

GASTROINTESTINAL MANIFESTATIONS

The effective nutritional solutions
from PURINA® PRO PLAN®

GASTROINTESTINAL (GI)

GI manifestations are very frequent in dogs and cats at all life stages

You can easily perceive when a pet is healthy all-round. He is happy, energetic and affectionate towards his owner and they enjoy and make the most of their life together.

So what's the foundation for all-round health? The gut.

When the gut is having some disturbances, it results in discomfort, and most of the times leads to distressing symptoms too. Many things can affect pet's gut health, but nutrition plays a crucial role.

When the gut is healthy, he is able to live an enjoyable, wholesome life - full of things that both him and his owner love most.

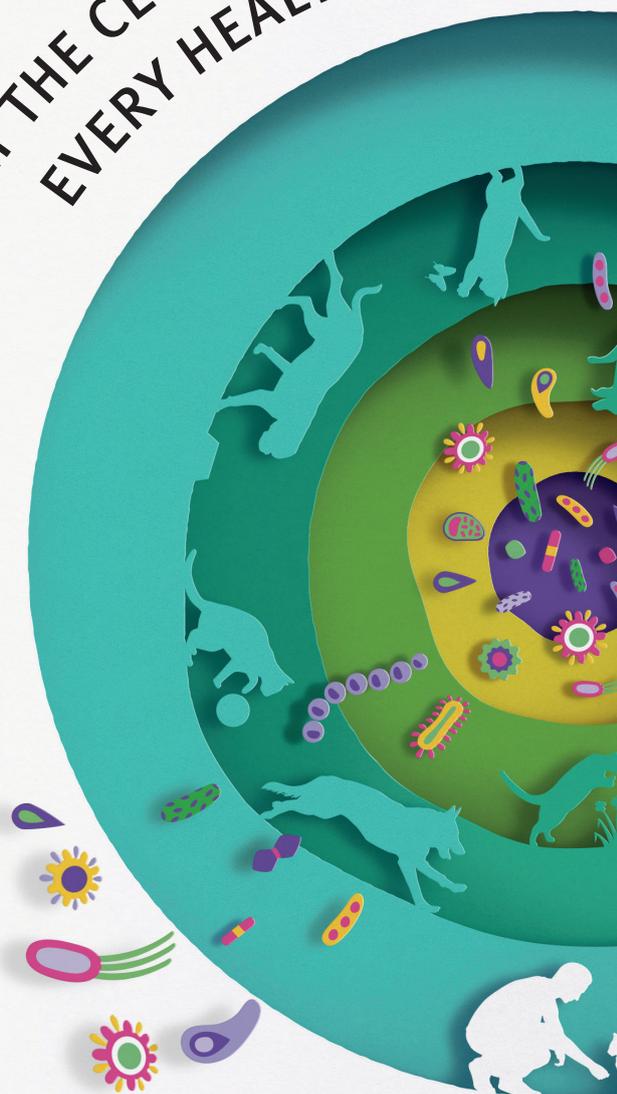
GI MANIFESTATIONS COVER A BROAD RANGE OF CONDITIONS

GI manifestations are inside the most prevalent reasons why pet owners look for veterinary advice. Vomiting, diarrhoea, and poorly formed stools are the most typical signs.

Although a case-by-case approach is preferred in daily practice, GI manifestations can be classified and treated accordingly to the severity of the signs.

- **MAJOR CONDITIONS**
including acute or chronic diarrhoea, weight loss, vomiting and abdominal pain
- **MINOR CONDITIONS**
including episodes of loose stools or minor digestive sensitivities

AT THE CENTRE OF EVERY HEALTHY LIFE



"Perhaps no other organ system is so directly and immediately affected by Nutrition than the gastrointestinal tract"

Dr Nick Cave Diplomated by the American College of Veterinary Nutrition, Senior Lecturer in Small Animal Medicine, Massey University Veterinary Teaching Hospital (New Zealand)

OPTIMISED NUTRITION

The key to success



THE GUT is the largest immune system in the body, containing:

70-80%

Of the body's immune cells^{1,2}

90%

Of cells that produce antibodies^{1,2}

WHAT ARE THE KEY REQUIREMENTS FOR NUTRITIONAL MANAGEMENT OF GI CONDITIONS?

