

You can count on the quality and safety of BLUE Natural Veterinary Diet HF

Blue Buffalo® conducts ongoing clinical research and product testing to provide pets with the best possible nutrition. All formulas are thoroughly tested to ensure **safety and compliance**.

BLUE formulates and manages the nutritional profiles of its products **in house** with a full team of PhD animal nutritionists, technical services veterinarians and animal scientists.

PhD-Level Animal Nutritionists

Responsible for:

- Developing formulas
- Analyzing nutrients to ensure efficacy
- Research and development to continue delivering enhanced products

Certified Food & Bakery Scientists

Responsible for:

- Ensuring all nutrients remain intact during manufacturing and product shelf life
- Developing and managing the palatability and appearance of formulas

Technical Services Veterinarians

Responsible for:

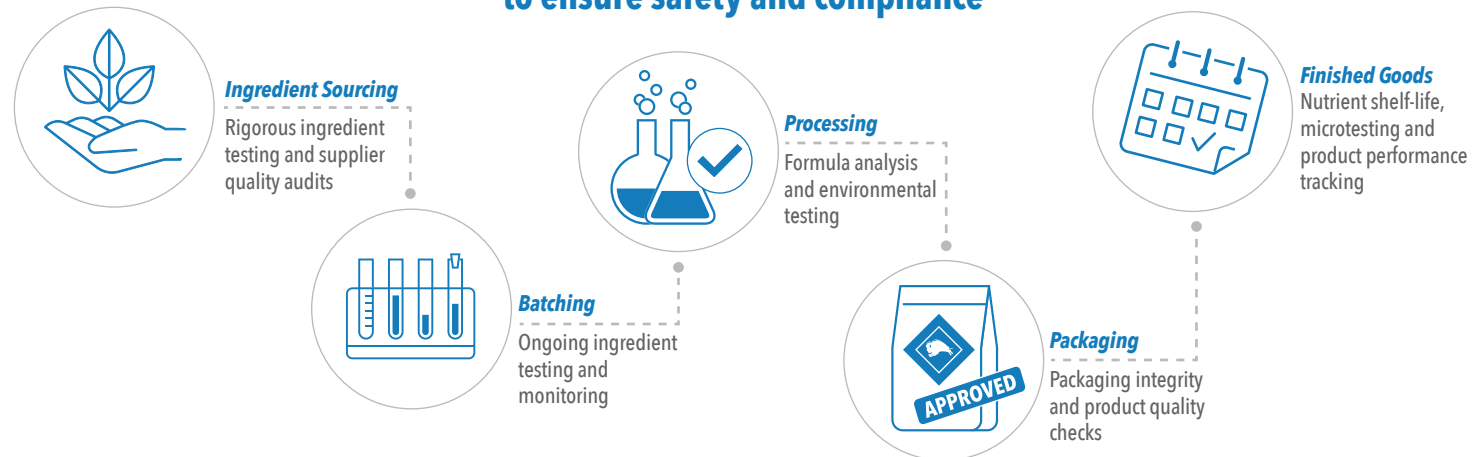
- Internal and external technical support
- In-clinic veterinary support

DVM/PhD

Responsible for:

- Product innovation and development
- Technical and scientific training

Throughout the manufacturing process, all formulas are thoroughly tested to ensure safety and compliance



For more information on BLUE's Quality Assurance Program, contact your Technical Services Veterinarian or Veterinary Clinic Specialist

¹Lewis T et al. Evaluation of a new hydrolyzed salmon-based diet in dogs with suspected cutaneous adverse food reaction: a multi-center randomized triple-blinded clinical trial. Presented at NAVDF April 10-13, 2019, Austin, TX.

²Roudebush P et al. 2010. Adverse Reactions to Food. In *Small Animal Clinical Nutrition* 5th Ed. Mark Morris Institute. Topeka, KS 609-635.

³Jackson HA. 2009. *Eur J Comp Anim Pract.* 19:230-233.

⁴Blue Buffalo Co., Ltd., data on file, 2015.



