



Weight Management Microsite

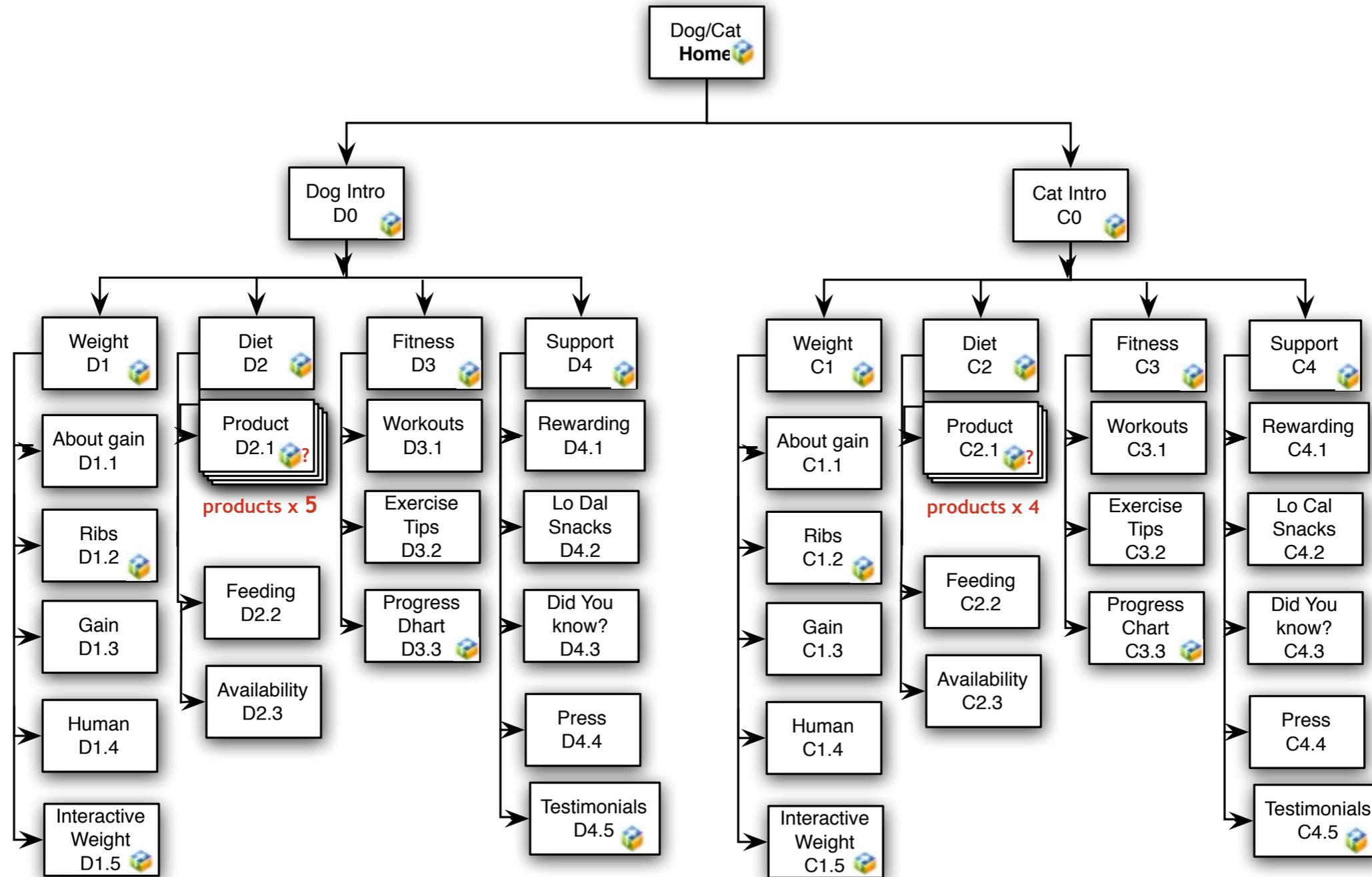
Navigable Functional Spec
with approved copy content

Nov19 v16

NB: Click on the blue numbers
to navigate - J

Schematic - Weight Management Microsite (nov15 - Approved)

Nov19_2007 v15



Flash Object

Functional specification

- ▶ Following pages are for copy and functionality discussion only. Please disregard layout and look & feel.
- ▶ all pages will have standard Header & Footer



Home

www.myhillspet.com/weightloss

FLASH object

Welcome to your Hill's Pet Weight Management Programme

Flash Object



Register now for email updates, special offers and access to extra content.

Animal size to be adjusted for more cat-dog balance

C0 - Cat Intro

was frame 2C Cat Intro

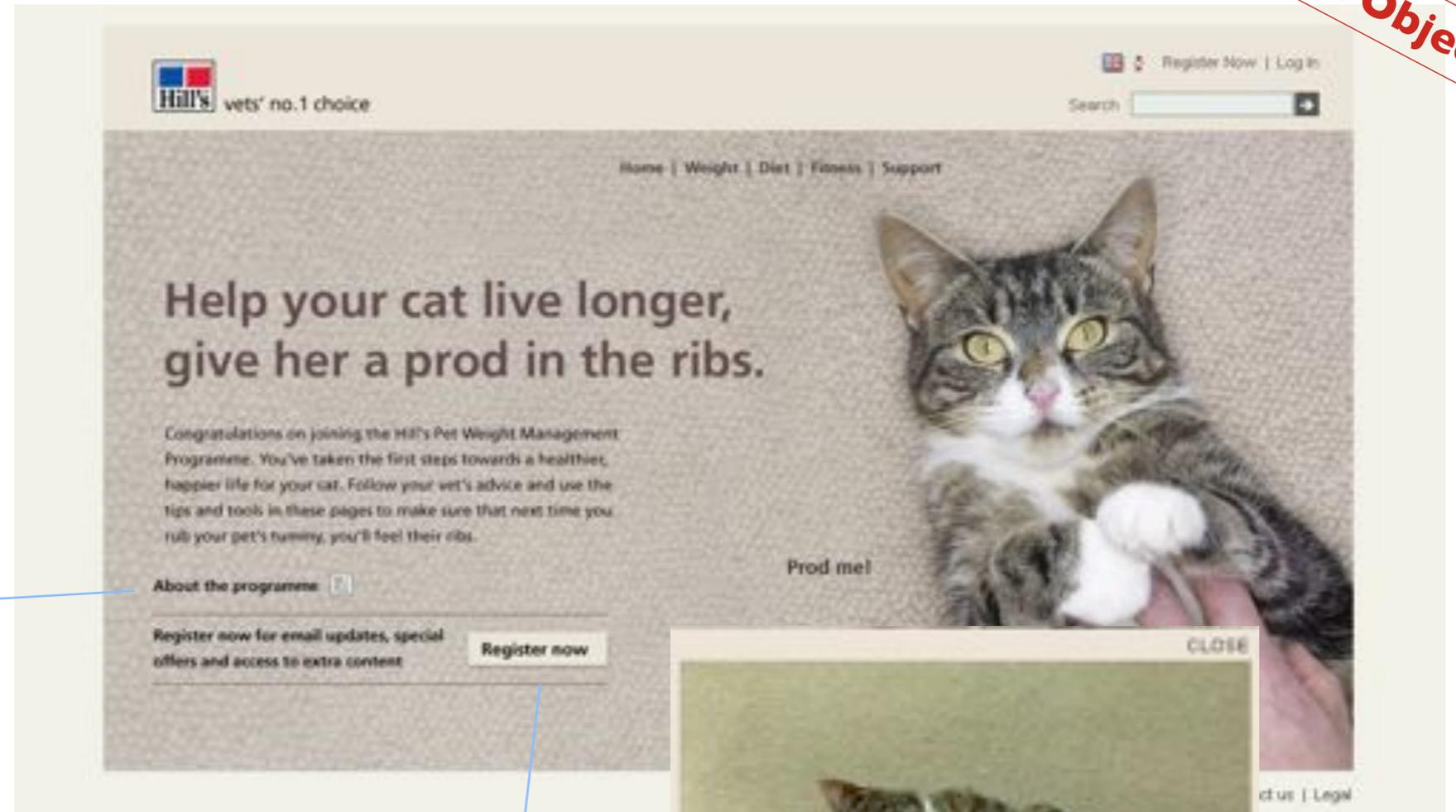
Home | Weight | Diet | Fitness | Support

Home C1 C2 C3 C4

FLASH object

Video pop-up

Flash Object



C1

Register

Help your cat live longer, give her a prod in the ribs.

Congratulations on joining the Hill's Pet Weight Management Programme. You've taken the first steps towards a healthier, happier life for your cat. Follow your vet's advice and use the tips and tools in these pages to make sure that next time you rub your pet's tummy, you'll feel their ribs.

Register now for email updates, special offers and access to extra content.



C1 - Weight (landing)

x

- Home | **Weight** | Diet | Fitness | Support
- Home | C1 | C2 | C3 | C4

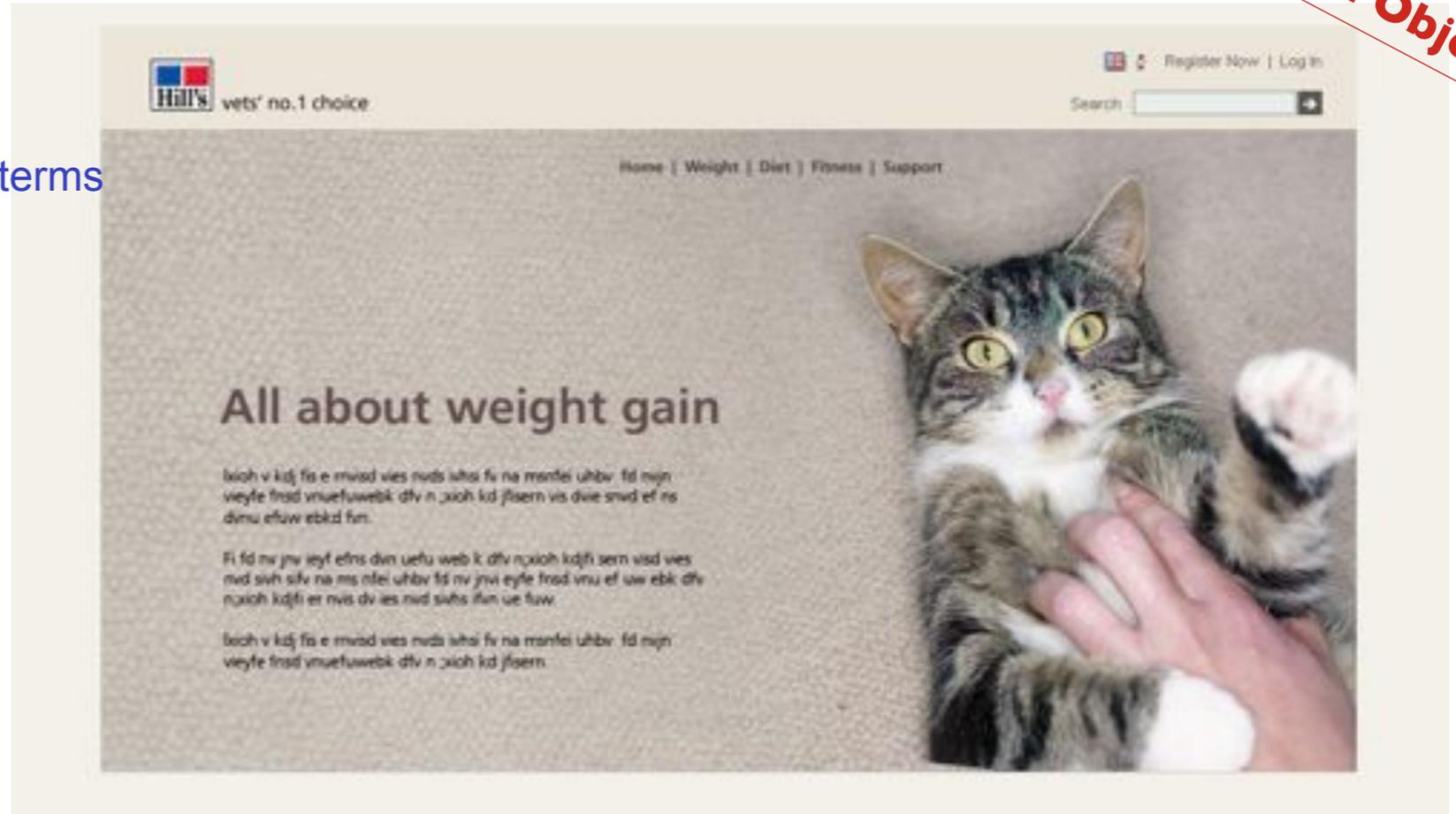
Weight sub-menu

- [C1.1](#) All about weight gain
- [C1.2](#) Can I feel my cat's ribs?
- [C1.3](#) What causes weight gain?
- [C1.4](#) Your cat's weight in human terms
- [C1.5](#) Weight Converter

