



Hill's Pet Nutrition

Company Fact Sheet

Overview

- Hill's Pet Nutrition is a \$2.2 billion, global subsidiary of Colgate-Palmolive.
- The Hill's team is comprised of more than 2,700 employees around the world.
- Hill's® pet food products are sold in more than 90 countries around the world.
- The Hill's product line includes more than 150 products of the Prescription Diet®, Science Diet® and Ideal Balance™ brand pet foods.
- To deliver great-tasting, precisely-balanced nutrition, a Hill's team of more than 150 veterinarians, nutritionists and food scientists - among the largest in the industry - collaborates globally.
- Hill's products are made in Emporia, KS; Bowling Green, KY; Richmond, IN; Topeka, KS; Etten-Leur, Holland; and Hustopece, Czech Republic.
- Since 2002, The Hill's Food, Shelter & Love Program™ has donated more than \$275 million worth of Science Diet brand foods to nearly 1,000 shelters nationwide and helped more than 7 million pets find new homes.

Mission

The Hill's mission is to help enrich and lengthen the special relationships between people and their pets.

We do this by providing the best, leading-edge pet nutrition technology, products and expertise to pet owners, veterinary professionals and other key pet nutrition influencers worldwide.

Philosophy

We believe all animals - from your pet to the companion animals we care for - should be loved and cared for during their lifetimes. That's why we're proud our pet foods can make a difference in your pet's life. We make this pledge to you about our commitment to the welfare of animals everywhere.

Vision

Our vision is to make nutrition a cornerstone of veterinary medicine, which builds on Hill's heritage of leading-edge research, from the pioneering work of our founder Dr. Mark L. Morris to our current global exploration of the science of Nutrigenomics and predictive biology.

Brands

Hill's Prescription Diet®



Hill's Science Diet®



Hill's Ideal Balance™



Our Timeline

1906	<ul style="list-style-type: none"> Hill Packing Company is founded by Burton Hill; the company later contracts with veterinarian Dr. Mark L. Morris Sr. to produce and package pet food.
1928	<ul style="list-style-type: none"> Dr. Morris establishes Raritan Hospital for Animals in Edison, New Jersey. At the time, this was one of only two small animal hospitals in the United States.
1939	<ul style="list-style-type: none"> Dr. Mark Morris develops the first ever therapeutic dog food after he meets Morris Frank, a young blind man who was touring the country with his guide dog Buddy to promote Seeing Eye® dogs. Buddy was suffering from kidney failure, and Dr. Morris believed the illness is the result of poor nutrition. Dr. Morris gives Mr. Frank a food he developed called Raritan Ration B, which is the forerunner of Hill's® Prescription Diet® k/d® Canine to treat renal failure and insufficiency. The glass jars Dr. Morris uses to package the food and mail to Mr. Frank while he is on his U.S. tour often break in transit. For that reason and because glass was scarce at the time due to WWII, Mr. Frank arranges for delivery of several thousand cans and a hand operated canning machine to Dr. Morris, who then starts canning the food.
1948	<ul style="list-style-type: none"> Dr. Morris contracts with Burton Hill of the Hill Packing Company to can Canine k/d®, formerly known as Raritan Ration B, and Canine p/d®, formerly known as Raritan Ration C, and licenses Hill's to produce his pet food formulas. Dr. Morris establishes a charity for small animals that would later become known as Morris Animal Foundation, a foundation where the welfare and health of animals is the sole, unwavering focus.
1949	<ul style="list-style-type: none"> Prescription Diet® i/d® is developed for gastrointestinal disorders in dogs. Prescription Diet® r/d® is developed for obesity in dogs.
1958	<ul style="list-style-type: none"> Hill Packing Company establishes plants in Kansas, South Carolina, South Dakota, Ohio, Arkansas, Massachusetts and Washington.
1960	<ul style="list-style-type: none"> Dr. Morris Sr. becomes the president of the American Veterinary Medical Association (AVMA).
1962	<ul style="list-style-type: none"> Burton Hill dies.
1964	<ul style="list-style-type: none"> Prescription Diet® h/d® is developed for pets with heart failure and heart disease.
1965	<ul style="list-style-type: none"> Prescription Diet® d/d® is developed for pets with dermatological conditions associated with certain food allergies.
1968	<ul style="list-style-type: none"> Riviana Foods purchases Hill's Pet Nutrition and its formulas, contracts with Mark Morris Associates to develop new pet food formulas.
1968	<ul style="list-style-type: none"> Dr. Mark Morris Jr. creates the Science Diet® line of pet foods for healthy pets. The first Science Diet® pet food, Adult Maintenance, is marketed.
1971	<ul style="list-style-type: none"> Prescription Diet® c/d® is developed for cats with lower urinary tract disease.
1976	<ul style="list-style-type: none"> Colgate-Palmolive Company acquires Riviana Foods.
1977	<ul style="list-style-type: none"> Prescription Diet® u/d® is developed for canine urinary tract disease due to calcium oxalate, urate and cystine.
1979	<ul style="list-style-type: none"> Science Diet® Senior is developed for geriatric wellness.
1981	<ul style="list-style-type: none"> Prescription Diet® s/d® is developed for canine urinary tract conditions due to struvite dissolution. The revolutionary new product could actually help the body dissolve certain types of bladder stones in dogs.
1983	<ul style="list-style-type: none"> First publication of the Small Animal Clinical Nutrition textbook, co-authored by Dr. Morris Jr., which would become the definitive text on nutrition for dogs and cats and used in

