



Hill's Pet Nutrition, Inc.
P.O. Box 148, Topeka, KS 66601-0148
PHONE: +1 800-548-8387
(Veterinary Consultation Services)

Dear Veterinary Colleague,

At Hill's Pet Nutrition, we aim to provide a comprehensive portfolio of wellness products to meet the needs of your patients. After careful consideration, Hill's has decided to discontinue the manufacture and sale of Hill's® Ideal Balance™ and focus on innovations in Hill's® Science Diet®. Hill's® Ideal Balance™ will be available to order through September 2019 or until inventory lasts.

We understand that this may impact your patients or even your own pets, so we want to ensure that you have enough time to ensure a successful transition. For most pets, our recommendation is to begin transitioning them to a Hill's® Healthy Advantage® or Hill's® Science Diet® product that is appropriate for the pet's life stage. For example, puppies on Hill's® Ideal Balance Natural™ Chicken & Brown Rice Recipe Puppy could be transitioned to Hill's® Science Diet® Puppy Chicken Meal & Barley Recipe or Hill's® Healthy Advantage® Puppy Chicken & Brown Rice Recipe.

If you need assistance in selecting an appropriate food for this transition, our wonderful team of veterinarians in the Hill's Veterinary Consultation Service (VCS) will be able to assist you. Did you know we have more than 100 years of veterinary nutritional experience at VCS? Please contact VCS at 1-800-548-VETS (8387) or vet_consult@hillspet.com.

Starting in July, we will have information on www.hillspet.com communicating the discontinuation of Hill's® Ideal Balance™ to our consumers.

Thank you for your continued support. We look forward to sharing future innovations with you.

Sincerely,

Jolle Kirpensteijn, DVM, Ph.D., DACVS, DECVS

Chief Professional Veterinary Officer, Hill's US