The benefits of feeding PROBIOTICS TO YOUR PET
The benefits of probiotics.

In humans, the many benefits of regularly taking probiotics – the so-called beneficial or “friendly” bacteria – are widely known. Many people take a daily probiotic supplement or eat “live” yoghurt to help stabilise their gut flora or intestinal bacteria and to help support their immune system. Doctors may also prescribe probiotics at the same time as antibiotics to help repopulate the intestines with the beneficial bacteria that antibiotics can destroy.

The good news is that probiotics are now available for dogs and cats that not only provide the same benefits as for humans, but also can help manage or minimise digestive upsets caused by an imbalance in the gut flora. Such upsets can result simply from typical dog or cat behaviours like indiscriminate eating (especially dogs), puppies and kittens exploring the world with their mouths, and many other factors that are part of their daily lives – such as occasions that create stress or excitement, age-related causes, use of antibiotics or simply dietary changes.

How probiotics can help your pet.

The intestines of your dog or cat are home to many billions of bacteria and thousands of different types (or strains) that are categorised as either “good” bacteria (lactobacilli and bifidobacteria) or those that are potentially “bad”. It is quite normal to have so-called bad bacteria in the intestine, but the objective is to maintain an optimal balance of both the good and the bad. While the good help to promote digestive health and balance, too many bad bacteria can cause digestive upsets. Providing a supplement that contains live good bacteria helps to maintain this optimal balance.
Not all probiotics are the same.

Currently, the most common way that we take probiotics is by consuming yoghurts or yoghurt-type foodstuffs or drinks. However, many dogs and cats can have digestive upsets resulting from lactose intolerance to dairy products, so feeding yoghurt to your pets is not ideal! For pets (as for humans), it is also important that probiotics are protected as they pass through the stomach and arrive in the intestinal tract alive, to enable them to be effective.

FortiFlora®: a probiotic supplement to help promote intestinal balance.

PURINA® PRO PLAN® VETERINARY DIETS FortiFlora® Nutritional Complement is a probiotic supplement specially formulated for dogs and cats of all ages that contains a unique strain of beneficial bacteria, known as SF68®, which has been scientifically proven to help support normal intestinal health and balance. SF68® is supported by numerous clinical studies with proven results. These include helping to increase levels of beneficial bacteria, decrease levels of potentially harmful ones, and improve faecal consistency especially in puppies. Moreover, one study demonstrates how SF68® can 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.

The SF68® in FortiFlora® is found within a powder mix. Importantly, a proprietary encapsulation process protects the SF68® and guarantees that it remains alive and is released in the intestine in its active form.
When should I use FortiFlora®?

Feeding a sachet of FortiFlora® every day to your dog or cat, whatever their age, will provide them with billions of friendly bacteria to help keep their guts healthy. There are also many situations where FortiFlora® is particularly beneficial, including:

- For puppies and kittens:
  - During weaning.
  - After vaccination.
  - When going to new homes.
- Exciting or potentially stressful situations:
  - Staying in kennels or catteries.
  - Travelling.
  - Changes in their home environment, such as the introduction of new pets.
  - Hospitalisation.
  - Dog and cat shows.
- Taking antibiotics – before, during and after treatments.
- Changing diets, or if pets have eaten inappropriate foods.
- Digestive upsets or soft stools.
- For elderly pets who are more susceptible to changes in their intestinal flora.

Palatable and easy to feed.

FortiFlora® is exceptionally palatable and, for fussy pets, may even increase their desire to eat their food.

FortiFlora® is very easy to feed. Simply sprinkle one entire sachet once daily over your pet’s regular food, whether canned or dry. As it is so palatable, your pet can even eat it alone without any food.

As with humans, pets benefit from taking probiotics only while they are being consumed – and so too when you feed your pets SF68®. While you may see an improvement within a few days of feeding FortiFlora® in cases of digestive upset, it is recommended to feed it for a minimum of 30 days to properly stabilise the gut flora.

FortiFlora® is suitable for dogs and cats of all ages including puppies and kittens, senior pets and even pregnant and lactating mothers.

FEEDING RECOMMENDATIONS:

1 sachet per day

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.
Your veterinary clinic details:

For more information about PURINA® PRO PLAN® Veterinary Diets, contact your local sales representative or visit www.purina-proplan.co.uk/veterinarydiets

Ask the Experts
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Please note that all indications for PURINA® PRO PLAN® Veterinary Diets mentioned in this leaflet are for the dietary support of cats and dogs with the listed conditions and do not preclude appropriate medical management. The veterinary diets should be used under veterinary supervision. ®Reg. Trademark of Société des Produits Nestlé S.A.