

Introducing New Hill's® Ideal Balance™ Natural Ingredients Perfectly Balanced Available in Natural Pet Food Aisles

Natural Pet Food Crafted by Pet Nutritionists Who Know How to Perfectly Balance Natural Ingredients for Better Health

TOPEKA, Kan. (Feb. 20, 2013) – Hill's Pet Nutrition is unveiling the [Hill's Ideal Balance brand](#) and line of food for dogs and cats that combines [natural](#) ingredients with the Hill's perfectly balanced nutrition that consumers trust. The new Hill's Ideal Balance will be the first new brand from Hill's since the launch of Science Diet® in 1968.

"We are excited to introduce the Hill's Ideal Balance brand that gives consumers an unprecedented [natural](#) pet food choice," said Hill's U.S. President Kostas Kontopanos. "Hill's Ideal Balance maintains the promise of advanced nutrition crafted by pet nutritionists and is the new [natural](#) brand of pet food guaranteed to be perfectly balanced."

The new Hill's Ideal Balance dog and cat food formulas feature:

- Fresh Chicken or [Natural](#) Salmon to help keep pets slim and trim (1st ingredient)
- Brown Rice for healthy digestion
- Fruits and Vegetables for a healthy immune system
- No corn, wheat or soy
- Grain-free options for dogs and cats
- Dry foods that are made in the USA in Hill's own manufacturing facilities
- 100% balanced nutrition, guaranteed or your money back

"A more precise understanding of ingredient preferences helped us develop a [natural](#) pet food that reflects what pet parents told us they want while ensuring the right nutrition for pets," said Kontopanos. "The result is a new [natural](#) pet food choice that delivers on all the expectations of the [natural](#) shopper. Even in [natural](#) foods, it is important not to have too much or too little of key nutrients. Hill's Ideal Balance delivers perfectly balanced nutrition for pets' overall health."

In designing the new formulas, Hill's sought significant consumer input to better understand ingredient preferences. Hill's team of pet nutritionists then leveraged this research into the careful selection of high-quality ingredients to create great tasting pet food recipes with optimal levels of over 50 nutrients. Varieties were developed for life stage (puppy/kitten, adult and mature), size (small and large breed for dogs) and grain-free.

In addition to the dry food selection, the new Hill's Ideal Balance line also features 12 new wet food varieties: six each for cat and dog. To offer pet parents a wide variety of protein sources, Hill's is also introducing new ones like Venison, Trout and Salmon. Like all Hill's products, Ideal Balance wet foods have been formulated to Association of American Feed Control Officials' (AAFCO) strict guidelines, as well as Hill's precise nutrient profiles, to offer perfectly balanced nutrition. The wet foods can be served as wholesome balanced diets by themselves or can be fed in addition to dry foods, following the feeding guide on the labels.

Along with these changes, pet parents will see unique, break-through packaging and can now find Ideal Balance in the [natural](#) food sections of most specialty pet food retailers. Hill's began shipping the new product to pet retailers and veterinarians this month.

In addition to its commitment to evidence-based nutrition, Hill's has made significant investments in food safety with manufacturing and quality procedures that are modeled after human food practices. Hill's products are developed in its Global Hill's Pet Nutrition Center in Topeka, Kansas by an international team of 150 veterinarians and pet nutrition scientists. Hill's Ideal Balance dry pet food is manufactured in Hill's own facilities, using high quality ingredients sourced from North America and Europe and under the supervision of Hill's employees to ensure industry-leading food safety.

About Hill's Pet Nutrition

Hill's Pet Nutrition Inc. manufactures Hill's® Prescription Diet® brand pet foods, therapeutic pet foods available only through veterinarians, Hill's® Science Diet® brand pet foods and the new Hill's® Ideal Balance™ 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 [HillsPet.com](#), or visit us on [Facebook](#), keywords "Hill's Pet Nutrition."

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