

YOUR PET'S HEALTH STARTS WITH A HEALTHY GUT

Understanding how to promote your pet's intestinal health

AT THE CENTRE OF EVERY HEALTHY LIFE IS A HEALTHY GUT

We can all tell when our pets are enjoying a healthy life: they are happy, active and energetic. Having a healthy pet means you can both make the most of every day – and live your life together to the full.

But what is the secret to a healthy life?

More often than not, a healthy life starts with a healthy gut.

When the gut is disturbed, it can result in discomfort for your pet as well as some distressing symptoms.

There are many things that can affect your pet's gut health, but diet plays a crucial role. So if your pet experiences digestive problems, the right nutrition can help you regain an enjoyable, wholesome life that is full of the things you both love doing most.

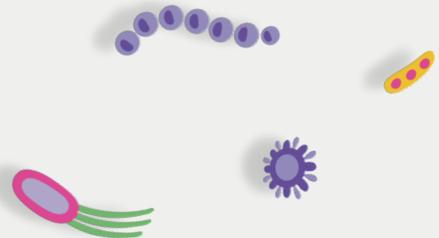
“Perhaps no other organ system is so directly and immediately affected by nutrition than the gastrointestinal tract”

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

GASTROINTESTINAL ISSUES ARE COMMON

Cats and dogs, like humans, can suffer from gastrointestinal upsets leading to vomiting, diarrhoea or poorly formed stools. These upsets are usually of short duration and self-limitating, however sometimes they can become chronic and recurrent, and this can be a source of distress for both you and your pet.

We would like to help you to understand the potential causes and signs of your pet's gastrointestinal upsets, and give you some useful tips on how you can help him feel better. In particular, **we will show you the benefits of feeding with a simple and effective nutritional solutions for managing all kind of GI disorders.**

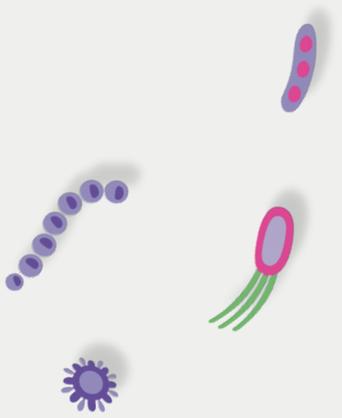


AT THE CENTRE OF EVERY HEALTHY LIFE

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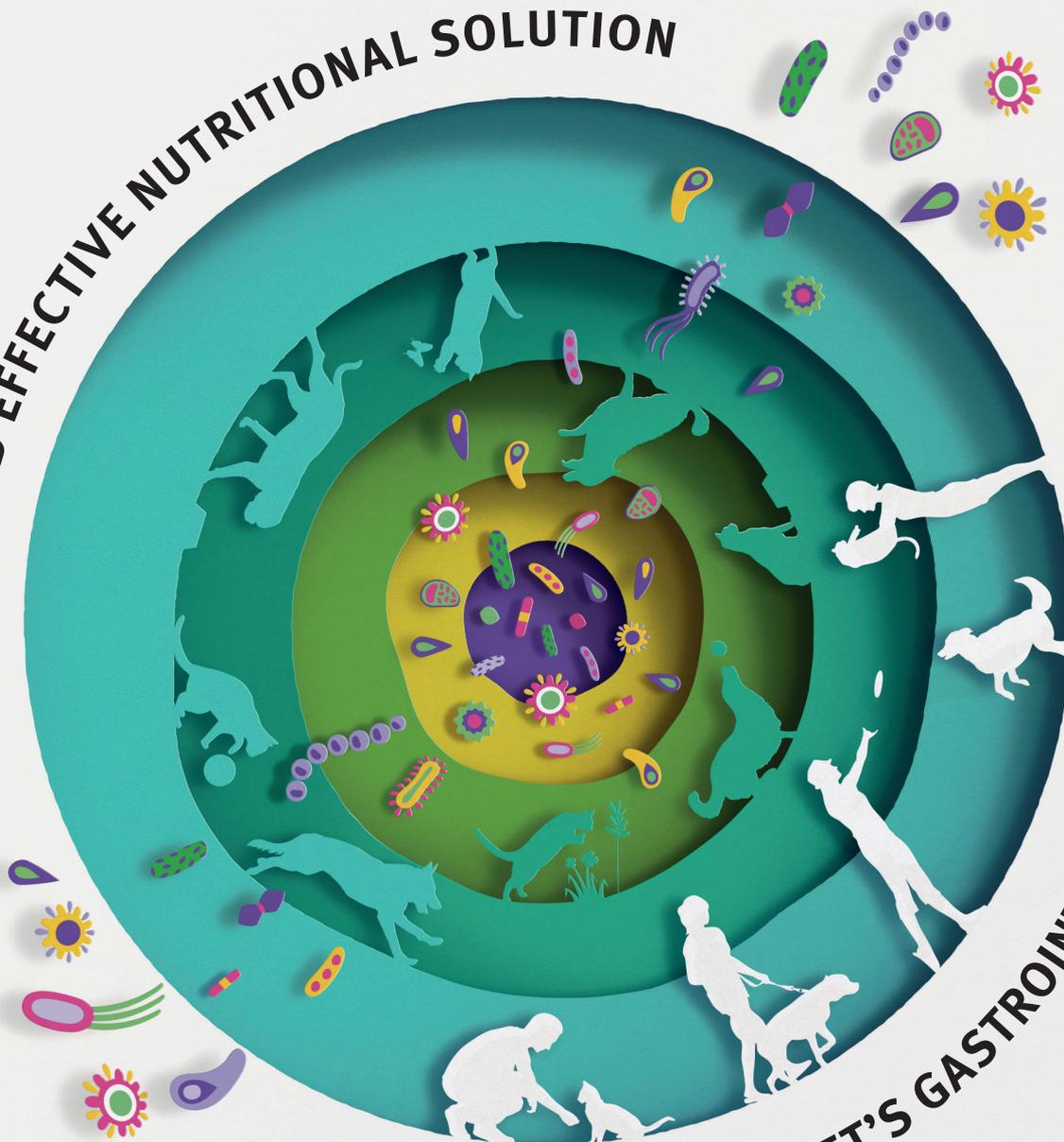


