



"HEALTHY HABITS" WEIGHT LOSS PROGRAM



A free weight loss program designed to help establish compliance and reward your pets' success for healthy weight loss.

Why does my pet need the "Healthy Habits" Weight Loss Program?

Some of the benefits that pets at a healthy weight enjoy compared to overweight pets of the same age and breed:



Increased Life Span

A study of age-matched Labrador Retrievers found that dogs kept on the slender side of normal lived a median of 2.5 years longer than their overweight counterparts.

Greater Activity/Less Arthritis

The overweight animal has extra unneeded stress on joints, including the discs of the vertebrae. This extra stress leads to the progression of joint degeneration and creates more pain. Weight management alone decreases and can even eliminate the need for arthritis medications. The problem is compounded as joint pain leads to decreased mobility, which in turn leads to greater obesity. Conversely, healthy weight pets are much more active.

Fewer Respiratory Problems

The obese pet has a good inch or two of fat forming a constricting jacket around the chest. This makes the pet less able to take deep breaths as more work is required to move the respiratory muscles. Areas of the lung cannot fully inflate, so coughing results. The pet also overheats more easily. Many cases of tracheal collapse can be managed with only weight loss.



Lower Incidence of Diabetes Mellitus

Extra body fat leads to insulin resistance in cats just as it does in humans. In fact, obese cats have been found to have a 50% decrease in insulin sensitivity. Weight management is especially important in decreasing a cat's risk for the development of diabetes mellitus.

Less Chance of Liver Disease

When an overweight cat goes off food or partially off food because of illness or psychological stress, body fat is mobilized to provide calories. Unfortunately, the cat's liver was not designed to process a large amount of body fat. The liver becomes infiltrated with fat and then fails. A stress that might have been relatively minor, such as a cold, becomes a life-threatening disaster.

Better Candidate for Elective or Emergency Surgery and Anesthesia

Obesity poses an extra anesthetic risk because drug dosing becomes less accurate. (It is hard to estimate a patient's lean body mass for drug dosing if it is encased in a fat suit.) Furthermore, anesthesia is inherently suppressive to respiration and adding a constrictive jacket of fat only serves to make proper air exchange more challenging. Further still, surgery in the abdomen is hampered by the slippery nature of the extra fat as well as difficulty visualizing all the normal structures through the copious fat deposits. One never knows when a pet will require an emergency surgery (to say nothing of regular teeth cleanings).



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**A free weight loss program with
discounted foods courtesy of
Valley Veterinary Hospital and
Hills Pet Nutrition**

***The total value of free technician
counseling and discounted/free
food is approximately \$155 over
a four month period.***

Program schedule and benefits:

Initial counseling and setting of
weight loss goals with your
veterinarian

**\$12 instant discount coupon off
first bag of Hills Prescription
Diet to start program**

*First recheck weigh in and
counseling with technician in 4
weeks*

**\$10 instant discount coupon off
second bag of Hills Prescription
Diet**

*Second recheck weigh in and
counseling with technician at
8-10 weeks.*

**\$8 instant discount
coupon off third bag of
Hills Prescription Diet**

*Third recheck weigh in and
counseling with technician at
12-14 weeks*

**\$15 mail in coupon for
Hills Prescription Diet**

*Final recheck with technician
counseling and celebration of
your successful completion of
the Healthy Habits program
at 16-20 weeks*

**FREE MEDIUM SIZED BAG
OF THE PRESCRIPTION
DIET OF YOUR CHOICE**

Following completion of this
initial phase of the Healthy
Habits Program, free regular
weigh ins are encouraged to
ensure healthy weights are
maintained.