

Palatability



Hill's Commitment to Palatability

At Hill's, we recognize that high palatability is essential to therapeutic nutrition. That's why our pet foods taste great. This makes it easy for your clients to follow your recommendation, which ultimately improves patient care.

Tips for a Successful Transition

The veterinary healthcare team can strongly influence the success of a pet's transition to a new food. Here are some tips for your team:

- Advise clients to gradually transition their pets to the new food over a seven-day period
- Most pets readily eat a new food when this plan is followed
- When possible, do not start a pet on a therapeutic food while the pet is in the clinic. They may then associate the food with being in your clinic, being sick, and being frightened. It's usually best to start a therapeutic food after the animal gets home and feels more comfortable. They are less likely to refuse the food.

The gradual transition is especially important for sick pets who are switching to a new food, because they may already have a compromised appetite.

100% Guarantee

All Hill's® pet foods come with a 100% Guarantee that pets will love the taste, or your clients can return the unused portion for a full refund or replacement.