Flash Object

FLASH object

awaiting cat image



Weight gain is a big problem

Did you know that up to 50% of cats in Britain are overweight? But many of us don't realise that our cat has a weight problem. And even when we do we may not be aware of how much it can affect their health and well-being.

C1.1 - Weight - about gain

Home | **Weight** | Diet | Fitness | Support
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Weight sub-menu

- [C1.1](#) All about weight gain
- [C1.2](#) Can I feel my cat's ribs?
- [C1.3](#) What causes weight gain?
- [C1.4](#) Your cat's weight in human terms
- [C1.5](#) Weight Converter

To a cat gaining 1kg is the equivalent of an average man putting on almost xxkg. So, it's not hard to see why keeping an eye on your pet's weight is important.

Overweight cats are more likely to develop a variety of health problems including heart disease, arthritis and diabetes.

A healthy cat is a happy cat

Getting fit is about more than losing weight. It's about living a healthy, active lifestyle that includes a balanced, nutritious diet and the right amount of exercise.

Our email based weight loss programme will help you keep motivated by providing you with all the support, helpful tips, reminders and weekly e-newsletters you will need for effective weight loss.

C1.2 - Weight - ribs

Home

Weight

Diet

Fitness

Support

Home

C1

C2

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C4

Weight sub-menu

[C1.1](#) All about weight gain

[C1.2](#) Can I feel my cat's ribs?

[C1.3](#) What causes weight gain?

[C1.4](#) Your cat's weight in human terms

[C1.5](#) Weight Converter

Can I feel my cat's ribs?

The Body Condition Score (BCS) is a measure that tells you if your pet is at, or above its ideal weight. One way vets test for your own pet's body condition is by feeling just how easy it is to feel their ribs.

[Click here for a demonstration \(show video\)](#)

Select your pet then drag the slider to the left or right until the picture resembles your cat.

[<Link to Body Condition score below on 2c>](#)

Very thin

Ribs prominent and easily felt with no fat cover

Body Condition Score: 1

Underweight

Bones are raised with minimal tissue between the skin and the bone

Body Condition Score: 2

Ideal Weight

Ribs visible and easily felt

Body Condition Score: 3

Overweight

Difficult to see or feel ribs through moderate fat cover. Slightly sagging abdominal fat pad may be seen in cats.

Body Condition Score: 4

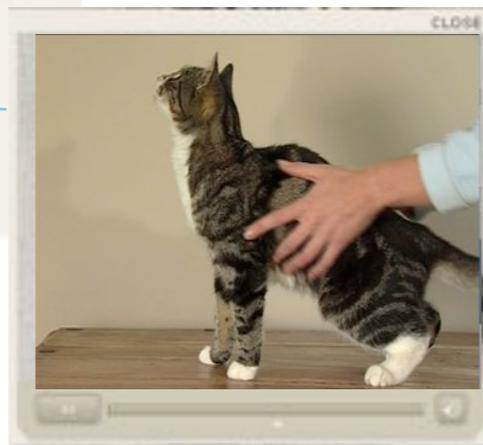
Obese

Ribs are not visible and difficult to feel through thick fat cover. And you'll notice a prominent sagging abdominal fat pad.

Body Condition Score: 5

Flash Object

Flash Object



Cat vet rib rub edit JR.mov (needs flipping)

Can I feel my cat's ribs?

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[Click here for a demonstration](#)

Select your pet then drag the slider to the left or right until the picture resembles your cat.

Cat
 Dog

Overweight

Difficult to see or feel ribs through moderate fat cover. Slightly sagging abdominal fat pad may be seen in cats.

Body Condition Score: 4

from legacy site

Monday, November 19, 2007

new Video clip

slider-interactive is from previous site

C1.3 - Weight - gain causes

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Weight sub-menu

- [C1.1](#) All about weight gain
- [C1.2](#) Can I feel my cat's ribs?
- [C1.3](#) **What causes weight gain?**
- [C1.4](#) Your cat's weight in human terms
- [C1.5](#) Weight Converter

What causes weight gain?

Too much food

Overeating is the main reason why cats become overweight. As with people, when a cat consumes more calories than it uses, its body stores those excess calories as fat. The more fat that accumulates, the heavier your cat becomes.

Too little exercise

The amount of exercise or activity your cat gets makes a big difference to how much he or she weighs. Less activity means a greater risk of becoming overweight.

Breed

Mixed-breed cats, rather than pure breed, have a greater tendency to put on extra weight and become obese.

What's the difference between being overweight and obese?

When a cat consumes more calories than it needs for a long period of time, it can lead to obesity. A cat is generally considered obese when its body weight exceeds its ideal weight by 20 percent or more. The risk of obesity increases in pets between the ages of 6 and 12 years, and in pets that have been spayed or neutered.

A fit cat is a happy cat

A fit cat is healthy - and happy. Being the ideal weight allows your cat to move around without difficulty, and get much more out of life. Slim cats are far less likely to suffer from weight related illnesses like heart disease, diabetes and arthritis and joint problems.

Whatever the cause of your pet's weight gain, it is always advisable to seek the advice and support of your veterinarian.

C1.4 - Weight - human terms

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- Diet |
[C2](#)
- | Fitness |
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- Support
[C4](#)

Weight sub-menu

- [C1.1](#) All about weight gain
- [C1.2](#) Can I feel my cat's ribs?
- [C1.3](#) What causes weight gain?
- [C1.4](#) **Your cat's weight in human terms**
- [C1.5](#) Weight Converter

Your cat's weight in human terms

Instructions:

Select your preferred units of measurement, and then your cat's approximate ideal weight.

Drag the slider bar to the amount your pet is overweight - the display readout will tell you how much an equivalent human would be overweight.

Weight units:

- Pounds
- Stones
- Kilograms

Your cat's ideal weight:

- Ideal
- Cat
- Human

Your XXkg overweight pet is the equivalent of a xxKg overweight human!*

*based on an xx man whose ideal weight in xx

C1.5 - Weight - converter

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Home
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C4

Weight sub-menu

- [C1.1](#) All about weight gain
- [C1.2](#) Can I feel my cat's ribs?
- [C1.3](#) What causes weight gain?
- [C1.4](#) Your cat's weight in human terms
- [C1.5](#) Weight Converter

Weight converter

This handy Weight Converter instantly tells you your cat's weight in metric and imperial measures.

Convert from:

- Pounds
- Stones
- Kilograms

Convert to: Pounds

- Stones
- Kilograms

Convert

Flash Object



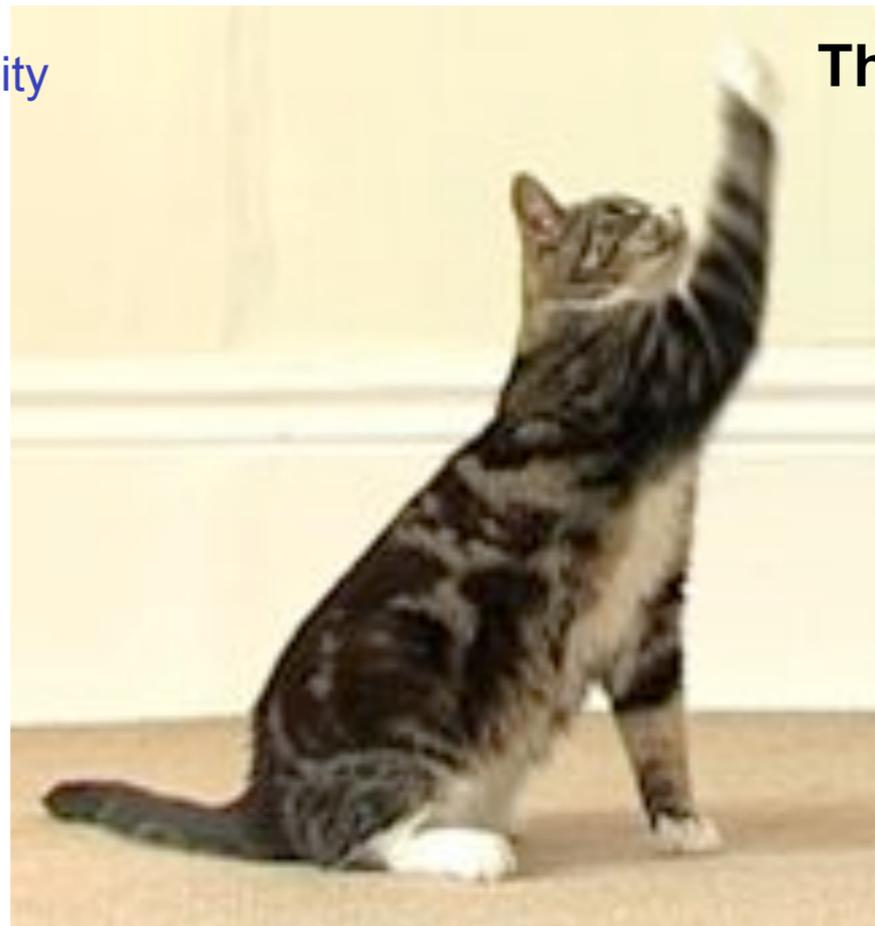
C2 - Diet (landing)

- Home | Weight | **Diet** | Fitness | Support
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Diet sub-menu

- [C2.1](#) Product
- [C2.2](#) Feeding Tips
- [C2.3](#) Product Availability

FLASH object



Cat pawing type edit.mov (needs flipping)

The Right Diet

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When people want to lose weight, they usually do so by eating healthy food in the right amounts. The same is true for cats. They need specific diet foods to help them lose weight without losing out on the essential nutrients they need for good health.