Effective nutrition that delivers fast results



Palatable nutrition that satisfies pet owners and ensures compliance



Maintenance solutions for **long-term support**. They provide an easy and nutritionally balanced **alternative to homemade food** which is bland, unpalatable and time-consuming to produce

Feeding with the right nutrition can have a profound effect on the management of GI manifestations of all severities

PURINA® PRO PLAN® FOR ALL GI CASES

A simple and effective nutritional solution offering a practical alternative to home-made food

- Nutritionally complete and balanced
- Proven efficacy
- Specially formulated to provide highly digestible and palatable nutrition
- Easy-to-use maintenance nutrition to help ensure client compliance
- With no added colourants
- Formulated with natural antioxidants

¹Bengmark S. Immunonutrition—concluding remarks. Nutrition 1999;15:57-61.

²Brandtzaeg P, Halstensen TS, Kett K, et al. Immunobiology and immunopathology of human gut mucosa: humoral immunity and intraepithelial lymphocytes. Gastroenterology 1989;97:1562-1584.

MAJOR GI CONDITIONS:

Advanced nutritional solutions from
PURINA® PRO PLAN® Veterinary Diets

CLINICALLY PROVEN EFFICACY^{1,2} | HIGHLY DIGESTIBILITY | HIGHLY PALATABLE



GI CONDITIONS

For dogs and cats of all ages with gastrointestinal disorders:

- Inflammatory bowel disease (IBD)
- Acute and chronic diarrhoea
- Exocrine pancreatic insufficiency (EPI)
- Gastroenteritis
- Colitis
- Malabsorption and maldigestion
- Hepatic disease not associated with encephalopathy

FOOD ALLERGY AND INTOLERANCE

For dogs and cats of all ages. Used for the diagnosis and management of:

- Food intolerance
- Inflammatory bowel disease (IBD)
- Exocrine pancreatic insufficiency (EPI)
- Gastroenteritis and/ or dermatitis associated with food allergy
- Long-term management of food allergy

LIVER DISEASE

For puppies, dogs and adult cats with liver disease

- Hepatitis
- Cholangitis*
- Portosystemic shunts
- Hepatic encephalopathy
- Liver Failure/disease

EN GASTROINTESTINAL™

CANINE AND FELINE



HA HYPOALLERGENIC™

CANINE AND FELINE



HP HEPATIC™

CANINE AND FELINE



Key clinical benefits

- LOW RESIDUE** **Low residue:** Easy to digest ingredients to help reduce workload of the compromised gut
- PREBIOTIC** **Prebiotic:** Added insoluble fibres to help regulate digestive transit*
- LOW FAT** **Low fat:** Low fat level to help minimise fat maldigestion**
- MEDIUM CHAIN FFA** **Medium chain fatty acids:** With a special fat source (coconut oil) high in MCFA for easy gut absorption**

Inulin, as a long chain fructose polymer, is fermented commonly in the distal colon^{3,4} which makes it a suitable option when distal colon support is needed

Key clinical benefits

- HYDROLYSED** **Hydrolysed protein:** Single hydrolysed protein with low molecular weight to help avoid allergic reactions
- PURIFIED CARB** **Purified carbohydrates** to help avoid allergic reactions
- OMEGA 3** **Omega 3:** With omega-3 fatty acids to help maximise natural anti-inflammatory processes

PURINA® PRO PLAN® Veterinary Diets Hypoallergenic™ has a moderate fat level, which can help support dogs and cats with compromised digestion

Key clinical benefits

- SELECTED PROTEIN** **Selected protein sources** to help reduce accumulation of toxins and maintain liver function**
- OPTIM PROTEIN** **Adapted level of protein** to help reduce accumulation of toxins and maintain liver function*
- LOW COPPER** **Low copper** to reduce hepatic copper accumulation**
- HIGH ENERGY** **High energy content** to help maintain positive energy balance

*Feline only **Canine EN

¹ Wennogle SA et al. American College of Veterinary Internal Medicine (ACVIM) Congress. 2014.