Learn more about BLUE Natural Veterinary Diet formulas
Call 888-323-BLUE or visit BlueBuffalo.com/vet



NATURAL — Veterinary Diet® —

The Natural Alternative in Nutritional Therapy®



HF Hydrolyzed for Food Intolerance



Natural Food for Pets
Enhanced with added vitamins,
minerals and trace nutrients

BLUE Natural Veterinary Diet HF

A Therapeutic Diet Indicated for Adverse Food Reactions



Hydrolyzed Salmon
A readily digestible protein for cats with food intolerance



Omega-3 Fatty Acids
Flaxseed and fish oil provide fatty acids that support healthy skin and coat



Key Antioxidants
Antioxidant-rich ingredients including pumpkin and kelp, along with vitamins E and C, help support a healthy immune system



Scientifically formulated to manage adverse food reactions in dogs and cats

High-quality protein from salmon hydrolysate as the first ingredient

- High levels of omega-3 fatty acids from ingredients such as salmon hydrolysate, canola oil, fish oil, and flaxseed for skin and coat health
- Antioxidant-rich formulas featuring vitamin E, C, and pumpkin
- Rich in fermentable fiber from ingredients such as dried chicory root, pumpkin, and pea fiber
- Does not contain common food allergens such as chicken, soy, or wheat

Research shows hydrolyzed proteins benefit pets with inflammatory skin and/or GI diseases:

- BLUE Natural Veterinary Diet HF features salmon hydrolysate (a novel protein with a mean molecular weight of 2,000 daltons). Hydrolyzing proteins into smaller peptides/ amino acids reduces the molecular weight of the original protein so it's less likely to create an immune reaction.²
- 50% to 80% of dogs allergic to intact proteins have clinically improved when fed foods with protein hydrolysates.^{2,3}
- 15% to 50% of pets with food allergies have gastrointestinal symptoms as well as a skin disease. Clinical gastrointestinal symptoms improved when pets with food allergies were fed hydrolyzed proteins.²
- Dogs suffering from inflammatory bowel disease responded positively when fed a hydrolysate protein.²
- Protein hydrolysates have been used successfully to treat cats with psychogenic alopecia and chronic gastrointestinal disorders.¹

BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance is recommended to manage adverse food reactions and other inflammatory conditions such as:

Dermatologic

- Chronic Otitis Externa
- Cutaneous Adverse Food Reactions (CAFR)
- Eosinophilic Granulomatous Disease (cats)
- Chronic Non-Seasonal Pruritic Dermatitis

Gastrointestinal

- Diet-Responsive Chronic Enteropathy
- Acute Gastroenteropathy
- Intestinal Dysbiosis
- Colitis

Other Inflammatory Conditions

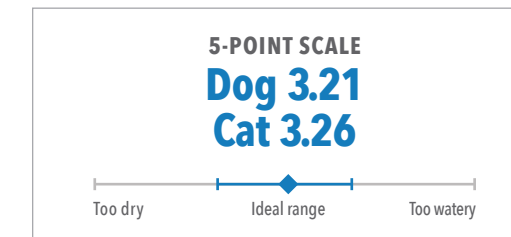
- Atopic Dermatitis
- Pruritic Dermatitis

Average Nutrient Analysis of BLUE HF (DMB):

	DOG	CAT
Protein (%)	27.59	37.14
Fat (%)	14.16	16.55
Crude Fiber (%)	3.93	3.17
Omega-3 Fatty Acids (%)	2.02	2.33
Omega-6 Fatty Acids (%)	2.36	2.99
Vitamin E (IU/kg)	649.50	645.84
Vitamin C (mg/kg)	189.43	188.37

Ideal Stool Scores⁴

BLUE Natural Veterinary Diet HF has been clinically proven to produce ideal fecal consistency scores in dogs and cats.



ELISA-TEK™ Antigen Testing

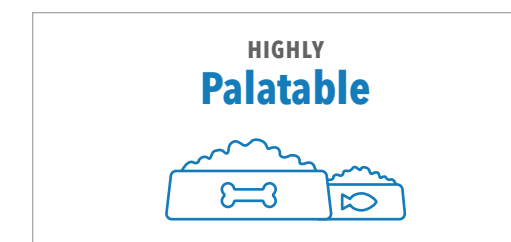
To ensure that BLUE NVD HF meets our strict standards for evidence of contaminating proteins prior to release of the finished product.

No Major Allergens CONTAINED



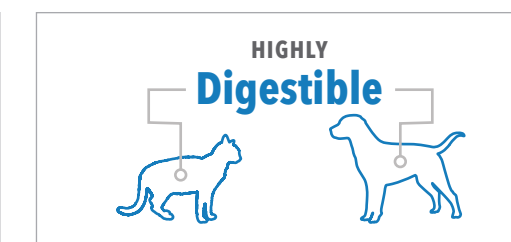
Highly Palatable⁴

Palatability studies show BLUE Natural Veterinary Diet HF to be highly palatable.



Highly Digestible⁴

Digestibility studies demonstrate BLUE Natural Veterinary Diet HF to be highly digestible.



A clinical trial showed that BLUE HF is as efficacious as the leading hydrolyzed poultry feather diet and resulted in fewer adverse events.¹



Phone - 800.233.0210

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