Hill’s introduces *Prescription Diet® Derm Defense™* the first nutrition formulated to reduce signs of environmental allergies in dogs by helping disrupt allergic response and aid skin healing

Topeka, Kansas (January 25, 2016) – Environmental allergens pose an invisible but constant nuisance to many dogs. Pollens, molds, and house dust mites can be found almost anywhere, and in any season.

It is estimated that more than 50 percent of allergy cases in dogs are caused by environmental and flea allergies, which can leave dogs with itchy skin that they just can’t seem to stop scratching. Scratching damages the skin, allowing allergens to penetrate, potentially leading to infections and creating a vicious cycle.

*Hill’s® Prescription Diet® Derm Defense™* pet food for dogs with *HistaGuard™* complex is the first and only nutrition formulated to reduce signs of environmental allergies by helping disrupt the internal allergy response and create a barrier against future episodes. *HistaGuard* complex, a proprietary blend of antioxidants, egg, and phytonutrients containing quercitin, helps continuously normalize the immune response to allergens. In addition, Omega 3 fatty acids and antioxidants such as vitamin E help reduce inflammation and support skin rejuvenation to aid healing, while Omega 6 fatty acids help restore the skin barrier.

“Derm Defense is uniquely formulated to help block environmental allergens, ideally before they trigger a reaction,” said Dr. Ellen Lowery, Director of U.S. Professional and Veterinary Affairs at Hill’s Pet Nutrition. “The HistaGuard Complex helps decrease the release of histamine and inflammatory cytokines that cause itching. The ability to help interrupt this reaction using nutrition is revolutionary, but that is only one component of Derm Defense.”

Restoring a healthy skin barrier is key to stopping the vicious skin allergy cycle.

“Derm Defense drives healthy skin from within,” said Dr. Lowery. “We’ve seen remarkable transformations in pets that had been suffering from environmental allergies”

Dr. Susan Hubbard, DVM, saw the benefits of *Prescription Diet Derm Defense* first hand when she and her clients at Greece Animal Hospital in Rochester, N.Y. participated in an In-Clinic Feeding Experience. One of her clients, a golden retriever named Marcie, had struggled with a dry, flaky coat since she was a puppy. Dr. Hubbard said Marcie’s coat became soft and shiny while eating *Prescription Diet Derm Defense.*
“It’s another option, just as oral antibiotics, steroids and topical medications and shampoos are. It’s another tool to help dogs that suffer from allergic skin disease,” Hubbard said. “I would recommend it — it appeared to be very palatable. They have to eat, so why not feed a good quality food ... that may help improve their skin?”

With the addition of Derm Defense, the Hill’s Prescription Diet portfolio includes nutrition to help address almost any dermatologic condition or dietary sensitivity.

“Now, no matter the cause, you can use nutrition as part of multi-modal therapy to help manage your cases” said Dr. Lowery.

**About Hill’s Pet Nutrition**

*Founded more than 75 years ago with an unwavering commitment to pet nutrition, Hills’ mission is to help enrich and lengthen the special relationships between people and their pets. The right nutrition combined with the devotion of veterinary professionals can transform the lives of pets; and healthier and happier pets can transform the lives of pet parents. Hill’s is dedicated to pioneering research and groundbreaking nutrition for dogs and cats based on a scientific understanding of their specific needs. HILL’S® Prescription Diet® therapeutic pet foods, HILL’S® Science Diet® and HILL’S® Ideal Balance™ wellness pet foods are sold through veterinarians and pet specialty retailers worldwide. For more information about Hill’s, our products and our nutritional philosophy, visit us at HillsPet.com, HillsVet.com or Facebook, keywords "Hill’s Pet Nutrition"***