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A New Multi-Benefit Solution for the Overall Health of Pets
Hill's Pet Nutrition Canada Inc. Unveils Healthy Advantage Preventative Pet Food

MISSISSAUGA, ON. (July 8, 2010) – [Hill's Pet Nutrition Canada Inc.](#) announces the launch of a brand new dry pet food product called [Hill's® Healthy Advantage™](#), a multi-benefit preventative food designed to help address canine and feline dental, weight, digestion, skin and coat, joint, urinary and immunity issues before they start. Healthy Advantage is available exclusively in Canada through veterinarians in Puppy, Puppy Large Breed, Kitten, Canine Adult and Feline Adult.

Healthy Advantage contains a clinically proven kibble technology that scrubs teeth clean like a toothbrush reducing plaque and tartar buildup. "Prevention of periodontal disease needs to start before dental disease has occurred," says Fraser Hale, D.V.M., FAVD, DAVDC, [Hale Veterinary Clinic](#). "Animals have to eat every day, and if we can recommend a pet food that has been clinically proven to retard plaque accumulation and is nutritionally appropriate, then it just makes sense to add that strategy."

The pet food also showcases a fibre-enriched formula enhanced with L-carnitine, which helps maintain optimal body weight, build lean muscle and turn fat into energy; and natural glucosamine and chondroitin sulfate to provide the building blocks for healthy joints and cartilage.

"Prevention and management of obesity and subsequent osteoarthritis using a pet food regimen go hand in hand," says Guelph-area orthopedic surgeon, Thomas Gibson, BSc, BEd, D.V.M., DVSc, DACVS. "One of the best things we can possibly do is educate our clients on the benefits of a proper weight management routine, and provide a quality pet food recommendation before problems have a chance to occur."

In addition, Healthy Advantage contains an optimal fibre mixture which helps maintain a healthy digestive tract and firm stools, and omega fatty acids to rejuvenate skin cells and nourish hair follicles to promote healthy skin.

The puppy and kitten formulas contain clinically proven antioxidants, including vitamins E & C, to support the immune system between vaccinations and help build a healthy immune system in 90 days.^{1,2} "Some owners get discouraged when their pet loses their shiny coat and healthy skin," says Caroline de Jaham, D.M.V., MScV, DACVD, [Centre Veterinaire DMV](#). "A recommendation including a pet food that keeps the epidermal layer strong and healthy can help a pet be more resistant to environmental stresses."

The feline formula is also formulated to produce a normal urinary pH and control the mineral building blocks of urinary stones and crystals to help adult cats and kittens maintain a healthy urinary tract.

Hill's Launches Healthy Advantage Pet Food

“I often tell my clients that removal of a urinary stone from their cat can be extremely costly both financially and emotionally,” adds Catherine Bolullo, mv, [Hospital Veterinaire Verdun](#). “We need to reinforce the message that preventive care needs to be the first option.”

Hill's Pet Nutrition Inc. manufactures [Hill's® Prescription Diet®](#) brand pet foods, therapeutic pet foods available only through veterinarians, and [Hill's® Science Diet®](#) brand pet foods sold through veterinarians and finer pet specialty stores. Founded more than 60 years ago with a unique commitment to pet nutrition and well-being, Hill's is committed to its mission to help enrich and lengthen the special relationships between people and their pets. Hill's produces high-quality, great-tasting pet foods owners can trust and give to their canine and feline companions as part of a veterinary health care team recommendation. This ultimately improves patient health and the health of the practice. For more information about Hill's Pet Nutrition Inc. and [Hill's Evidence-Based Clinical Nutrition™](#) visit [HillsVet.com](#), or search Hill's Pet Nutrition on [Facebook](#).

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- 1 Data on file, Hill's Pet Nutrition, Inc.
- 2 Fernandes G, Jolly CA, Lawrence RA. Nutrition and the immune system. In: Shills ME, Shike M, Ross AC, et al, eds. Modern Nutrition in Health and Disease. 10th ed. Philadelphia, PA: Lippincott Williams & Wilkins; 2006:670-684.