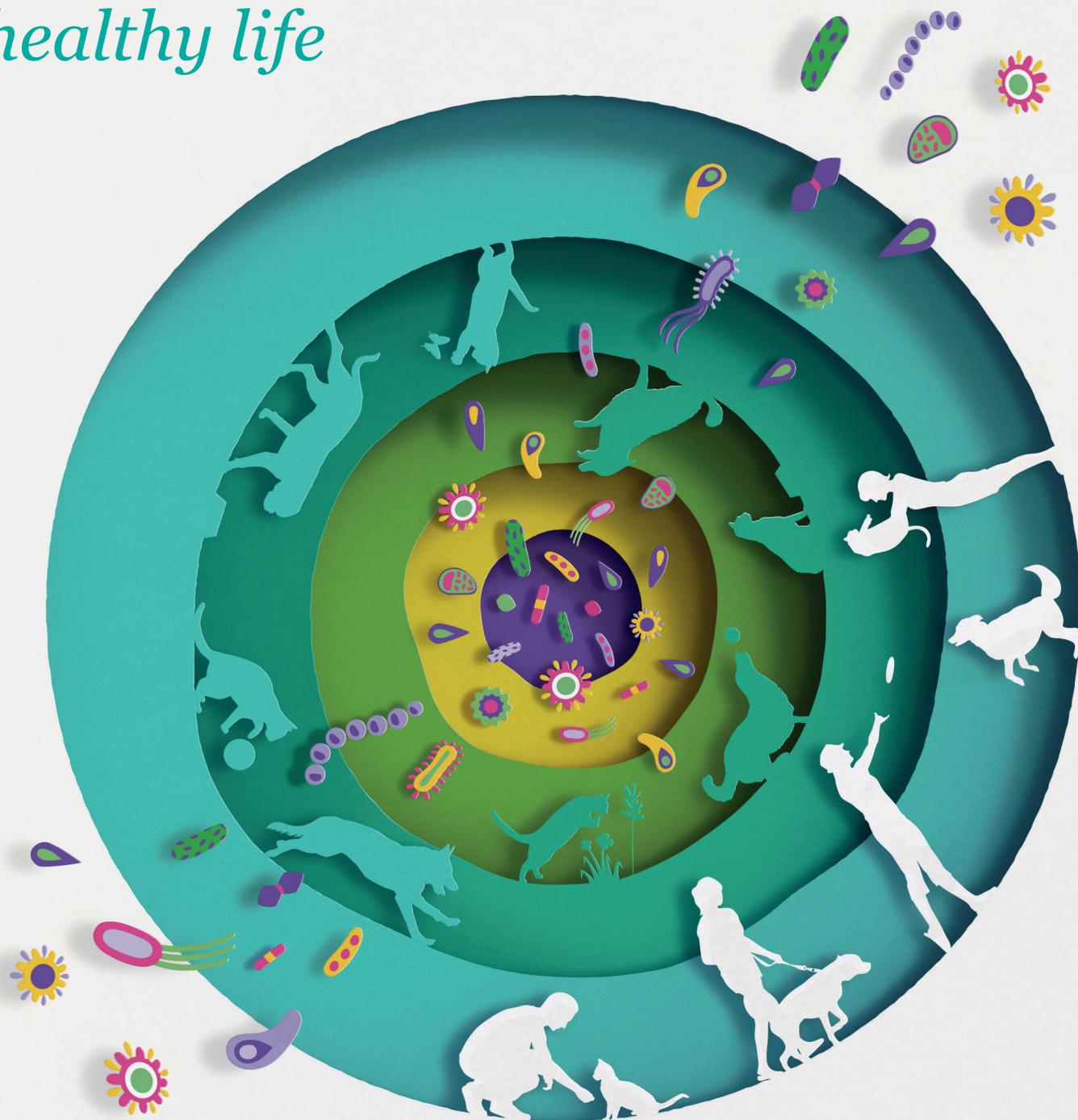


A HEALTHY GUT is the centre of a healthy life



As a vet, you can easily tell when a pet is living a healthy life. Among other things, the pet will be happy, energetic and affectionate towards its owner. When the gut is healthy, pets are able to live enjoyable and wholesome lives – full of the things that both pets and owners love the most. That is why a healthy gastrointestinal system is important for pet's all-round health.

GI complaints can result in discomfort at best, but more often they lead to symptoms that are distressing to both pets and their owners. That's why every year, gut problems account for the majority of visits to surgeries like yours.

As you know, nutritional solutions are often the simplest and most effective course of treatment for many GI conditions. So it's good to know that PURINA® PRO PLAN® offers a single range with scientifically formulated diets that can help you treat almost every major and minor GI manifestation.

The PURINA® PRO PLAN® GI range includes both veterinary and maintenance diets. Each is nutritionally complete and balanced, and clinically proven to be effective against all manner of conditions, including: GI complaints, acute and chronic diarrhoea, gastroenteritis; food allergies and intolerances, IBD and EPI; and even hepatic conditions.

The range also includes FortiFlora® – the unique probiotic supplement developed by PURINA® PRO PLAN®. With probiotics now an important part of daily practice for many vets, FortiFlora® offers a number of important benefits. Thoroughly tested for safety and efficacy, the probiotic is easy for owners to administer and is also highly palatable for pets.

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

Dr Nick Cave

Diplomat of the American College of Veterinary Nutrition,
Senior Lecturer in Small Animal Medicine, Massey University
Veterinary Teaching Hospital (New Zealand)

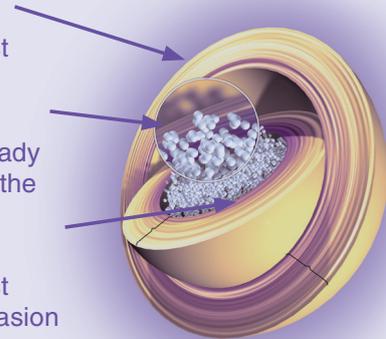
FortiFlora® Probiotics with guaranteed viability

FortiFlora® uses Purina microencapsulation technology, ensuring live bacteria pass through the stomach and arrive in the intestinal tract alive.

Protection against temperature

The live SF68, ready to be released in the intestine

Protection against moisture and abrasion



FortiFlora® is proven effective for a range of GI conditions, including loose stools and flatulence, so it is recommended to complement all GI cases with FortiFlora®. There is also increasing evidence that certain probiotics have even wider health benefits. This is because probiotics not only help to inhibit harmful pathogens from colonising the intestines – they also support the body's immune system and strengthen natural defences.

Each diet in the PURINA® PRO PLAN® GI range has been specially formulated for high digestibility and palatability, with natural antioxidants and no added colourants.

All the owners that visit your surgery want health and happiness for their pets. Now is the moment to help them understand that the centre of a healthy life is a healthy gut.

To learn more about the PURINA® PRO PLAN® GI range, talk to your PURINA® PRO PLAN® contact, or visit purina.com/XXXX



Discover a nutritional solution for every gastrointestinal manifestation

The PURINA® PRO PLAN® gastrointestinal range offers advanced nutritional solutions that are clinically proven, highly palatable and a simple and effective way for managing all GI disorders. It is also recommended to complement all GI cases with Fortiflora, the unique probiotic from Purina.

