



## Hill's® Prescription Diet® t/d®: myth vs. truth

**Myth: Prescription Diet® t/d® is fattening.**

Truth: Prescription Diet t/d pet food is balanced to provide optimal nutrition.

Fed as directed, it does not promote excess weight gain.

**Myth: Prescription Diet t/d is only for dogs and cats with periodontal disease.**

Truth: Many veterinary professionals confidently recommend Prescription Diet t/d pet food for their healthy adult and senior patients, knowing that it will help maintain their good oral health.

**Myth: Prescription Diet t/d is best used as an occasional treat.**

Truth: In addition to its clinically proven dental benefits, Prescription Diet t/d pet food delivers superior daily nutrition with high quality ingredients, the right balance of nutrients



for adult pets, and Hill's superior antioxidant formula. It's ideal for long-term feeding as a regular daily food for dogs and cats

**Myth: Prescription Diet t/d doesn't have the VOHC seal.**

Truth: Prescription Diet t/d pet food has

earned the VOHC Seal of Acceptance for control of tartar and plaque.

**Myth: Prescription Diet t/d contains fluoride (or some other "hidden" ingredient).**



Truth: The therapeutic benefits of Prescription Diet t/d pet food are delivered via the mechanical action of its patented fibre matrix composition, not chemicals or abrasives. It does not contain fluoride or any other ingredients besides those disclosed on the packaging.

**Myth: Prescription Diet t/d doesn't help with gingivitis.**

Truth: Prescription Diet t/d food is the only pet food that's clinically proven to reduce gingivitis.

**Myth: Prescription Diet t/d is only fed after a dental prophylaxis.**

Truth: While it certainly should be fed on a daily basis following prophylaxis, regular use of Prescription Diet t/d food reduces plaque and tartar accumulation at any time.





## Hill's® Prescription Diet® t/d®: myth vs. truth



**Myth:**  
Prescription Diet®  
t/d® pushes plaque  
below the gumline.

**Truth:** Unlike ordinary dry pet food that breaks up immediately under the pressure of chewing, Prescription Diet t/d food has kibbles that are designed to resist crumbling and are large enough to engulf a tooth as it bears down, enabling the kibble's fibres to scrub the whole tooth surface.

**Myth:** Prescription Diet t/d is the same food as Hill's® Science Diet® Oral Care.



**Truth:** Both foods use a proprietary fibre matrix technology to act as an edible toothbrush, reducing plaque and tartar buildup by mechanical means. But Prescription Diet t/d pet food is more suited for pets with periodontal disease, because it is formulated with reduced amounts of certain nutrients that can contribute to plaque and tartar buildup.

**Myth:** Any dry kibble is sufficient to clean the teeth.

**Truth:** Because other dry kibble crumbles immediately when it's chewed, it cannot clean a pet's teeth the way Prescription Diet t/d pet food does with its patented fibre matrix.

**Myth:** Keeping a pet's teeth clean is not a high-priority health concern.

**Truth:** Oral health is essential for overall health and can affect appetite, mood, behaviour and even sensory perception. What's more, bacteria from periodontal disease can spread through the bloodstream and potentially impact internal tissues and organs, including the heart, liver and kidneys.

