



The benefits of feeding

PROBIOTICS TO YOUR PET



Your Pet, Our Passion.®

What is a probiotic?

Veterinary probiotics are live beneficial bacteria that help support intestinal health and a healthy immune system in cats and dogs.

BACTERIA: GOOD OR BAD?



The normal intestinal tract of your pet is home to thousands of different types of bacteria, both beneficial and potentially harmful. In the healthy intestine, the 'good' and 'bad' bacteria are in balance but this can be upset by events like stress, illness or the need for antibiotic therapy. Adding probiotic to the diet helps maintain or restore the intestinal health.

The benefits of probiotics

In humans, the benefits of probiotics are widely known. Live bacteria from yoghurt balance the good and bad bacteria in the gut, and this can help boost their immune system, or to help repopulate the gut with beneficial bacteria after a course of antibiotics.

The good news is that probiotics offer the same kind of health benefits to pets.

By including probiotics in the diet, owners can help to support pets' natural defences, promote digestive health, and give extra support during times of stress or illness.

How probiotics can help your pet

Just like humans, pets enjoy health benefits when they have the right balance of good and bad bacteria in the gut.

DIGESTIVE HEALTH



By inhibiting the growth of bad bacteria such as *Clostridium perfringens* and supporting good bacteria like *Lactobacilli*, some probiotics give your pet a stronger digestive function. This means firmer stools and less flatulence. It also helps prevent tummy upsets and diarrhoea linked to microfloral imbalance.

IMMUNITY



The gut contains more than 70% of the body's immune cells, and 90% of the cells that produce antibodies. An imbalance in the gut microflora can disrupt the immune system, leaving your pet more vulnerable to infection. Some specific species of probiotics can help strengthen the immune function.



Not all probiotics are the same

Every strain of probiotic confers different benefits to the host. Not all probiotics effective in humans are effective in pets, due to the very acidic nature of pet's a stomach. This is why some natural yogurts are not as beneficial to a pet's digestive health as they are to human's.

Cooking damages beneficial live bacteria - and any which did survive the cooking process would potentially be damaged by acid and other substances in the stomach.

That is why we have developed FortiFlora® with special technology which guarantees the level of beneficial bacteria entering the GI tract.

With FortiFlora® you can be confident of:

- **Guaranteed levels of good bacteria**
- **Proven results**

to help support intestinal balance in cats and dogs.



Adding one sachet a day to your pet's normal food is the scientifically proven way to help maintain optimal **intestinal health** and help support a **healthy immune system**



FortiFlora®: PROVEN probiotics for your pet

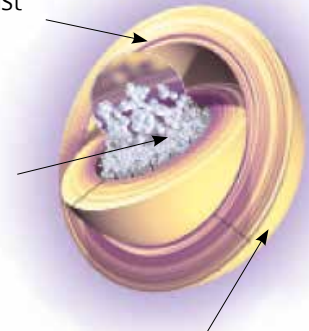
FortiFlora® is delivered to the gut using PURINA **microencapsulation technology**, which ensures the live bacteria are kept alive during storage and also pass through the stomach and arrive in the intestinal tract alive.

HOW MICROENCAPSULATION WORKS

protection against temperature

the live SF68®, ready to be released in the intestine

protection against moisture and abrasion



FortiFlora® contains a unique strain of beneficial bacteria known as SF68® which has been evaluated in numerous clinical studies with proven results. These include helping to increase levels of beneficial bacteria in the intestine, to improve faecal consistency in puppies and minimise naturally occurring diarrhoea in kittens. SF68® has also been proven to help promote a healthy immune function in dogs and cats, as well as puppies and kittens.

When to use FortiFlora®

- ✓ **For digestive upsets** ranging from tummy upsets to flatulence and loose stools.
- ✓ **During times of stress** such as staying in kennels or catteries, moving house, travelling, meeting new pets, shows or hospitalisation.
- ✓ **After antibiotic treatment** the good and bad bacteria in the gut can be destroyed. FortiFlora® repopulates the gut with beneficial microflora. Add FortiFlora® to your pet's food before, during and after the antibiotic course for maximum benefit.
- ✓ **For puppies and kittens** the support of FortiFlora® can be valuable during weaning, after vaccination, and while being introduced to a new home, not only to help support intestinal health but also to help support the developing immune system.
- ✓ **For elderly pets** the balance in the gut is more easily upset. FortiFlora® provides extra support that helps keep them healthy.

Daily feeding quantity

There is no need to adapt the quantity of FortiFlora® to the weight or size of your pet. It is important to give the entire sachet at one feeding.



1
sachet per
day

To understand how your pet can benefit from FortiFlora®, ask your veterinary surgeon for more information.

FortiFlora®

The unique probiotic supplement for dogs and cats of all ages

PURINA® PRO PLAN® FortiFlora® is specially formulated to give cats and dogs the benefits of probiotics.



EFFECTIVE: Scientific studies have proved that the unique SF68® strain in FortiFlora® helps support a healthy immune system and improves intestinal health.



SIMPLE: FortiFlora® is very easy to feed. Simply sprinkle a sachet over your pet's dry or wet food once a day.



DELICIOUS: Pets love the taste of FortiFlora®. It can even be used to encourage eating in pets with a low appetite.



PURINA[®] PRO PLAN[®]



Your veterinary clinic details:

For more information, please speak to your veterinary surgeon or contact Nestlé Purina at 0800 212161

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