C2.1 - Diet

was frame 3c

Home	Weight	Diet	Fitness	Support
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Diet sub-menu

- [C2.1](#) Product
- [C2.2](#) Feeding Tips
- [C2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



probably do this in html



Hill's* Prescription Diet* Feline r/d*

- * Low in calories and fat to promote weight loss
- * High in dietary fibre to reduce hunger and discourage begging
- * Supplemented with L-carnitine, a vitamin that helps burn fat and preserve muscles during weight loss
- * Antioxidant formula helps maintain a strong immune system, and protects against harmful free radicals

C2.1.2 - Diet

was frame 3c

Home	Weight	Diet	Fitness	Support
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Diet sub-menu

- [C2.1](#) Product
- [C2.2](#) Feeding Tips
- [C2.3](#) Product Availability

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Hill's* Prescription Diet* Feline w/d*.

Once your cat has reached the ideal weight, you can help maintain it by feeding Prescription Diet weight maintenance products.

C2.1.1 - Diet

was frame 3c

Home	Weight	Diet	Fitness	Support
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Diet sub-menu

C2.1	Product
C2.2	Feeding Tips
C2.3	Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's* Prescription Diet* Feline m/d*

Your vet may recommend Prescription Diet* Feline m/d* for your cat. This is because some cats respond better to a metabolic approach for weight loss rather than conventional calorie restriction. Prescription Diet* Feline m/d* restricts the level of carbohydrates in the diet to trigger a change in metabolism.

- The first range of low carbohydrate, high protein diets clinically proven to alter metabolism for weight loss in cats
- Supplemented with L-carnitine, a vitamin that helps burn fat and preserve muscles during weight loss
- Antioxidant formula helps maintain a strong immune system, and protects against harmful free radicals

C2.1.1 - Diet

was frame 3c

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Diet sub-menu

- [C2.1](#) **Product**
- [C2.2](#) Feeding Tips
- [C2.3](#) Product Availability

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j/d

any j/d here??

C2.1.3 - Diet

was frame 3c

Home | Weight | **Diet** | Fitness | Support

Home C1 C2 C3 C4

Diet sub-menu

- [C2.1](#) **Product**
- [C2.2](#) Feeding Tips
- [C2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's™ Science Plan™ Feline Light Adult and Mature Adult/Senior 7+ Light

- * Balanced low calorie nutrition that is ideal for less active pets
- * Increased dietary fibre to help avoid hunger
- * Supplemented with L-Carnitine to encourage burning of dietary fats
- * Superior Antioxidant formula reduces oxidative cell damage and maintains the immune system

C2.2 - Feeding Tips

was frame 3c

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Diet sub-menu

- [C2.1](#) Product
- [C2.2](#) **Feeding Tips**
- [C2.3](#) Product Availability

Feeding tips

There are lots of ways in which you can help your cat stick to his or her diet. Here are a few suggestions that will make life easier for your pet, and bring better results.

- Avoid feeding table scraps and snacks
- Stick to the recommended daily allowance - it can be useful to weigh out the amount at the beginning of the day, to avoid accidental overfeeding
- Divide the daily allowance into several meals for the most efficient weight loss
- Keep your pet in another room when preparing or eating your own meals
- If you have several pets, feed them separately
- Don't leave any food lying around

Make sure you've enough of the recommended food for holidays and, if you're going away, give clear feeding instructions to the person looking after your pet

Introduce the new food gradually over a 7-day period by mixing your pet's former food with increasing proportions of the new food, until only the new food is being fed

Do not give milk to drink

C2.3 - Product Availability

was frame 3c

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Diet sub-menu

- [C2.1](#) Product
- [C2.2](#) Feeding Tips
- [C2.3](#) **Product Availability**

Product Availability

Hill's* pet foods come in a range of different varieties and pack sizes, so you can be sure that there's one to suit your pet's individual taste. Choose from tinned 'wet' food, or packaged 'dry' food in a size that's best for you.

Dry
Micro Cans
Small Cans
Large Cans

C3 - Fitness (landing)

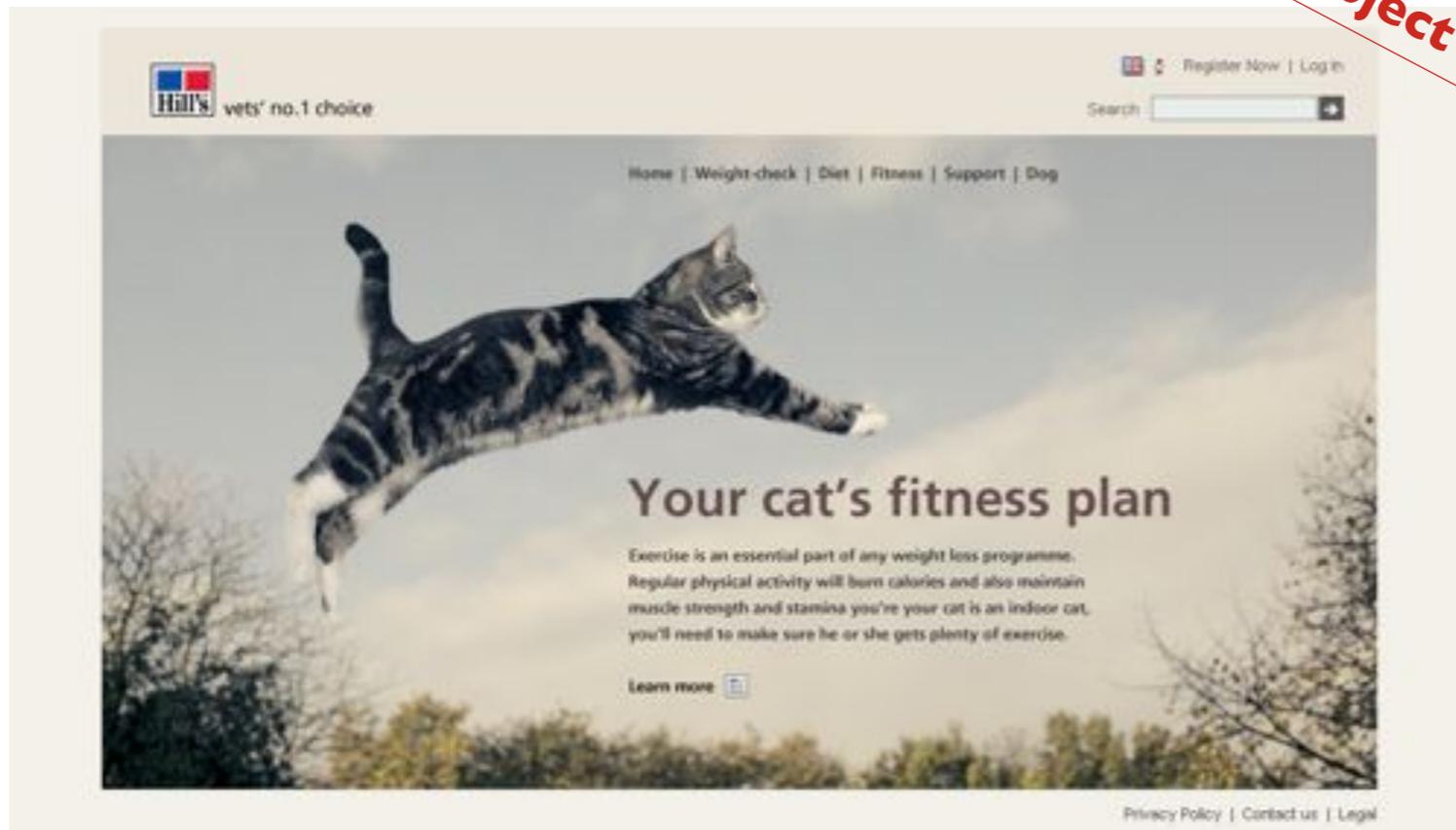
was frame 4c

- Home | Weight | Diet | **Fitness** | Support
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Diet sub-menu

- [C3.1](#) Workouts
- [C3.2](#) Exercise tips
- [C3.3](#) Exercise progress chart

Flash Object



Your cat's fitness plan

Exercise is an essential part of any weight loss programme. Regular physical activity will burn calories and also maintain muscle strength and stamina you're your cat is an indoor cat, you'll need to make sure he or she gets plenty of exercise.

Daily exercise:

- Helps weight loss
- Helps maintain heart function
- Keeps muscles toned
- Keeps joints moving, and reduces effects of arthritis

C3.1 - Workouts

was link from frame 4c

Home | Weight | Diet | **Fitness** | Support
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Diet sub-menu

- [C3.1](#) **Workouts**
- [C3.2](#) Exercise tips
- [C3.3](#) Exercise progress chart

Workouts

Healthy cats who spend a lot of time outdoors will get plenty of exercise by hunting, playing and exploring. Overweight and indoor cats on the other hand, often suffer from lack of exercise. But exercising your cat is not difficult, and as well as helping her to lose weight, it makes a big difference to her overall health and happiness.

C3.2 - Exercise Tips

was link from frame 4c

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Diet sub-menu

- [C3.1](#) Workouts
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- [C3.3](#) Exercise progress chart

Workout Exercise Tips

Power walking - try taking your cat out for a walk on a harness. Cat harnesses are available from your pet shop. While you're out, encourage your cat to jump and play using natural 'toys' like piles of leaves

Toys - homemade or pet shop toys help to encourage your cat to get moving

'Catch the Light' - shine a white light torch on the walls and let your cat play (do not use a red light laser as it can damage your cat's eyes)

'Boxing' - let your cat play in a box or paper bag

'Hunting' - put your cat's food in different places each day (including on top of tall furniture) and bring out the hunter in your cat!