“Perhaps no other organ system is so directly and immediately affected by nutrition than the gastrointestinal tract”



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A SIMPLE AND EFFECTIVE NUTRITIONAL SOLUTION



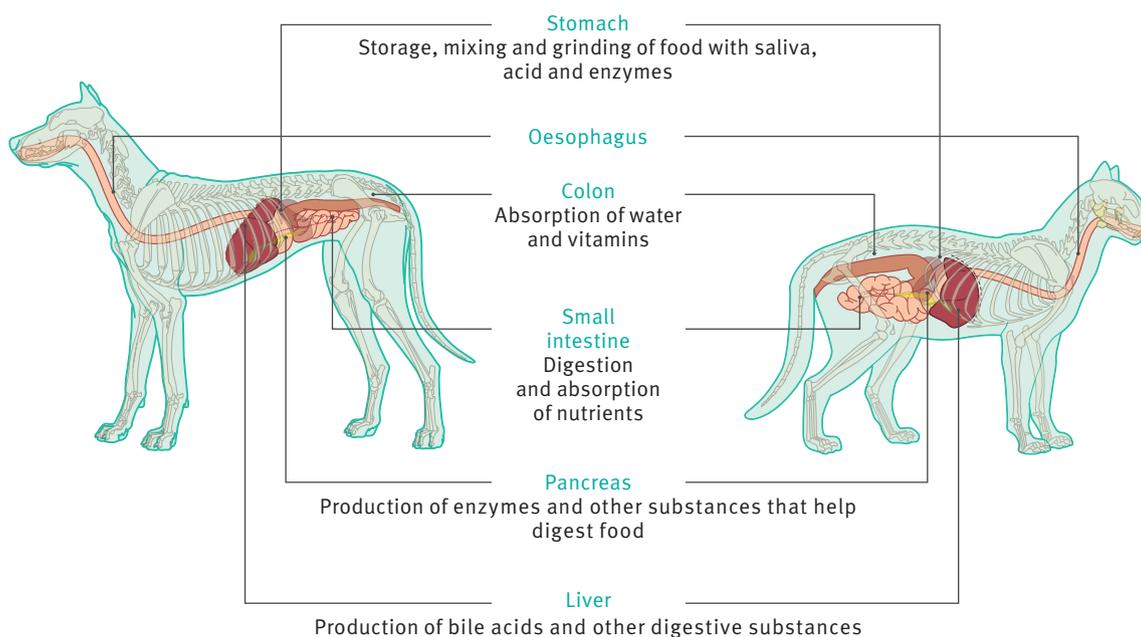
TO MANAGE YOUR PET'S GASTROINTESTINAL DISTURBANCES

WHAT DOES THE GASTROINTESTINAL TRACT DO?

