

Unleashing your patient's microbiome: Hill's Science Diet with ActivBiome+ Multi-Benefit bundle

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When it comes to pet nutrition, Hill's has been a trusted name in homes across the globe for over 75 years. Our legacy as pet food experts rests on our commitment to groundbreaking research and development, which has now culminated in one of our most exciting innovations yet: Hill's ActivBiome+ Multi-Benefit Bundle coming soon to Hill's Science Diet Adult Life Stage dry foods. This latest advancement marks a significant milestone in pet nutrition, bringing a revolutionary approach to supporting pet health and longevity.

The science behind ActivBiome+ Multi-Benefit Bundle

The ActivBiome+ Multi-Benefit Bundle consists of a blend of prebiotic fibres and antioxidants, specifically selected to target three primary areas vital to a pet's health as they age: digestion, immune system, and organ health. Our special blend includes FOS (fructooligosaccharides) and oat beta-glucan fibres, which are renowned for their prebiotic properties. These ingredients are paired with the powerful antioxidants, Vitamins C and E, to offer a breakthrough nutritional solution to help build a foundation for lifelong health.

The power of antioxidants

Antioxidants play a crucial role in inhibiting oxidation caused by free radicals, a key factor in ageing and cellular damage. By incorporating high levels of Vitamins E and C into our ActivBiome+ multi-benefit blend, we provide pets with the support they need to maintain a healthy immune system, promote healthy organ function and guard against premature ageing.

Why prebiotics matter: beyond digestion

While prebiotics are widely recognised for their positive impact on the gut microbiome, recent research reveals their broader influence on systemic health. ActivBiome+ Multi-Benefit's blend of prebiotic fibres nourish the beneficial microbes in a pet's microbiome, leading to the production of beneficial end-products which not only positively impact digestive health, but also help fortify the immune system, participate in energy metabolism in the body and support the function of vital organs including the brain, liver and kidneys. These microbes also generate antioxidants in addition to the antioxidant component of the ActivBiome+ multi-benefit bundle (Vitamins C and E), to give additional support for a pet's immune system and organ function. This holistic approach helps pets live long, healthy lives.

Trusted leaders in pet nutrition

Hill's Science Diet with ActivBiome+ multi-benefit is the culmination of a combined 40 years of in-depth microbiome and antioxidant research at Hill's Pet Nutrition, involving collaboration between our nutritionists, PhD scientists, and veterinarians. In addition, Hill's Science Diet foods carry an AAFCO feeding trial nutritional adequacy statement, assuring vets and pet parents alike that we are providing the best nutrition to pets.

For example, an AAFCO feeding trial proving a food is suitable for maintenance of adult cats and dogs takes at least six months, with the test food the sole source of nutrition. Daily food consumption and weekly body weights are recorded, blood tests are conducted, and the animals receive a thorough vet exam twice during the period.

Feeding trials are the 'gold standard' for determining nutritional adequacy, taking into account the food's digestibility and also nutrient absorption & metabolism to understand if the formula is meeting expectations. This allows us to observe firsthand the positive impacts of our nutrition before it reaches pets worldwide. Hill's goes the extra mile to ensure we are providing the best nutrition to your pets.

A clear difference in pet nutrition

The introduction of Hill's Science Diet with ActivBiome+ Multi-Benefit gives Science Diet Adult life stage dry foods a clear point of difference in a crowded pet food market. This innovation symbolises our unwavering dedication to advancing pet nutrition through science and research.

In essence, Hill's Science Diet Adult life stage dry foods with ActivBiome+ Multi-Benefit represents a new era in pet health, providing balanced nutrition that supports pets' digestion, immune system, and organ health. At Hill's, we are proud to continue our mission of enriching and lengthening the special relationships between people and their pets, helping pets live happy, healthy lives.