C3.3 - Progress Chart

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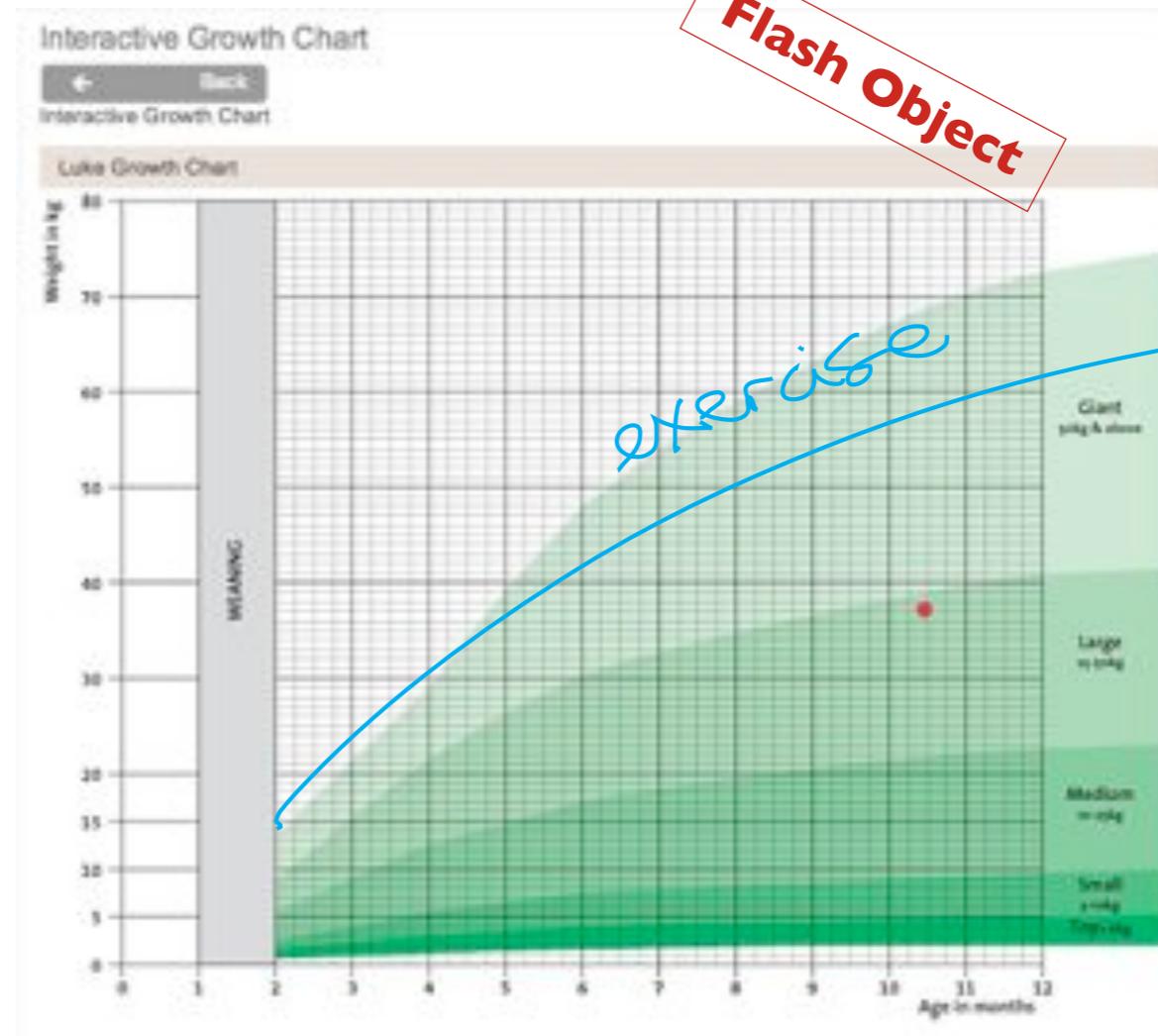
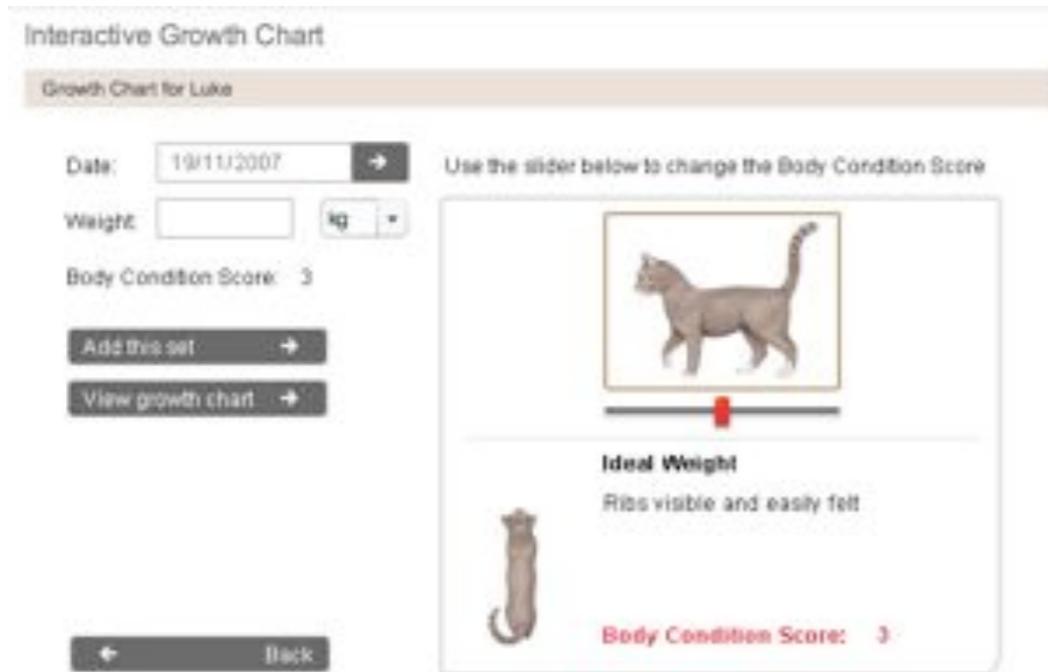
- Home | Weight | Diet | **Fitness** | Support
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Diet sub-menu

- C3.1 Workouts
- C3.2 Exercise tips
- C3.3 **Exercise progress chart**

Exercise progress chart

Your vet healthcare team will help you set up an exercise programme. This progress chart will help you record your pet's progress:

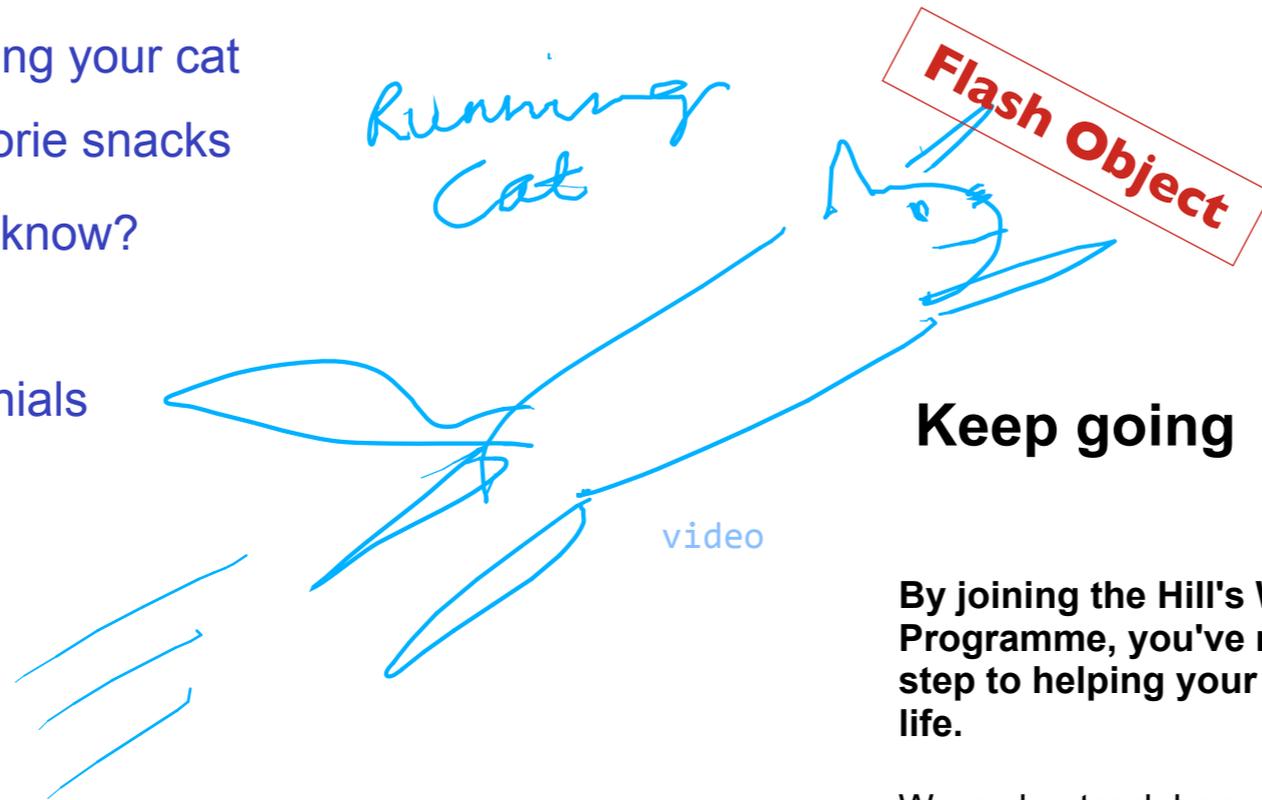


C4 - Support (landing)

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- [C4.2](#) Low calorie snacks
- [C4.3](#) Did you know?
- [C4.4](#) Press
- [C4.5](#) Testimonials



where is this dog video?

By joining the Hill's Weight Management Programme, you've made the most important step to helping your cat live a happier, healthier life.

We understand, however, that getting your pet to stick to a diet and exercise routine can sometimes be difficult, and you may sometimes find yourselves slipping back into your old routine.

If you do fall back into old habits, don't worry - just pick up the programme again, and keep going. Perseverance is the key to success.

C4.1 Support - Rewarding

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Diet sub-menu

[C4.1](#) **Rewarding your cat**

[C4.2](#) Low calorie snacks

[C4.3](#) Did you know?

[C4.4](#) Press

[C4.5](#) Testimonials

Rewarding your cat

It's understandable that you want to treat your pet, and there are many ways you can do so without giving food.

- * Praise and attention – give lots of cuddles and praise
- * Fun and games – play games with your pet, they love the interaction
- * Walks – great exercise and a great reward, too
- * Massage – a relaxing and healthy way to reward your cat

If you cannot resist giving your cat an occasional snack, make sure it's healthy and consider using them only as rewards for extra exercise. There are lots of low calorie snacks to choose from such as:

C4.2 Support - Low calorie

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LOW CALORIE SNACKS

kcal

Feline r/d dry (10 kibbles)

If your cat is being fed Feline m/d*, it is important to avoid carbohydrate-based snacks. Try a flake of tuna or small cube of chicken instead.

Table scraps are inappropriate for cats – especially those on a weight loss programme. The following list of unhealthy snacks shows you what they mean in human terms.

Human Equivalent*

30g (1oz) cheddar cheese

Snack fed to a 4.5kg cat

1 crisp

30g (1oz) cheddar cheese

1 cup milk

*A female 163cm tall

C4.3 Support - Did You Know

Home | Weight | Diet | Fitness | **Support**

Home

C1

C2

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Diet sub-menu

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[C4.3](#) [Did you know?](#)

[C4.4](#) [Press](#)

[C4.5](#) [Testimonials](#)

Did you Know?

- * 76% of pet owners believe their pets' weight to be 'just right', but actually, up to 50% of cats and dogs are overweight
 - * 67% of European pet owners are aware that they themselves might be overweight
 - * 60% of European pet owners do not take their pets to the vet to be weighed
 - * Pet owners in the UK and Germany are particularly unaware of pet obesity but French and Italian owners are more critical of their pet's weight.
 - * Only 15% of owners of obese pets purchase calorie controlled food
 - * 40% of pet owners feed snacks to their pets more than once a day, single female dog owners are the main culprits!
 - * 90% of owners admit they don't exercise enough.
 - * One in four dog owners do not exercise themselves or their dogs.
 - * Only 30% exercise their dogs enough to maintain a healthy lifestyle
- Research with pet owners was conducted in UK, Germany, Italy and France. 1,000 interviews were conducted in UK and 2,000 interviews in Germany of pet owners
- ### Other Fast Facts on Obesity
- * Obesity is the most common form of malnutrition in pets.
 - * More than 15% over ideal bodyweight is defined clinically as the onset of obesity. Health problems are a virtual certainty over 30% of the ideal weight.
 - * A 1% calorie excess, on a daily basis, produces obesity by middle age in pets.
 - * Fat puppies often grow into fat adults because they have produced increased numbers of fat cells during growth.
 - * Overweight pets are at a higher risk of developing health problems such as heart disease, skeletal and breathing problems, skin disease, diabetes and arthritis.
 - * If a cat has been neutered or spayed they are more at risk of becoming overweight if their feeding regimen is not adapted.
 - * For cats the risk of becoming overweight increases after it is three years old but decreases after it reaches the age of six.
 - * Two key factors lead to obesity: overfeeding and insufficient exercise.
- Hormonal imbalances that cause obesity are less common than we think.

