

 **PURINA**[®]
PRO PLAN[®]

FortiFlora[®]

THE PROBIOTIC PROVEN TO PROMOTE
INTESTINAL HEALTH, MICROFLORA BALANCE
AND A STRONG IMMUNE SYSTEM

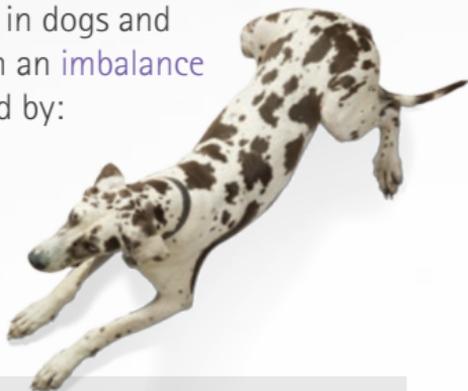


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How do probiotics help?

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

- Stress
- Antibiotics
- Diet change
- Infectious diseases, etc

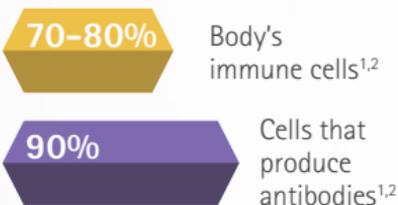


Restoring microflora balance is a key component in the nutritional management of pets with GI tract disturbances.

Research demonstrated that some probiotics might help to address:

- Imbalance in intestinal microbiota and
- Strengthening of the immune system.

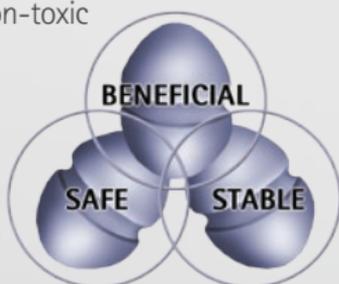
THE GUT is the largest immune system in the body, containing:



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

The features of ideal probiotics:

1. To be safe, non-pathogenic and non-toxic
- registered and approved strains
2. CFU: therapeutic dose of 5×10^8 CFU/ day
3. To survive the low pH of stomach and bile acids
-microencapsulation



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

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

Not all probiotics are the same

Every strain of probiotic confers different benefits to the host. Not all probiotic effective in humans can be effective in pets and resist to the very acidic pH of their stomach, that is why yoghurt is not as effective in the pet's digestive health as in humans.

Cooking damages beneficial live bacteria - and any which 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 beneficial bacteria reach the intestines alive and in appropriate numbers to have a beneficial effect.

With **FortiFlora®** you can be confident of:

- Guaranteed levels of good bacteria reaching site of action
- Proven beneficial results in pet's intestinal health



Adding one sachet a day to pet's normal food is the scientifically proven way to support **intestinal health** and promote a strong **immune system**



FortiFlora®



Key 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

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.

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® 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

Proprietary microencapsulated process

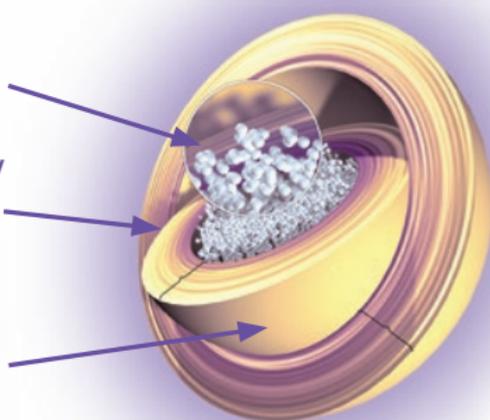
Guarantees viability of the probiotic

- 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)**	3.9 kcal/g	3.9 kcal/g
Ingredients Animal digest, <i>Enterococcus faecium</i> SF68, vitamins, minerals.		

* Typical analysis in the final product. ** Calculated using modified Atwater's factors.

PROVEN to have positive immune modulating effects in cats³

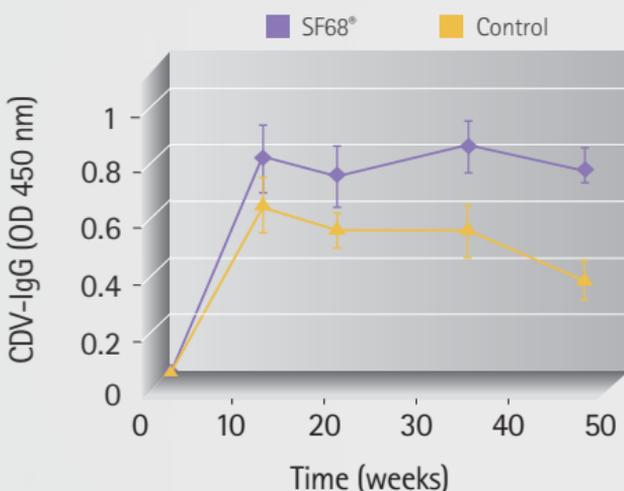


- Kittens at seven weeks of age were given either E. Faecium SF68® with a palatability enhancer or just a palatability enhancer (placebo) daily for 20 weeks.
- Response to a vaccine (for FHV-1, calicivirus and FPV virus) given at 9 and 12 weeks of age was monitored.
- The percentage of CD4+ lymphocytes was significantly higher in the SF68® group, demonstrating systemic immunomodulating effects by E. Faecium SF68® probiotic in kittens.

PROVEN to promote a strong immune system in puppies⁴



Immune response in puppies supplemented or not with SF68®



- 14 puppies were fed either a control diet or a control diet supplemented with SF68® (4b1705) from weaning to one year of age.
- Their specific systemic (IgG) and local (IgA) immune response to a Canine Distemper Virus vaccination (CDV) was assessed.
- SF68® supplementation significantly enhanced their specific immune response to vaccination.



3. Veir JK, Knorr R, Cavadini C *et al* (2007). Effect of supplementation with *Enterococcus faecium* (SF68®) on Immune Functions in Cats. *Veterinary Therapeutics* 8: 4, 229- 238

4. Benyacoub J, Czarnecki- Maulden G, Cavadini C *et al* (2003) Supplementation of food with *Enterococcus faecium* (SF68®) stimulates immune functions in young dogs. *J. Nutr* 133 (4), 1158- 1162

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 remission 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

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For more information,
please contact your PURINA representative

 **PURINA**

Your Pet, Our Passion.[®]