² Xu H et al. European society of Veterinary & Comparative Nutrition (ESVCN) Congress. 2011.

³ Stewart, M.L., Timm, D.A., and Slavin, J.L. 2008. Fructooligosaccharides exhibit more rapid fermentation than long-chain inulin in an in vitro fermentation system. Nutrition Research, 28: 329–334.

⁴ Kelly, G. 2008. Inulin-Type Prebiotics – A Review: Part 1. Alternative Medicine Review Volume 13, Number 4.

MINOR GI MANIFESTATIONS:

Long-term nutritional solutions from PURINA® PRO PLAN®

PURINA®
PRO PLAN®

PROVEN FORMULAS | HIGH QUALITY INGREDIENTS | HIGHLY PALATABLE

CANINE

Complete pet food for both adult dogs and puppies with sensitive digestion

- Intermittent episodes of loose stools
- Difficulties to digest or discomfort in the digestive process

FELINE

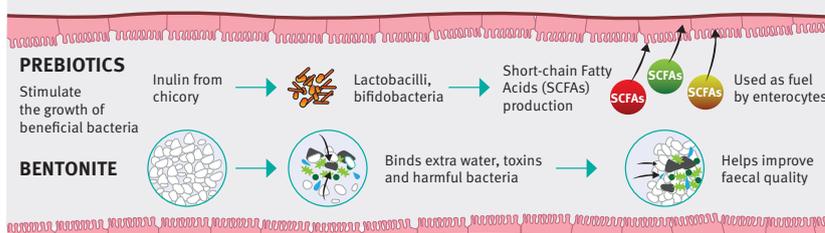
Complete pet food for adult cats with sensitive digestion and/or fussy appetites

- Intermittent episodes of loose stools
- Difficulties to digest or discomfort in the digestive process

BENEFICIAL INGREDIENTS

BENTONITE AND INULIN⁵

- Absorbs important quantities of liquids, toxins, intestinal waste products and gas
- Action on the intestinal wall, restoring normal intestinal activity
- Free radical inactivator



SMALL&MINI, MEDIUM AND LARGE
SENSITIVE DIGESTION WITH OPTIDIGEST



DELICATE
DRY AND WET



Key clinical benefits



Formulated with ingredients that ease the digestive process like egg which is highly digestible, a natural clay like bentonite that secures fecal consistency and a prebiotic source like beet pulp that promotes good intestinal



Contains prebiotics scientifically proven to increase bifidobacteria for a better gut microflora balance



With specific ingredients to support intestinal health and stool quality

Key clinical benefits

DRY
WET



Contains OPTIRENAL – a unique formulation to promote healthy kidneys



Helps support a healthy immune system



Proven to promote digestive health



Highly digestible thanks to high quality ingredients



Helps reduce possible skin discomfort associated with food sensitivity

⁵ Only for Canine OPTIDIGEST

FORTIFLORA

Probiotic for dogs and cats to complement all GI cases



The probiotic proven to promote intestinal health and microflora balance in dogs and cats of all ages.

Gastrointestinal disturbances in dogs and cats are often associated with an imbalance in intestinal microflora caused by:

- Stress
- Antibiotics
- Diet change
- Other: Infections diseases, etc.



Restoring microflora balance is a key component in nutritionally managing pets with GI tract disturbances.

Research demonstrated that some probiotics might help in addressing:

- Bacterial intestinal imbalance and
- Reinforcement of the immunity system

PROBIOTICS are microorganisms, which when administered in adequate amounts, confer a health benefit for the host. (WHO 2001)




FortiFlora®



The simple and effective probiotic for cats and dogs

FortiFlora® is a unique probiotic from PURINA® designed for dogs and cats of all ages. It contains guaranteed levels of *Enterococcus faecium* SF68 strain, microencapsulated for enhanced stability and efficacy.