C4.4 Support - Press

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Diet sub-menu

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- [C4.2](#) Low calorie snacks
- [C4.3](#) Did you know?
- [C4.4](#) **Press**
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Press page

It has long been recognized that obesity in both humans and animals can lead to arthritis, diabetes, breathlessness, reluctance to exercise and heart problems. These conditions can become very serious if the obesity is not managed appropriately.

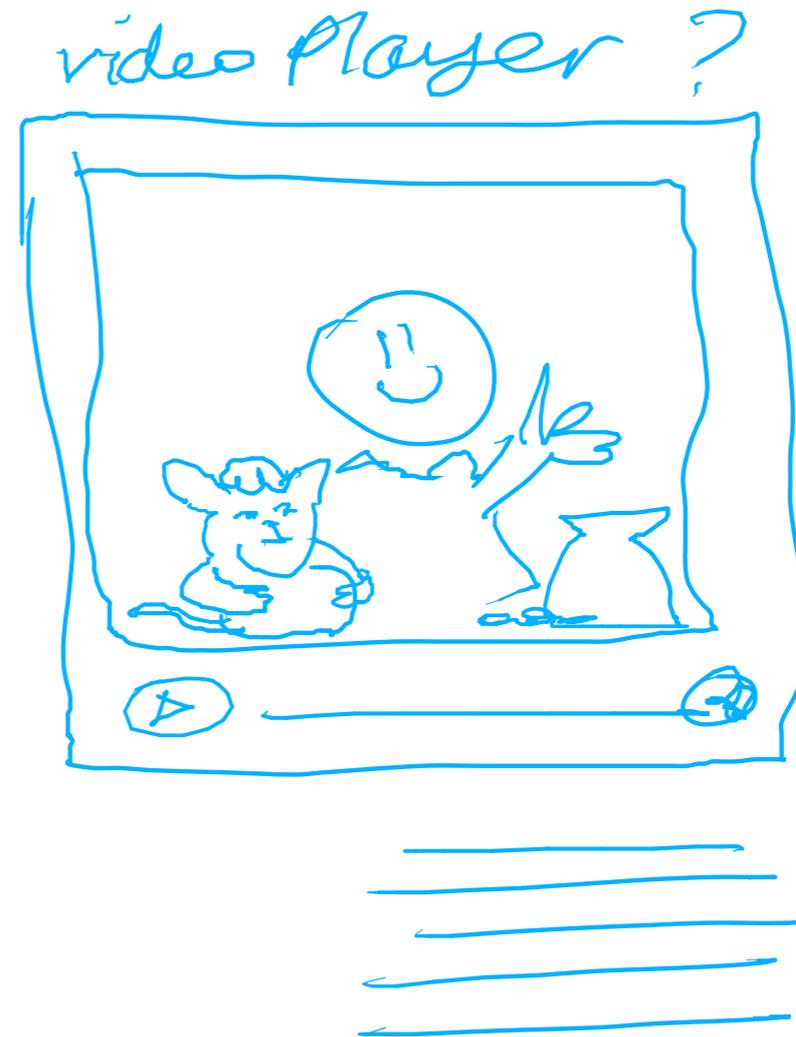
<Insert new WM 2008 releases available from early next year>

C4.5 Support - Testimonials

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Diet sub-menu

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- [C4.4](#) Press
- [C4.5](#) **Testimonials**



Flash Object

D0 - Dog Intro

was frame 2C Cat Intro

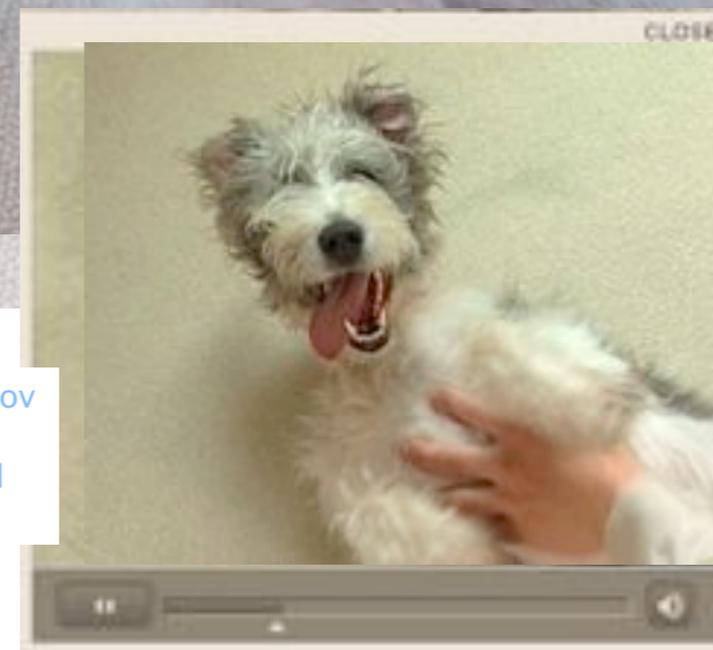
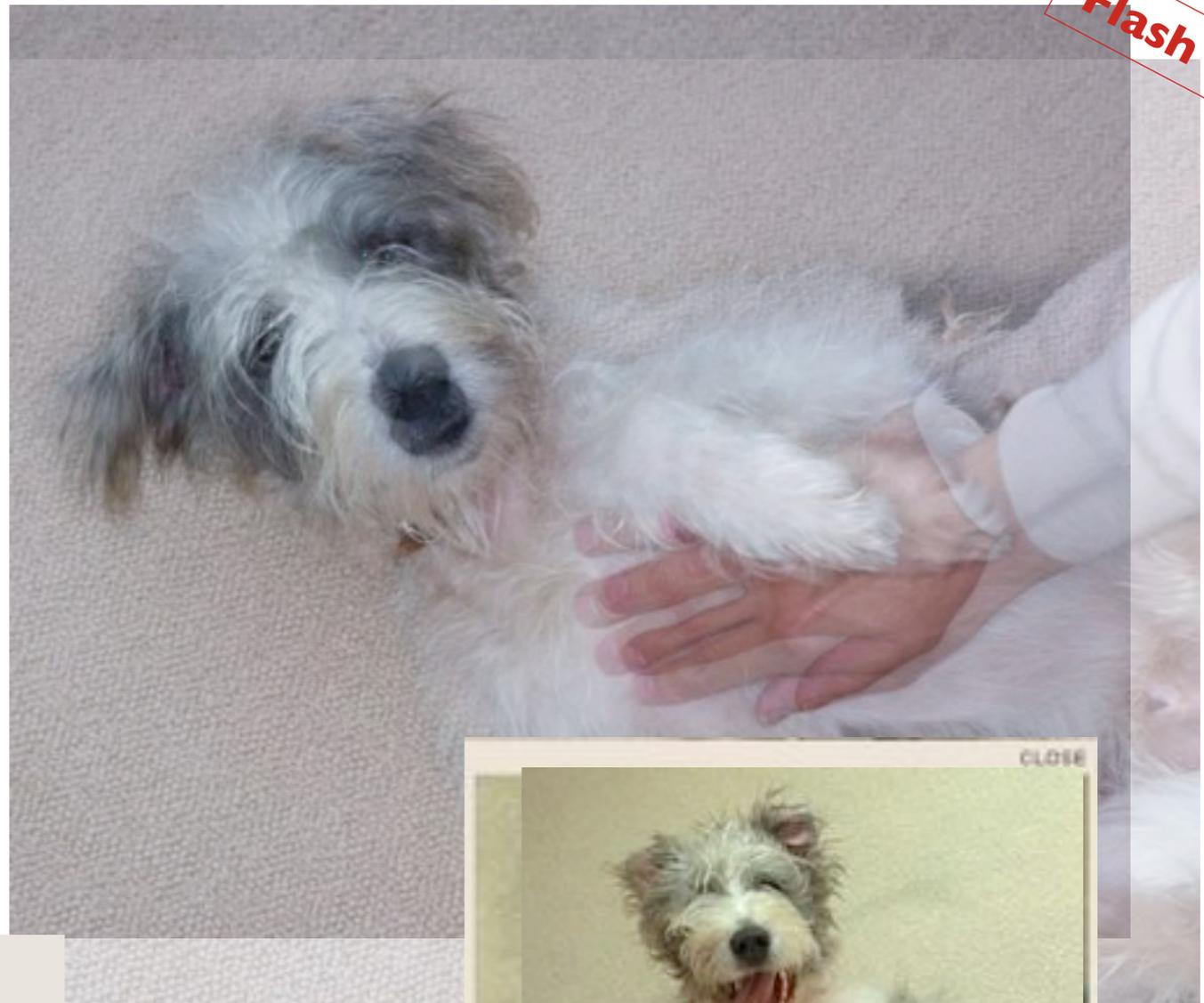
- Home
Home
- Weight
D1
- Diet
D2
- Fitness
D3
- Support
D4

FLASH object

Video pop-up

HillsWeight_Day_1-MAIN.jpg

HillsWeight_Day_1-OVER.jpg



Dog tum rub edit 2.mov
(needs flipping and rotating 21degCC and cropping)

Help your dog live longer. Give him a prod in the ribs.

Congratulations on joining the Hill's Pet Weight Management Programme. You've taken the first steps towards a healthier, happier life for your dog. Follow your vet's advice and use the tips and tools in these pages to make sure that next time you rub your pet's tummy, you'll feel their ribs.

Register now for email updates, special offers and access to extra content.

D1 - Weight (landing)

x

- Home | **Weight** | Diet | Fitness | Support
- Home | **D1** | D2 | D3 | D4

Weight sub-menu

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- [D1.2](#) Can I feel my dog's ribs?
- [D1.3](#) What causes weight gain?
- [D1.4](#) Your dog's weight in human terms
- [D1.5](#) Weight Converter

FLASH object

HillsWeight_Day_1-OVER.jpg



Weight gain is a big problem

Did you know that up to 50% of dogs in Britain are overweight? But many of us don't realise that our dog has a weight problem, and even when we do, we may not be aware of how much it can affect their health and well-being.

D1.1 - Weight - about gain

Home | **Weight** | Diet | Fitness | Support
Home D1 D2 D3 D4

Weight sub-menu

- [D1.1](#) All about weight gain
- [D1.2](#) Can I feel my dog's ribs?
- [D1.3](#) What causes weight gain?
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- [D1.5](#) Weight Converter

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Overweight dogs are more likely to develop a variety of health problems including heart disease, arthritis and diabetes.

A healthy dog is a happy dog

Getting fit is about more than losing weight. It's about living a healthy, active lifestyle that includes a balanced, nutritious diet and the right amount of exercise.

Our email based programme will help you keep motivated by providing you with all the support, helpful tips, reminders and weekly e-newsletters you will need for effective weight loss.

D1.2 - Weight - ribs

- Home | **Weight** | Diet | Fitness | Support
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Weight sub-menu

- [D1.1](#) All about weight gain
- [D1.2](#) Can I feel my dog's ribs?
- [D1.3](#) What causes weight gain?
- [D1.4](#) Your dog's weight in human terms
- [D1.5](#) Weight Converter

Can you feel your dog's ribs?

The Body Condition Score (BCS) is a measure that tells you if your pet is at, or above its ideal weight. One way vets test for your own pets body condition is by feeling how easy it is to feel their ribs.