	veterinary colleges worldwide.
1987	<ul style="list-style-type: none"> • Prescription Diet® w/d® is developed for pets needing weight control and fiber-responsive diseases and digestive troubles.
1992	<ul style="list-style-type: none"> • Prescription Diet® a/d® is developed for assisted feeding and recovery.
1993	<ul style="list-style-type: none"> • Dr. Mark Morris Sr. passes away at age 92.
1994	<ul style="list-style-type: none"> • Prescription Diet® t/d® is developed for oral care.
1996	<ul style="list-style-type: none"> • Science Diet® Large Breed Growth puppy formula is developed.
1998	<ul style="list-style-type: none"> • Prescription Diet® n/d® is developed as the only therapeutic pet food clinically proven to increase the survival time of dogs undergoing a cancer treatment and improve their quality of life.
1999	<ul style="list-style-type: none"> • Hill's Pet Nutrition becomes a \$1 billion company. • Hill's Science Diet® Hairball Control formula is developed to help cats avoid hairballs in just 30 days.
2000	<ul style="list-style-type: none"> • Hill's reaches \$1 Billion in net sales. Prescription Diet® z/d® is developed for pets with food allergies. • Science Diet® Sensitive Skin and Sensitive Stomach are developed.
2001	<ul style="list-style-type: none"> • Prescription Diet® b/d® is developed with an exclusive blend of antioxidants to help combat signs of brain aging and improve the learning ability of older dogs.
2002	<ul style="list-style-type: none"> • Hill's establishes its shelter food donation program, the Science Diet Shelter Nutrition Partnership, which is today known as the Food, Shelter & Love Program™.
2003	<ul style="list-style-type: none"> • Prescription Diet® m/d® is developed for cats who are in need of weight loss and/or who have diabetes. • Science Diet® Advanced Protection® launches as an extraordinary line of pet foods with the highest levels of antioxidants of any pet food on the market.
2005	<ul style="list-style-type: none"> • Prescription Diet® j/d® is developed for dogs with mobility problems. • Science Diet® Indoor Cat is marketed.
2007	<ul style="list-style-type: none"> • Dr. Mark Morris Jr. passes away. • Prescription Diet® c/d® Multicare Feline is developed for cats with lower urinary tract disease.
2009	<ul style="list-style-type: none"> • Hill's Science Diet® introduces Chunks & Gravy™ feline pouches to provide enhanced taste and variety while still delivering precisely balanced nutrition. • Hill's Science Diet® Healthy Advantage® is launched.
2010	<ul style="list-style-type: none"> • Hill's Science Diet® Healthy Mobility™ is launched to improve mobility and joint flexibility in adult dogs in just 30 days. • Hill's Science Diet® Small and Toy Breed dog is launched providing precisely balanced nutrition to meet small breed dog's special needs.
2011	<ul style="list-style-type: none"> • Kostas Kontopoulos is named President of Hill's USA and Hill's Science. • Diet Senior 11+ Age Defying™ cat food is developed to help cats 11-years or older feel and act younger in just 30 days. • Science Diet® Simple Essentials™ Treats Small & Toy is added to Hill's Small & Toy breed line of pet food. • Hill's launches Prescription Diet® y/d™ Feline Thyroid Health, a daily, low iodine nutrition solution designed to manage hyperthyroidism in cats. • Hill's® Science Diet® Ideal Balance™ is introduced to provide dog owners a natural food choice while still delivering the right balance of nutrients. • Hill's introduces Science Diet® Weight Loss System™ and Prescription Diet® Therapeutic

	<p>Weight Reduction Program.</p> <ul style="list-style-type: none"> Hill's launches Science Diet® Healthy Advantage™, a new line of veterinary exclusive multi-benefit, preventative pet nutrition.
2012	<ul style="list-style-type: none"> Peter Brøns-Poulsen is named President and Chief Executive Officer of Hill's Pet Nutrition, Inc. Hill's reformulates Science Diet® food for dogs and cats to add more natural ingredients. The formula also reflects quality protein as the first ingredient, no chicken by-product meal and no artificial colors or flavors.
2013	<ul style="list-style-type: none"> Hill's launches Hill's® Prescription Diet® Metabolic Advanced Weight Solution and Healthy Weight Protocol. Prescription Diet Metabolic is clinically proven to work with each pet's metabolic response to support weight loss and maintenance. Hill's unveils the Ideal Balance™ brand and line of food and treats for dogs and cats that combines natural ingredients with the Hill's perfectly balanced nutrition. Hill's launches the Disaster Relief Network, an extension of the Hill's Food, Shelter & Love™ program that enables Hill's to quickly distribute pet food donations through its 100 partner shelters nationwide to areas impacted by a disaster. Hill's launches Science Diet® Adult Grain Free for cats and dogs, Science Diet® Cat Indoor Long Coat, Science Diet® Cat Indoor Age Defying, and Science Diet® Small & Toy Breed Age Defying, as well as eight new treat varieties as part of the reformulated Hill's Science Diet® line.