Key clinical benefits

- SF68** Contains a guaranteed level of a unique strain of viable **SF68 probiotics** – Minimum 5×10^8 CFU*/g. A proprietary microencapsulation process enhances stability, guaranteeing levels of live beneficial bacteria entering the gastrointestinal (GI) tract
- PROBIOTIC** Proven to promote intestinal health and microflora balance – Contains the lactic acid bacteria *Enterococcus faecium* SF68, at levels proven to promote normal intestinal health and microflora balance in dogs and cats
- IMMUNE SYSTEM** Proven to promote strong immune system

FortiFlora®
A unique probiotic from PURINA® PRO PLAN® for dogs and cats of all ages.

- EFFECTIVE:** Scientific studies have proved that the unique SF68 strain in FortiFlora® promotes a strong immune system and improves intestinal health
- SIMPLE:** FortiFlora® is very easy to feed. Simply sprinkle 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 low appetite



1 sachet per day

*CFU: Colony Forming Units

HOW AND WHEN TO USE FORTIFLORA

RECOMMENDED FOR	ADMINISTRATION GUIDELINES
GASTROINTESTINAL DISTURBANCES	
Gastrointestinal disturbance and loose stools associated with microflora imbalance	Give 1 sachet of Fortiflora every day, sprinkled on top of the regular food, until at least 7 days after the reemission of the signs
Poor faecal quality in dogs and cats of all ages	
Reduction of flatulences in dogs	
LOOSE STOOLS	
Loose stools associated with stress	Give 1 sachet of Fortiflora every day, 3 days before the stressful event, during the whole period of stress and until at least 3 days after the end of the stress
Loose stools associated with antibiotic use	Give 1 sachet of Fortiflora every day during the antibiotic use and until 7 days after the last dose of antibiotic. For maximum efficacy, give Fortiflora at least 3 hours before or after the antibiotic administration
Loose stools associated with diet change	Give 1 sachet of Fortiflora a day, from 3 days before the start of the diet transition until 7 days after the pet has been fed entirely with the new diet
IMMUNE FUNCTION	
Promote strong immune system	Give 1 sachet of Fortiflora every day, for at least 30 days
PALATABILITY	
Poor appetite as it acts as a palatability booster	Add 1 sachet of Fortiflora daily to the regular food as long as palatability enhancement is required

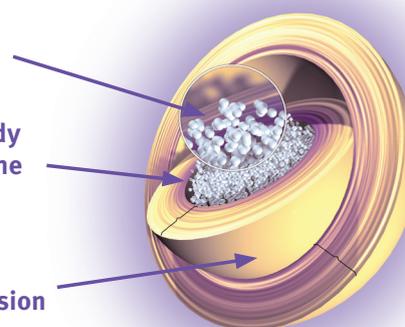
Proprietary microencapsulated process Guarantees viability of the probiotic

- Withstands handling, manufacturing and storage
- Resistant to stomach acidity, the capsule dissolves in the intestinal tract
- Proven viability in GI tract of dogs and cats