The gastrointestinal tract is responsible for digesting food and absorbing nutrients. After chewing and swallowing, food enters the stomach where it is mixed and ground into tiny pieces. This is where digestion begins.

The food then moves to the small intestine where most of the digestion and absorption of nutrients takes place. The liver and pancreas release powerful enzymes that break down the food into smaller particles that can be easily absorbed, and used by the body as an energy source for building and repairing tissues. In the large intestine (colon), water and minerals are absorbed and undigested matter and waste are eliminated as faeces.

KEY FUNCTIONS OF THE GASTROINTESTINAL TRACT



HOW CAN YOU HELP YOUR PET?

WHAT ARE THE SIGNS OF GASTROINTESTINAL UPSETS?

In both cats and dogs, the most common clinical signs are:

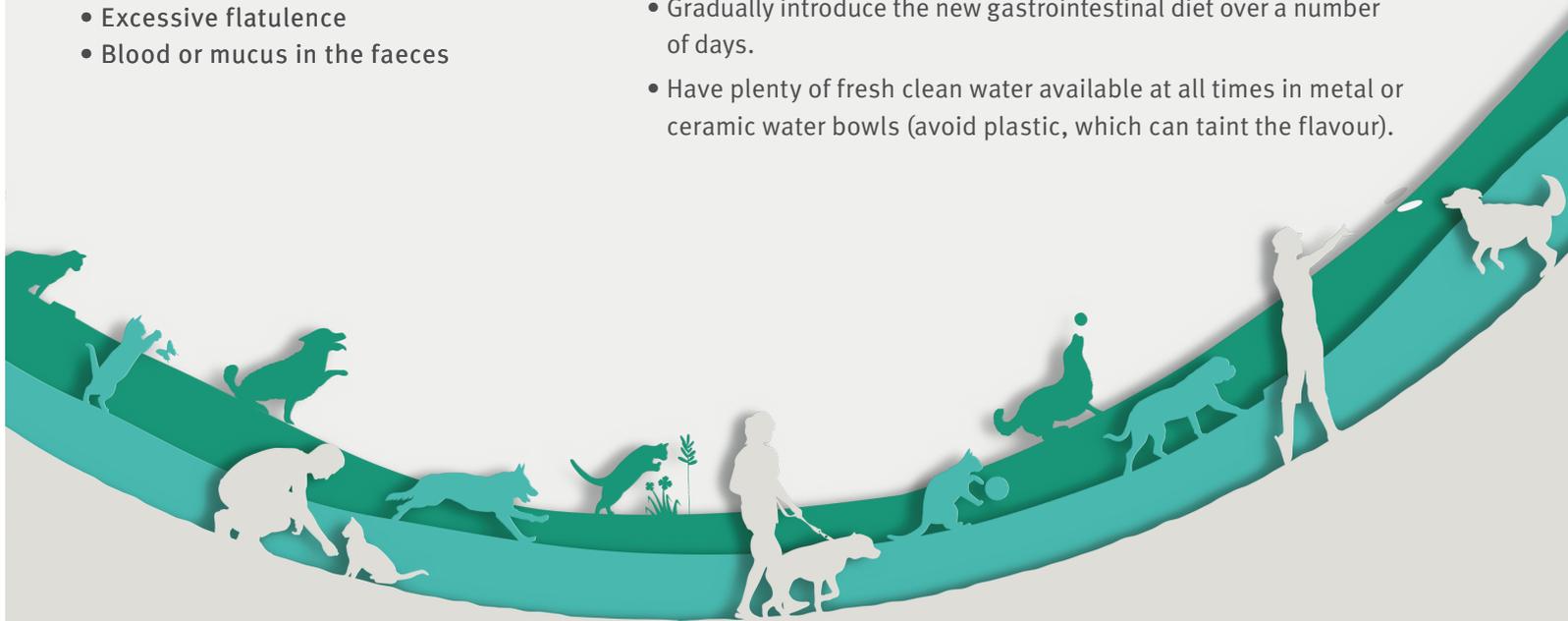
- Diarrhoea
- Vomiting
- Constipation
- Loss of appetite
- Weight loss
- Excessive flatulence
- Blood or mucus in the faeces

Gastrointestinal disorders can irritate the stomach and intestine, and poorly digested food can contribute to worsening the signs.