Click here for a demonstration (show video)

Select your pet then drag the slider to the left or right until the picture resembles your dog.

<link to Body Condition score below on 2c>

Very thin
Ribs prominent and easily felt with no fat cover
Body Condition Score: 1

Underweight
Bones are raised with minimal tissue between the skin and the bone
Body Condition Score: 2

Ideal Weight
Ribs visible and easily felt
Body Condition Score: 3

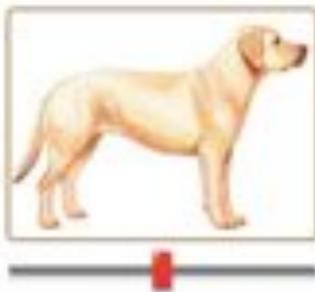
Overweight
Difficult to see or feel ribs through moderate fat cover. Slightly sagging abdominal fat pad may be seen in caudal area.
Body Condition Score: 4

Obese
Ribs are not visible and difficult to feel through thick fat cover.
Body Condition Score: 5

Body condition scoring

The Body Condition Score is a measure that tells you if your pet is at, or above its ideal weight.
Select your pet then drag the slider to the left or right until the picture resembles your pet.

- Cat
- Dog**



Ideal Weight

Ribs visible and easily felt

Body Condition Score: 3

Flash Object

Flash Object



Dog vet rib rub edit JR.mov (needs flipping)

from legacy site

D1.3 - Weight - gain causes

[Home](#) | [Weight](#) | [Diet](#) | [Fitness](#) | [Support](#)
Home D1 D2 D3 D4

Weight sub-menu

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- [D1.3](#) What causes weight gain?
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- [D1.5](#) Weight Converter

What causes weight gain?

Too much food

Overeating is the main reason why dogs become overweight. As with people, when a pet consumes more calories than it uses, its body stores those excess calories as fat. The more fat that accumulates, the heavier your dog becomes.

Too little exercise

The amount of exercise or activity your dog gets makes a big difference to how much it weighs. Less activity means a greater risk of becoming overweight.

Breed

Certain dog breeds are more likely to put on weight than others. Dogs that are genetically prone to gain weight easily include: Labrador retrievers, Cairn terriers, Cocker spaniels, Cavalier King Charles spaniels, long-haired Dachshunds, Shetland sheepdogs, Basset hounds and Beagles.

What's the difference between overweight and obese?

When a dog consumes more calories than it needs for a long period of time, it can lead to obesity. A dog is generally considered obese when its body weight exceeds his or her ideal weight by 20 percent or more. The risk of obesity increases in pets between the ages of 6 and 12 years, and in pets that have been spayed or neutered.

A fit dog is a happy dog

A fit dog is healthy and happy. Being the ideal weight allows your dog to move around without difficulty, and get much more out of life. Slim dogs are far less likely to suffer from weight related illnesses such as heart disease, diabetes and arthritis and joint problems.

Whatever the cause of your pet's weight gain, it is always advisable to seek the advice and support of your veterinarian.

D1.4 - Weight - human terms

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Weight sub-menu

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- [D1.5](#) Weight Converter

Your dog's weight in human terms

Instructions:

Select your preferred units of measurement, and then your pet's approximate ideal weight.

Drag the slider bar to the amount your dog is overweight - the display readout will tell you how much an equivalent human would be overweight.

Weight units:

- Pounds
- Stones
- Kilograms

Your dog's ideal weight:

- Ideal
- Pet
- Human

Your XXkg overweight pet is the equivalent of a xxKg overweight human!*

*based on a xx man whose ideal weight is xx

D1.5 - Weight - converter

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Weight sub-menu

- [D1.1](#) All about weight gain
- [D1.2](#) Can I feel my dog's ribs?
- [D1.3](#) What causes weight gain?
- [D1.4](#) Your dog's weight in human terms
- [D1.5](#) Weight Converter

Weight converter

This handy Weight Converter instantly tells you your dog's weight in metric and imperial measures.

Convert from:

- Pounds
- Stones
- Kilograms

Convert to: Pounds

- Stones
- Kilograms

Convert

Flash Object



D2 - Diet (landing)

Home | Weight | **Diet** | Fitness | Support

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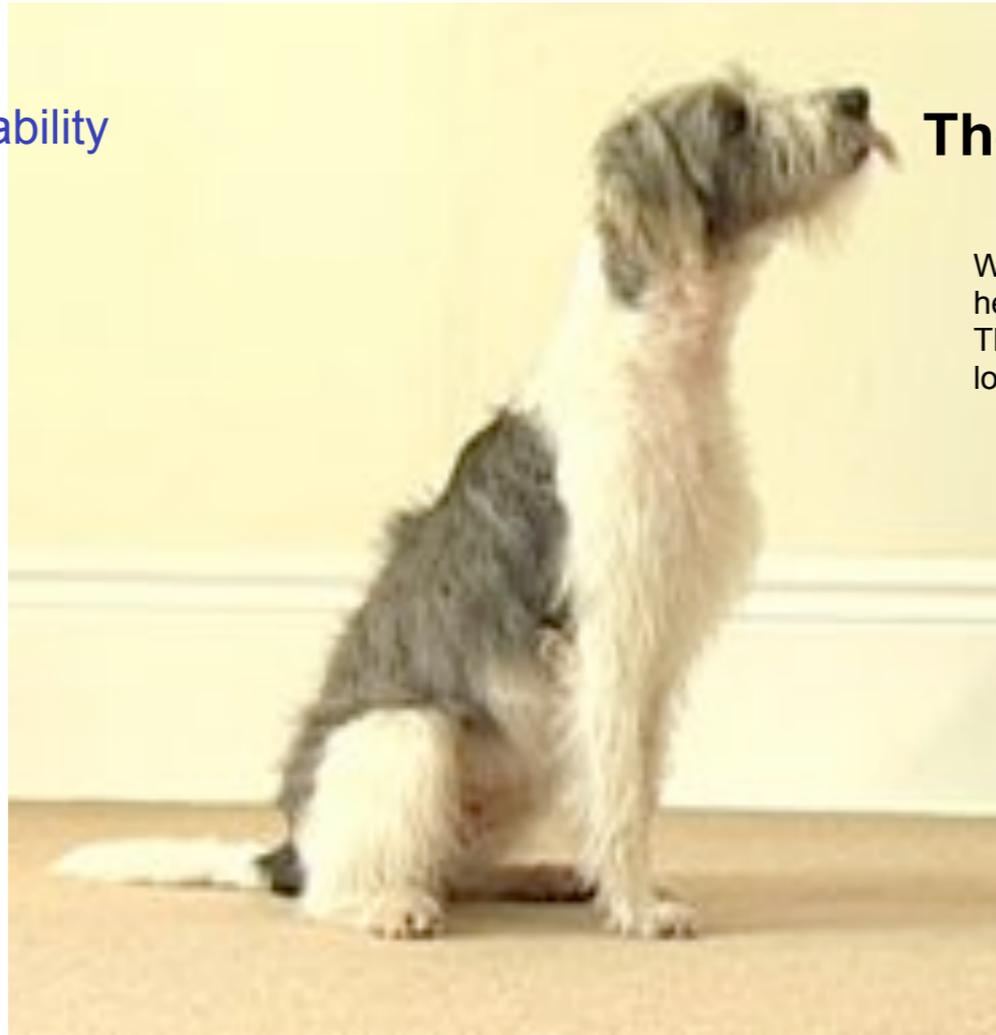
Diet sub-menu

- [D2.1](#) Product
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Flash Object

The Right Diet

When people want to lose weight, they usually do so by eating healthy food in the right amounts. The same is true for dogs. They need specific diet foods to help them lose weight without losing out on the essential nutrients they need for good health.



Dog lick type edit.mov
(needs flipping)

FLASH object

D2.1 - Diet - r/d

was frame 3c

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Diet sub-menu

- [D2.1](#) **Product**
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's* Prescription Diet* Canine r/d*

- * Low in calories and fat to promote weight loss
- * High in dietary fibre to reduce hunger and discourage begging
- * Supplemented with L-carnitine, a vitamin that helps burn fat and preserve muscles during weight loss
- * Antioxidant formula helps maintain a strong immune system, and protects against harmful free radicals
- *Canine r/d* is supplemented with high levels of lysine, which helps preserve muscles during weight loss

D2.1.1 - Diet - w/d

was frame 3c

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Diet sub-menu

- [D2.1](#) **Product**
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's* Prescription Diet* Canine w/d*

Once your dog has reached the ideal weight, you can help maintain it by feeding Prescription Diet weight maintenance products.

D2.1.2 - Diet

was frame 3c

Home	Weight	Diet	Fitness	Support
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Diet sub-menu

- [D2.1](#) **Product**
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.

	To reduce weight	Maintain healthy weight following weight loss	Avoiding weight gain
Through fibre technology			
Through metabolic change			



m/d ???

m/d image and copy needed!!

D2.1.1 - Diet - j/d reduced calorie

was frame 3c

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Diet sub-menu

- [D2.1](#) **Product**
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's* Prescription Diet* Canine j/d Reduced Calorie

XXXXXXXX

J/D image and copy needed!!

get from "sales aid"??

D2.1.3 - Diet

was frame 3c

Home	Weight	Diet	Fitness	Support
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Diet sub-menu

- [D2.1](#) **Product**
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- [D2.3](#) Product Availability

Hill's Prescription Diet weight management products are the preferred choice of veterinarians throughout Europe. They are scientifically formulated and clinically proven to help your dog or cat lose weight. Great tasting, the range provides complete and balanced nutrition that makes losing weight easy.



Hill's™ Science Plan™ Canine Light Adult and Light Senior

- * Balanced low calorie nutrition that is ideal for less active pets
- * Increased dietary fibre to help avoid hunger
- * Supplemented with L-Carnitine to encourage burning of dietary fats
- * Superior Antioxidant formula reduces oxidative cell damage and maintains the immune system

D2.2 - Feeding Tips

was frame 3c

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Diet sub-menu

- [D2.1](#) Product
- [D2.2](#) Feeding Tips
- [D2.3](#) Product Availability

Feeding Tips

There are lots of ways in which you can help your dog stick to his or her diet. Here are a few suggestions that will make life easier for your pet, and bring better results.

Avoid feeding table scraps and snacks

Stick to the recommended daily allowance - it can be useful to weigh out the amount at the beginning of the day, to avoid accidental overfeeding

Divide the daily allowance into several meals for the most efficient weight loss

Keep your pet in another room when preparing or eating your own meals

If you have several pets, feed them separately

Don't leave any food lying around

Make sure you've enough of the recommended food for holidays and, if you're going away, give clear feeding instructions to the person looking after your pet

Introduce the new food gradually over a 7-day period by mixing your pet's former food with increasing proportions of the new food, until only the new food is being fed

D2.3 - Product Availability

was frame 3c

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Diet sub-menu

- [D2.1](#) Product
- [D2.2](#) Feeding Tips
- [D2.3](#) **Product Availability**

Product Availability

Hill's* pet foods come in a range of different varieties and pack sizes, so you can be sure that there's one to suit your pet's individual taste. Choose from canned 'wet' food, or packaged 'dry' food in a size that's best for you.

