



Hill's Pet Nutrition to Showcase New Prescription Diet ONC Care, New Clinical Nutrition Dedicated to Support Cats and Dogs with Cancer

Available in March in the U.S. and rolling out globally through 2024, Prescription Diet ONC Care will help combat inappetence and provide high-quality nutrition for feline and canine oncology patients

Topeka, Kan. (February 18, 2023) – During WVC Annual Conference, [Hill's Pet Nutrition](#), a global leader in science-led nutrition, will showcase its new **Prescription Diet ONC Care**, a new therapeutic food formulated to provide exceptional taste and promote food intake in pets living with cancer – giving veterinarians a way to support the fight with each meal pet parents feed.

General nutrition goals for pets with cancer include preserving lean muscle, minimizing metabolic disturbances and GI intolerance to food, and optimizing quality of life¹; however, these goals can be difficult to meet and pets with cancer often exhibit lethargy, inappetence, and weight loss. Risks of malnutrition include significantly decreased response to treatment protocols and time of remission, increased mortality and morbidity, and an overall detrimental effect on quality of life.

Currently, there is not a veterinary standard for managing the nutritional needs of oncology patients, nor is there a therapeutic food designed specifically to meet their needs. New Prescription Diet ONC Care is designed to empower pet parents – whether they plan to pursue cancer treatment for their pet or not – by providing a highly palatable food that delivers maximum nutritional benefit with every bite. This nutrition is formulated to provide irresistible taste in each bowl to encourage an enthusiastic appetite. It includes highly digestible protein to help maintain muscle mass, strength and energy, and is made with Hill's proprietary ActivBiome+ technology, a blend of prebiotics that nourishes the gut microbiome and is shown to provide consistent stool quality. It is also designed with a unique, easy-to-chew

softer kibble. Like any therapeutic nutrition, use of Prescription Diet ONC Care requires veterinarian direction and supervision.

“Conversations with owners whose pets have cancer are complex and emotional. With Prescription Diet ONC Care, we provide veterinary professionals with a powerful new tool they can confidently recommend to pet parents to keep their pets eating and to help them maintain good quality of life for their pets,” said Dr. Karen Shenoy, U.S. Chief Veterinary Officer of Hill’s Pet Nutrition. “As Hill’s celebrates our 75th anniversary this year, we continue our relentless focus on impacting the lives of pets through the power of nutrition. Quality nutrition is so critical to supporting pets with cancer. This new innovation will help pet parents keep their pets eating, and therefore keep them fighting.”

Available in the U.S. beginning March, the new Prescription Diet ONC Care is the result of five years of research and development to better meet the healthcare needs of pets diagnosed with cancer. Additional studies are underway to explore further clinical benefits of the new food. The innovation will continue to roll out globally throughout this year into 2024.

Hill’s is a proud sponsor of WVC and will showcase Prescription Diet ONC Care at its booth #1437. For more information, visit HillsVet.com.

¹ Saker, KE. “Practical approaches to feeding the cancer patient,” [Today's Veterinary Practice, July/August 2014](#).

About Hill’s Pet Nutrition

Founded 75 years ago with an unwavering commitment to science-led pet nutrition, Hill's Pet Nutrition is on a mission to help enrich and lengthen the special relationships between people and their pets. Hill's is dedicated to pioneering research for dogs and cats using a scientific understanding of their specific needs. As a leading veterinarian recommended pet food brand, knowledge is our first ingredient with 220+ veterinarians, PhD nutritionists and food scientists working to develop breakthrough innovations in pet health. Hill's Prescription Diet therapeutic nutrition plus our everyday foods, Hill's Science Diet, Hill's Healthy Advantage and Hill's Bioactive Recipe, are sold at vet clinics and pet specialty retailers worldwide. For more information about our products and nutritional philosophy, visit HillsPet.com or HillsVet.com. To learn more about Hill's Food, Shelter & Love program, visit hillspet.com/shelter.

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