Protection against temperature

The live SF68, ready to be released in the intestine

Protection against moisture and abrasion



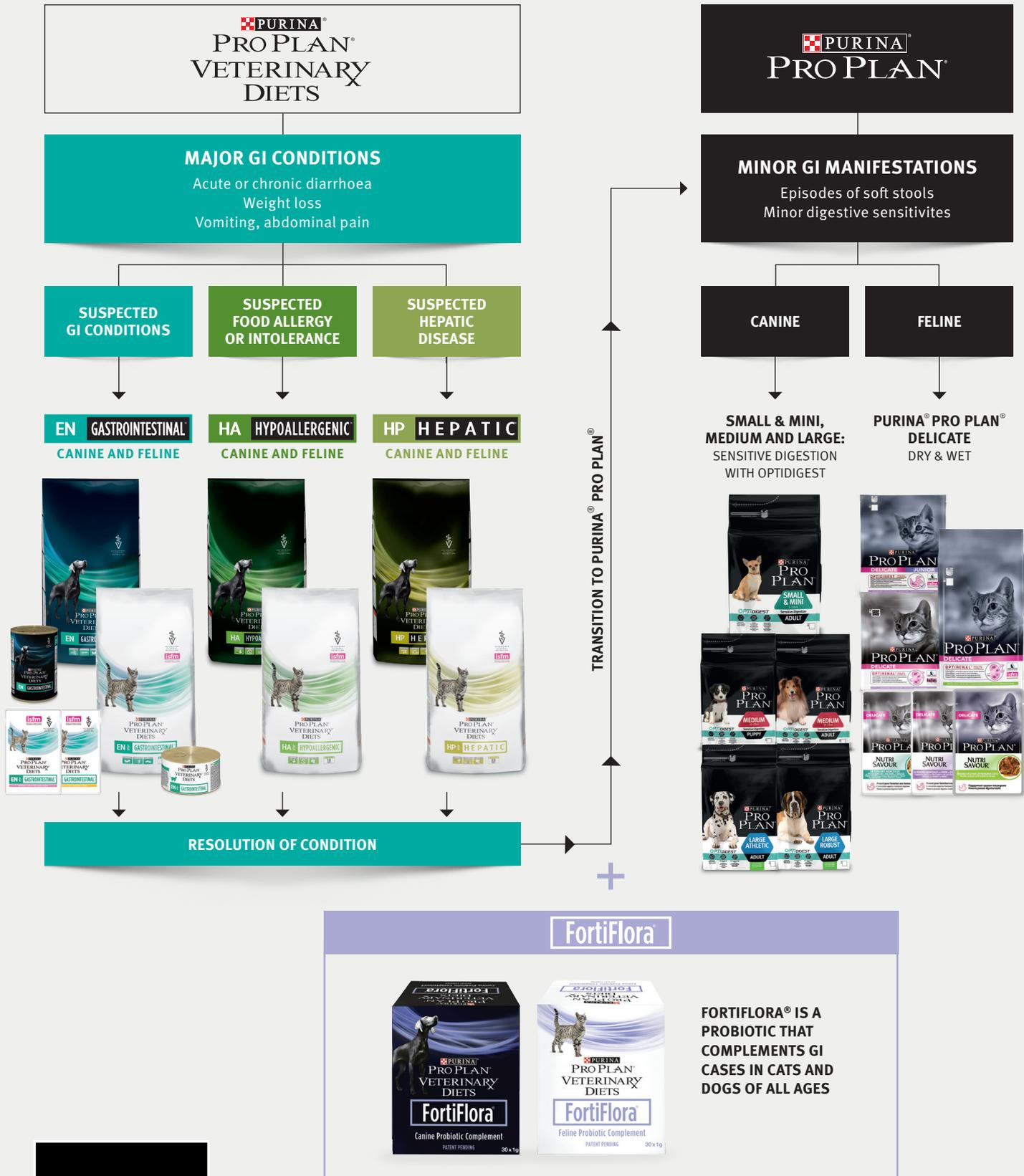
Key nutrient values*	Canine FortiFlora®	Feline FortiFlora®
<i>Enterococcus faecium</i> SF68 Live microencapsulated microorganisms	Minimum 5×10 ⁸ CFU/G	Minimum 5×10 ⁸ CFU/G
Protein	54%	55%
Fat	19%	19%
Crude Fibre	1%	1%
Vitamin E	7500 mg/kg	7500 mg/kg
Vitamin C	1450 mg/kg	1450 mg/kg
Selenium	1.2 mg/kg	–
Taurine	–	2480 mg/kg
Metabolisable energy (ME) ⁶	3.9 kcal/g	3.9 kcal/g
Ingredients Animal digest, <i>Enterococcus faecium</i> SF68, vitamins, minerals.		

* Typical analysis in the final product.

⁶ Calculated using modified Atwater's factors.

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Product Selector



Committed to provide a simple and effective nutritional solution for all GI manifestations.

To find out how to transform management of GI disturbances, please contact your PURINA® representative.