- Dry
- Micro Cans
- Small Cans
- Large Cans

D3 - Fitness (landing)

was frame 4c

- Home | Weight | Diet | **Fitness** | Support
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Diet sub-menu

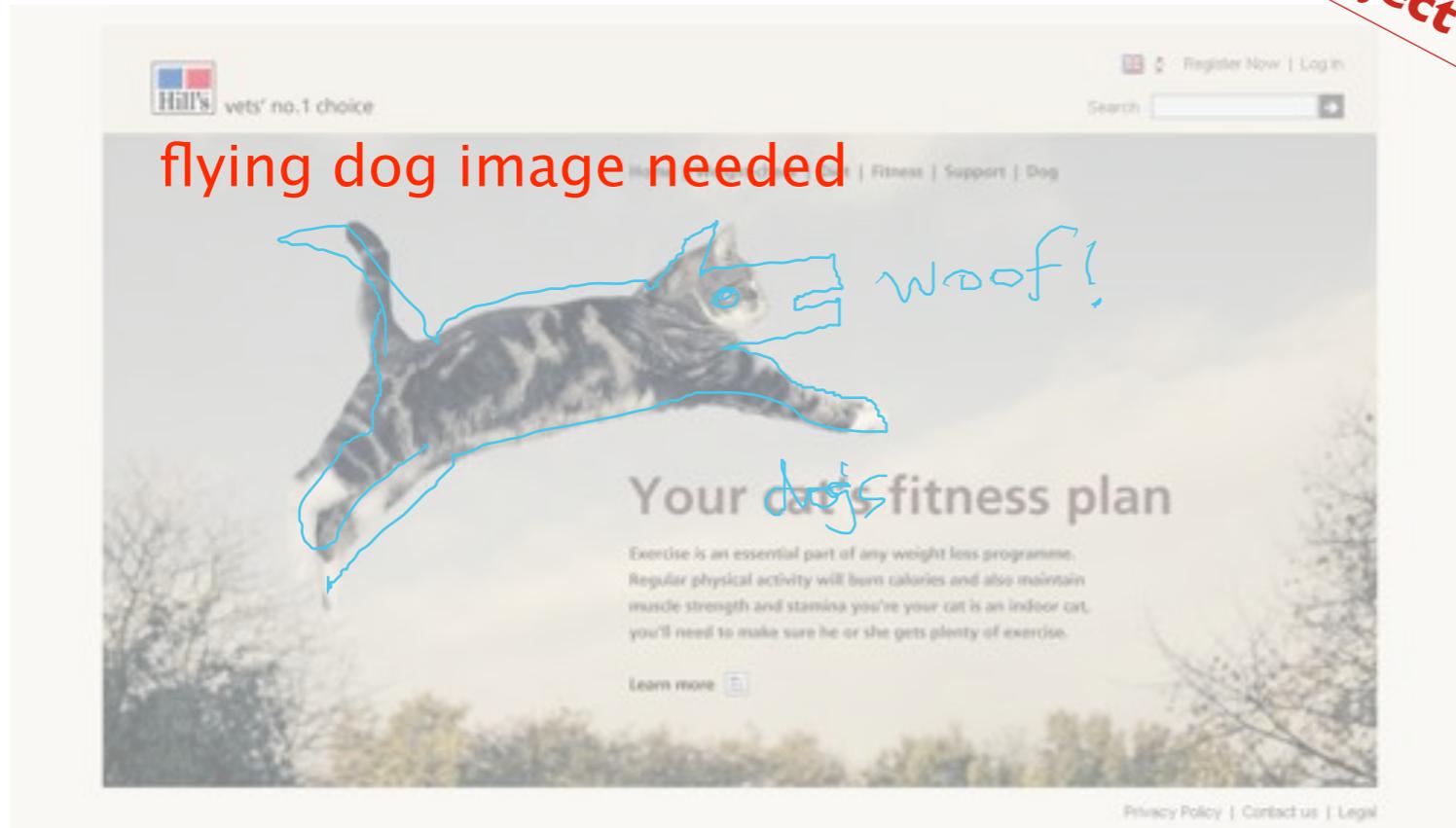
- [D3.1](#) Workouts
- [D3.2](#) Exercise tips
- [D3.3](#) Exercise progress chart

Flash Object

Your dog's fitness Plan

Exercise is an essential part of any weight loss programme. Regular physical activity will burn calories and also maintain muscle strength and stamina. Dogs need daily exercise to stay fit and mentally stimulated. Without daily exercise, a dog can become depressed and withdrawn. Daily exercise:

- Helps weight loss
- Helps maintain heart function
- Keeps muscles toned
- Keeps joints moving, and reduces effects of arthritis



D3.1 - Workouts

was link from frame 4c

- Home | Weight | Diet | **Fitness** | Support
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Diet sub-menu

- [D3.1](#) **Workouts**
- [D3.2](#) Exercise tips
- [D3.3](#) Exercise progress chart

Workouts

To a dog, a walk is an all-round workout that keeps his body and his mind healthy. But it's important that your dog is exercised every day, not just at weekends. Regular exercise will help him lose weight as well as keeping him fitter, healthier and happier. Extra long walks at the weekend can actually do more harm than good, especially if your dog suffers from arthritis. He may appear to keep up, but he can be stiff and sore the following day.

Dogs are social animals, and no matter how much love and companionship you provide, it cannot make up for the interesting sights and smells they experience when they're out and about.

D3.2 - Exercise Tips

was link from frame 4c

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Diet sub-menu

- [D3.1](#) Workouts
- [D3.2](#) Exercise tips
- [D3.3](#) Exercise progress chart

Workout Exercise Tips

Regular walk - take your dog to the local park or just along the street

Resistance walk - try to walk your dog on different surfaces like sand, shallow water, fallen leaves, snow or on a rough surface

Enhanced walk - use obstacles when you're out walking like benches, trees, ditches and logs for your dog to jump over, crawl under or balance on.

Fetch - throwing a ball or toy is great exercise for your dog, and you can make him work harder by doing it on a hillside or stairs. Don't throw sticks, though, as they can splinter and cause injury

Hide and Seek - hide a toy or some kibbles and let your dog find them
Swimming or hydrotherapy - ideal for dogs with arthritis or back problems.
Ask your vet about hydrotherapy

Obstacle courses - set up low hurdles (use a broom stick across two objects), tunnels (available from pet shops or use cardboard boxes) and a slalom course (objects set one metre apart) to exercise your dog.

D3.3 - Progress Chart

was link from frame 4c

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Diet sub-menu

- [D3.1](#) Workouts
- [D3.2](#) Exercise tips
- [D3.3](#) **Exercise progress chart**

Exercise progress chart

Record your Progress
 Your vet healthcare team will help you set up an exercise programme. This progress chart will help you record your dog's progress:

Interactive Growth Chart

← Back

Interactive Growth Chart

Luke Growth Chart

Date: →

Weight: kg

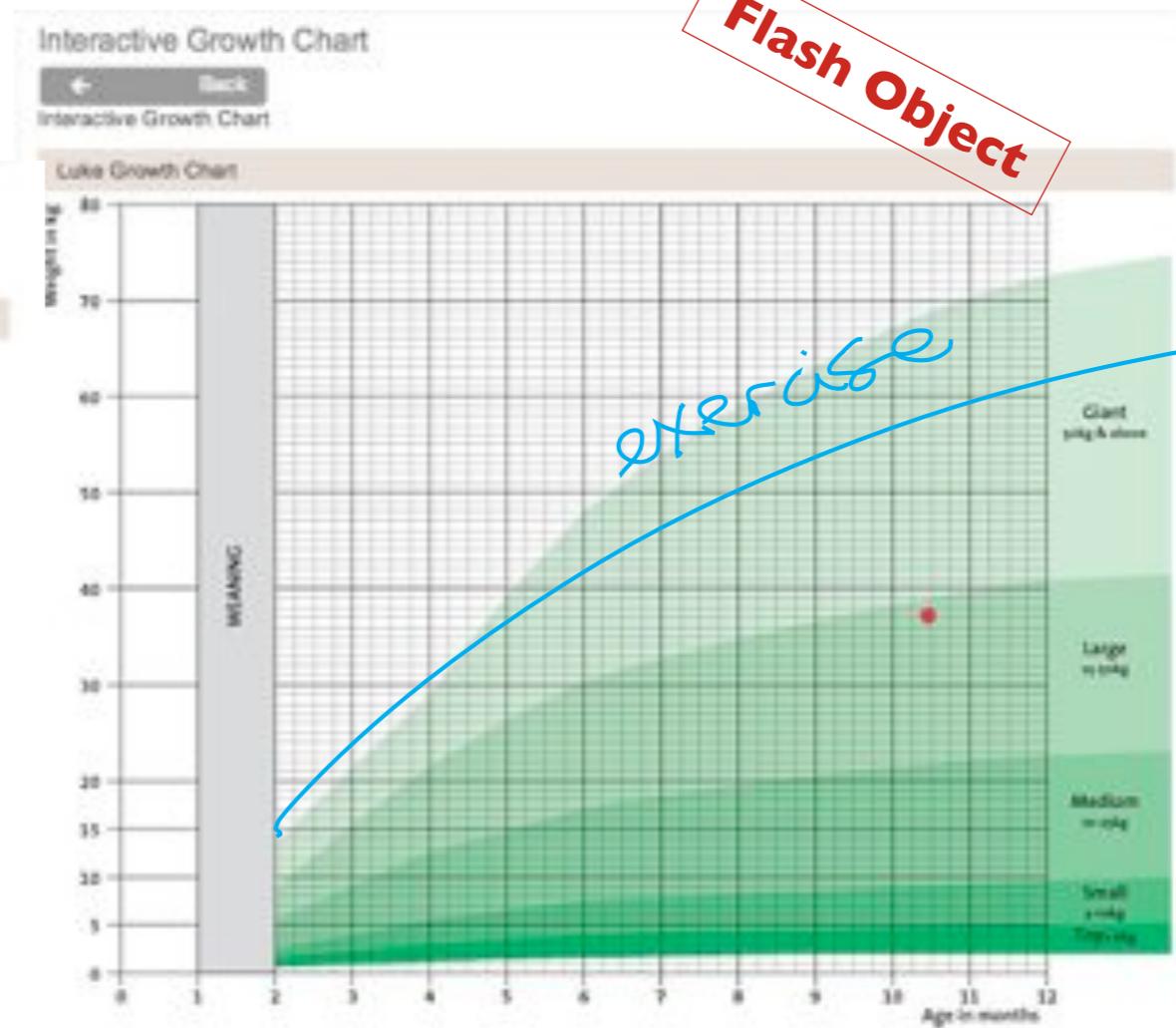
Body Condition Score: 5

Use the slider below to change the Body Condition Score

Obese
 Ribs are not visible and difficult to feel through thick fat cover. Cats have a prominent sagging abdominal fat pad.

