and leaping, which can be very hard on your pet’s joints.
- **Weight Management:** Maintaining proper weight means less stress on joints. Your vet will help you with nutrition and exercise programs to ensure your dog achieves and maintains ideal weight.

By incorporating these key elements of JuMP into your dog’s care regimen, you can improve your dog’s quality of life. For more information about JuMP, please visit www.jumpfordogs.com.

About Hill’s Pet Nutrition

Hill’s Pet Nutrition, Inc. manufactures Science Diet® brand pet foods, sold through veterinarians and finer pet specialty food stores, and Prescription Diet® brand pet foods, therapeutic pet foods available only through veterinarians. Founded more than 50 years ago by one veterinarian’s unique commitment to pet nutrition and well being, Hill’s follows its mission to help enrich and lengthen the special relationships between people and their pets by producing the most scientifically advanced, highest quality pet foods available.

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