A highly digestible, complete and balanced diet will provide your pet with all the essential nutrients necessary to support recovery, while also helping to resolve the symptoms. In fact, between a third and a half of pets suffering from chronic diarrhoea may respond to a change of diet.

Tips to help your pet recover through special care:

- Feed only a special feline or canine veterinary diet (like PURINA® PRO PLAN® VETERINARY DIETS EN Gastrointestinal) and avoid table scraps and treats.
- Gradually introduce the new gastrointestinal diet over a number of days.
- Have plenty of fresh clean water available at all times in metal or ceramic water bowls (avoid plastic, which can taint the flavour).



PURINA® PRO PLAN® NUTRITIONAL SOLUTIONS

MAJOR CONDITIONS

EN GASTROINTESTINAL™

CANINE AND FELINE



- A complete dry food scientifically formulated to support dogs and cats of all ages with intestinal disorders.
- Made with highly digestible ingredients – including a specifically selected fat that is easy to digest and absorb.
- Highly palatable.

HA HYPOALLERGENIC™

CANINE AND FELINE



- A complete dry food scientifically formulated to help diagnose and manage allergies and food intolerances in dogs and cats of all ages.
- The diet is made with a single source of protein that has been broken down (hydrolysed) into pieces that are too small to cause an allergic reaction.
- Ideal for use in food tests that are used to identify a food allergy.

HP HEPATIC™

CANINE AND FELINE



- A complete dry food scientifically formulated to help nutritionally manage liver diseases in adult cats, adult dogs and puppies over 14 weeks of age.
- Highly palatable.
- High in energy to help prevent weight loss.
- Highly digestible to help reduce the liver's workload.

PURINA® PRO PLAN® NUTRITIONAL SOLUTIONS

MINOR CONDITIONS

SMALL&MINI, MEDIUM AND LARGE
SENSITIVE DIGESTION WITH OPTIDIGEST

CANINE



- 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.

DELICATE
DRY AND WET

FELINE



- 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 sensitivit.

THE BENEFITS OF FEEDING PROBIOTICS TO YOUR PET

It is also recommended to complement all GI cases with a probiotic.

Live bacteria can balance the good and bad bacteria in the gut, which boosts the immune system and enhances a stronger digestive function.

The good news is that, just like humans, pets can enjoy the same health benefits when they have the right balance of good and bad bacteria in the gut.

That is why we have developed our unique **veterinary probiotic: FortiFlora®** – with special technology which guarantees that beneficial bacteria can reach the intestines while they are still alive, and in appropriate numbers that make a positive difference.

Adding one sachet a day to your pet's normal food is a simple and tasty way to maintain a balanced intestinal microbiota and keep your pet's gut healthy. It is suitable for cats and dogs of all ages.

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



When to use FortiFlora®

- ✓ **For digestive disturbances** ranging from gastroenteritis to flatulence and loose stools.
- ✓ **During times of stress** such as staying in kennels or cateries, moving house, travelling, meeting new pets, shows or hospitalisation.
- ✓ **During antibiotic use**, give 1 sachet of FortiFlora® every day and until 1 week after the last dose of antibiotic to restore intestinal microflora balance. For maximum efficacy, give FortiFlora® at a different time of the day from the antibiotic administration.
- ✓ **For pets with low appetite:** It acts as a palatability enhancer.
- ✓ **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 support intestinal health but also to 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.

“Adding **one sachet per day** to your pet’s normal food is the scientifically proven way to support intestinal health and promote a strong immune system.”



1
sachet
per day

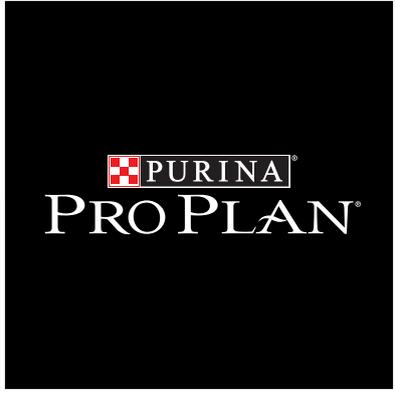
Daily feeding quantity

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

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



NOTES



 **PURINA**[®]
PRO PLAN[®]

**For more information about the PURINA[®] PRO PLAN[®] gastrointestinal range,
ask your vet or contact Nestlé Purina at xxxx**

 **PURINA**[®] Your Pet, Our Passion.[®]