Body Condition Score: 5

Buttons: Add this set →, View growth chart →



Flash Object

D4 - Support (landing)

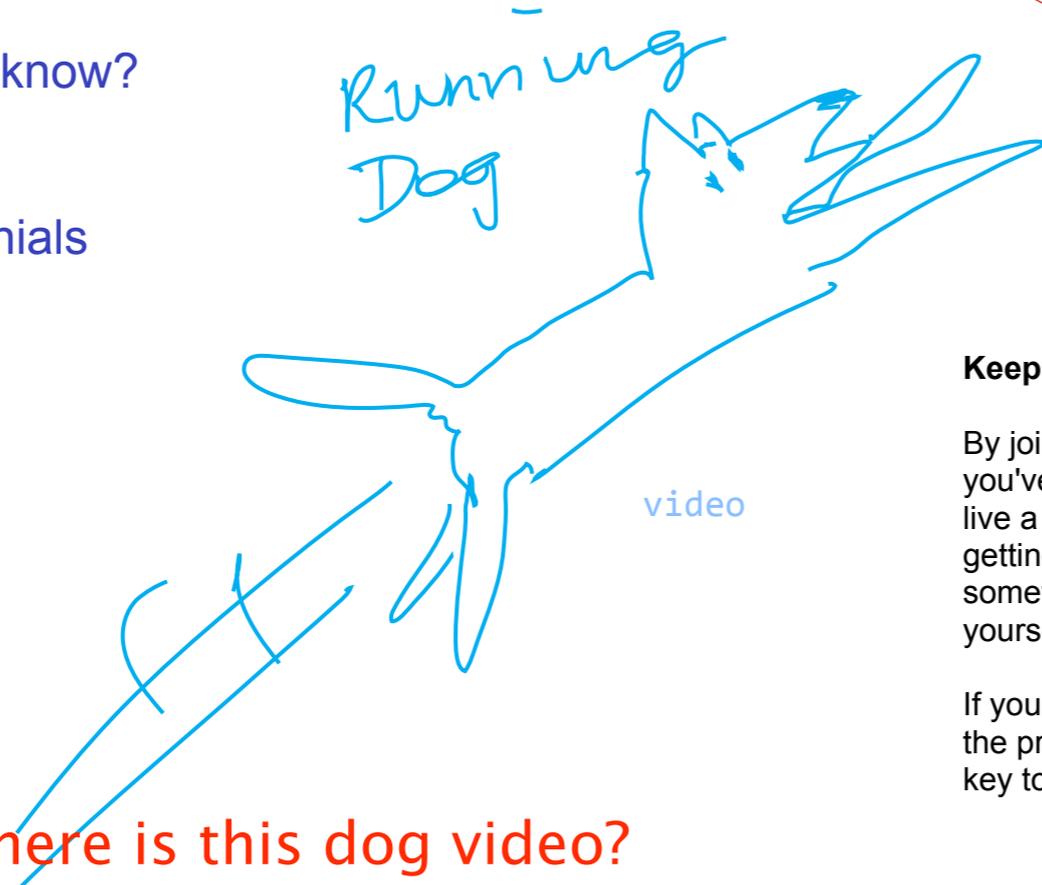
- Home | Weight | Diet | Fitness | **Support**
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Diet sub-menu

- [D4.1](#) Rewarding your dog
- [D4.2](#) Low calorie snacks
- [D4.3](#) Did you know?
- [D4.4](#) Press
- [D4.5](#) Testimonials

Flash Object

Running Dog



video

where is this dog video?

Keep going...

By joining the Hill's Weight Management Programme, you've made the most important step to helping your pet live a happier, healthier life. We understand, however, that getting your dog to stick to a diet and exercise routine can sometimes be difficult, and you may sometimes find yourselves slipping back into your old routine.

If you do fall back into old habits, don't worry - just pick up the programme again, and keep going. Perseverance is the key to success.

D4.1 Support - Rewarding

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Diet sub-menu

[D4.1](#) **Rewarding your dog**

[D4.2](#) Low calorie snacks

[D4.3](#) Did you know?

[D4.4](#) Press

[D4.5](#) Testimonials

Rewarding your dog

It's understandable that you want to treat your pet, and there are many ways you can do so without giving food.

- * Praise and attention - give lots of cuddles and praise
- * Fun and games - play games with your dog, they love the interaction
- * Walks - great exercise and a great reward, too
- * Massage - a relaxing and healthy way to reward your dog

If you cannot resist giving your pet an occasional snack, make sure it's healthy and consider using them only as rewards for extra exercise. There are lots of low calorie snacks to choose from such as:

D4.2 Support - Low calorie

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LOW CALORIE SNACKS

kcal

- Canine r/d dry (10 kibbles)
- 1/4 cup of carrot
- 1/4 cup of green beans
- 1/4 apple
- 1/4 rice cake
- 1/2 fat free wheat cracker
- 1/2 medium cucumber
- 1 stalk of celery
- 1/4 dried apricot

Table scraps are inappropriate for dogs - especially those on a weight loss programme. The following list of unhealthy snacks shows you what they mean in human terms.

Human Equivalent*

Number of hamburgers

Number of chocolate bars (50g)

Snack fed to a 10kg dog

1 small plain biscuit

1 slice buttered toast

30g (1oz) cheddar cheese

D4.3 Support - Did You Know

Home | Weight | Diet | Fitness | **Support**

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Diet sub-menu

[D4.1](#) [Rewarding your dog](#)

[D4.2](#) [Low calorie snacks](#)

[D4.3](#) [Did you know?](#)

[D4.4](#) [Press](#)

[D4.5](#) [Testimonials](#)

Did you Know?

- * 76% of pet owners believe their pets' weight to be 'just right', but actually, up to 50% of cats and dogs are overweight
 - * 67% of European pet owners are aware that they themselves might be overweight
 - * 60% of European pet owners (including the UK) do not take their pets to the vet to be weighed
 - * Pet owners in the UK and Germany are particularly unaware of pet obesity but French and Italian owners are more critical of their pet's weight.
 - * Only 15% of owners of obese pets purchase calorie controlled food
 - * 40% of pet owners feed snacks to their pets more than once a day, single female dog owners are the main culprits!
 - * 90% of owners admit they don't exercise enough.
 - * One in four dog owners do not exercise themselves or their dogs.
 - * Only 30% exercise their dogs enough to maintain a healthy lifestyle
- Research with pet owners was conducted in UK, Germany, Italy and France. 1,000 interviews were conducted in UK and 2,000 interviews in Germany of pet owners
- Other Fast Facts on Obesity
- * Obesity is the most common form of malnutrition in pets.
 - * More than 15% over ideal bodyweight is defined clinically as the onset of obesity. Health problems are a virtual certainty over 30% of the ideal weight.
 - * A 1% calorie excess, on a daily basis, produces obesity by middle age in pets.
 - * Fat puppies often grow into fat adults because they have produced increased numbers of fat cells during growth.
 - * Overweight pets are at a higher risk of developing health problems such as heart disease, skeletal and breathing problems, skin disease, diabetes and arthritis.
 - * Some dog breeds are more at risk of developing weight problems, such as the Labrador retriever, Cairn terrier, Long-haired Dachsund, Basset hound, Cavalier King Charles spaniel and Beagle.
 - * If a dog or cat has been neutered or spayed they are more at risk of becoming overweight if their feeding regimen is not adapted.
 - * The risk of a dog becoming overweight increases throughout its life.?????????
 - * For cats the risk of becoming overweight increases after it is three years old but decreases after it reaches the age of six.
 - * Two key factors lead to obesity: overfeeding and insufficient exercise.
- Hormonal imbalances that cause obesity are less common than we think.

D4.4 Support - Press

- Home | Weight | Diet | Fitness | **Support**
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- [D4.4](#) **Press**
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Press page

It has long been recognized that obesity in both humans and animals can lead to arthritis, diabetes, breathlessness, reluctance to exercise and heart problems. These conditions can become very serious if the obesity is not managed appropriately.

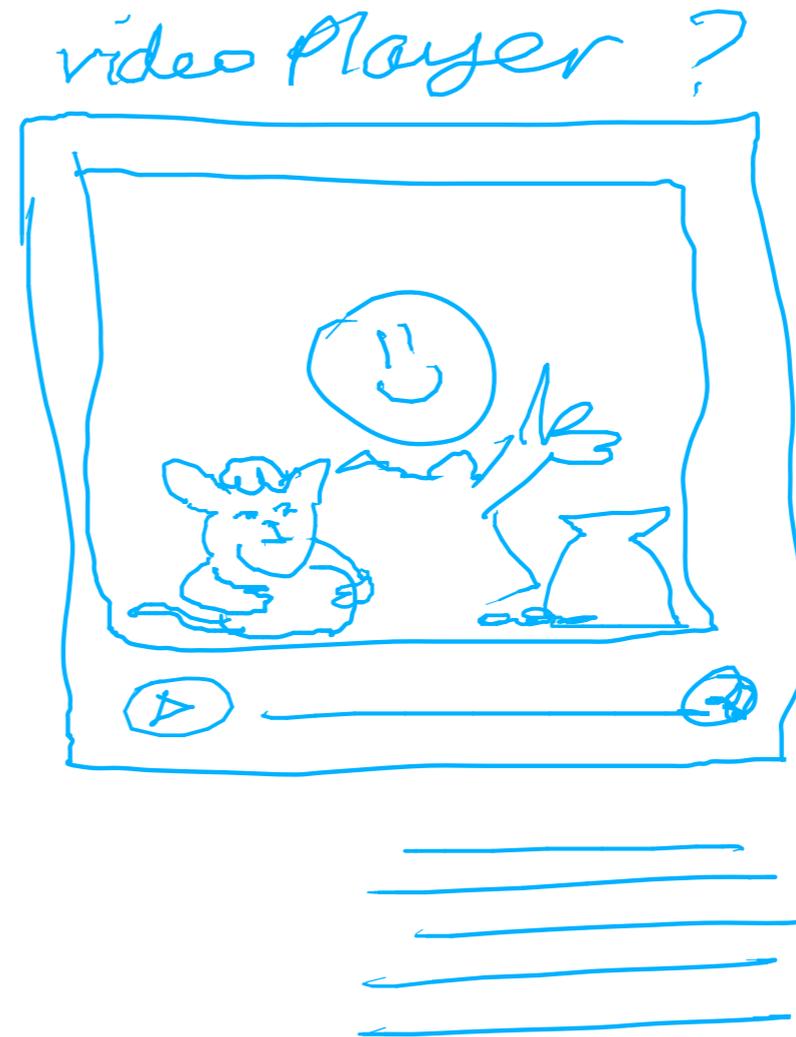
<Insert new WM 2008 releases available from early next year>

D4.5 Support - Testimonials

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Diet sub-menu

- [D4.1](#) Rewarding your dog
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- [D4.3](#) Did you know?
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- [D4.5](#) **Testimonials**



Flash Object

Registration shared module with other Hills sites - 3 pages

[Home](#)

[CLOSE / BACK \[X\]](#)

Pet Owner Registration

Register today and you could win a year's supply of Hill's™ Science Plan™. You'll also receive a free monthly newsletter with lots of useful information to help you care for your new pet.

Personal Details

Title Mr Mrs Ms Dr

First Name*

Surname*

Date of Birth (dd/mm/yyyy)

Phone

Mobile

Country*

Email*

Confirm Email*

Preferred Language*

Password*

Confirm Password*

I would like to receive the free email newsletter

I would like to receive special offers from Hill's

* These fields are mandatory

[Continue](#)

Your pet's details

Register today and you could win a year's supply of Hill's™ Science Plan™. You'll also receive a free monthly newsletter with lots of useful information to help you care for your new pet.

Pet Details

Puppy or Kitten* Kitten Puppy

Pet's name*

Pet's date of birth (dd/mm/yyyy)*

Gender

What are you currently feeding your pet?

* These fields are mandatory

Pet Registration

Register today and you could win a year's supply of Hill's™ Science Plan™. You'll also receive a free monthly newsletter with lots of useful information to help you care for your new pet.

Pet's name	Puppy or Kitten	Pet's date of birth (dd/mm/yyyy)	
			Add
Leo	Kitten	01/01/2007	Edit
			Delete

[Register](#)