

PROBIOTIC + PREBIOTIC – Complementary pet food for cats and kittens to help maintain a healthy intestinal microbiome and long term health.

RECOMMENDED FOR & NOT RECOMMENDED FOR

- ✓ Gastrointestinal disturbance and loose stools associated with microflora imbalance
- ✓ Irregular bowel movements and poor faecal quality
- ✓ Helps ease the passage of faeces
- ✓ Loose stools associated with stress, diet change or antibiotic use
- ✓ Helps promote immune system function

✗ Cats with specific food allergies



KEY BENEFITS



Proven Synbiotic action (of a probiotic & prebiotic) to help maintain a healthy intestinal microbiome

Contains prebiotic fibre (psyllium) and lactic acid bacteria (*E. faecium* SF68) at levels that stimulate the growth of specific bacteria to support a healthy intestinal microbiome



Contains the same guaranteed level of proprietary micro-encapsulated strain of live lactic acid bacteria SF68 (5 x 10⁸ CFU*/sachet) as FortiFlora to help support intestinal health / microflora and promote a strong immune system



Contains a plant-based prebiotic fibre (psyllium) to stimulate the growth of beneficial bacteria in the gut and nourish a healthy microbiome

ADDITIONAL BENEFITS & CHARACTERISTICS

Great taste

Can be easily sprinkled on cat food with great acceptance

Helps repopulate the intestine with beneficial microorganisms

Help manage intestinal microbiome imbalance as a result of fermentation thanks to the prebiotic fibre (psyllium)

Firms up faeces thanks to water holding capacity of psyllium

Helps ease the passage of faeces

Helps support intestinal motility & regulate intestinal transit thanks to the inclusion of psyllium husk

Helps promote intestinal barrier integrity

* CFU: Colony Forming Units.

COMPOSITION

Meat and animal derivatives*, derivatives of vegetable origin (33% dried psyllium husk), minerals.

* Pork and poultry.

Keep between
2 and 25°C.



KEY NUTRIENT VALUES*

<i>Enterococcus faecium</i> SF68 NCIMB 10415 (4b1705) Live microencapsulated microorganisms**	Minimum 5x10 ⁸ CFU/g
Protein	37.0%
Fat	12.5%
Crude fibre	1.5%
Vitamin E	3554 IU/kg
Taurine	4050 mg/kg
Selenium	0.149 mg/100g
Metabolisable energy (ME) ¹	3954 kcal/kg

* Typical analysis in the final product as fed.

** Minimum guaranteed level at the end of shelf life.

¹ Calculated following NRC 2006 equations.

FEEDING GUIDELINES

RECOMMENDED FOR	HOW IT WORKS	ADMINISTRATION GUIDELINES
Gastrointestinal Disturbances		
Gastrointestinal disturbances and loose stools associated with microbiome imbalance	Stimulates bacterial fermentation and favours the growth of beneficial bacteria, increasing microbiome diversity	Give 1 sachet of FortiFlora® PLUS every day, sprinkled on top of the regular food, until at least 7 days after the remission of the signs
Irregular bowel movements and poor faecal quality	Psyllium can help firm up stools and support intestinal motility thanks to water-holding capacity	
Helping ease the passage of faeces	Psyllium is partially fermented which means less gas production compared with other fibres ^{1,4}	
Reduction of flatulence in dogs		
Loose stools		
Loose stools associated with stress	Improves the survival and implantation of live beneficial bacteria in the gut, helping promote intestinal barrier integrity	Give 1 sachet of FortiFlora® PLUS 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® PLUS every day during the antibiotic use and until 7 days after the last dose of antibiotic. For maximum efficacy, give FortiFlora® PLUS at least 3 hours before or after the antibiotic administration
Loose stools associated with diet change		Give 1 sachet of FortiFlora® PLUS 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		
Loose stools associated with diet change	Supports the immune system at mucosal and systemic levels	Give 1 sachet of FortiFlora® PLUS every day, for at least 30 days
Palatability		
Palatability enhancement for pets with little appetite	Can be easily sprinkled on pets' food with great acceptance	Add 1 sachet of FortiFlora® PLUS daily to the regular food as long as palatability enhancement is required

THE PROVEN SYMBIOTIC ACTION OF FORTIFLORA® PLUS

Ground-breaking studies in humans and other mammals have implicated the **gut microbiome** in a range of physiologic processes that are **vital to host health**¹⁻⁴.

Purina scientists developed the **first study published** to demonstrate that the essential features of the **human gut microbiome are mirrored in adult dogs**³ with **direct implications in their responses to diet**³ and future developments to improve **pet's gut microbiome health**.

* CLINICAL STUDIES SHOW THE BENEFITS OF USING FORTIFLORA® PLUS IN HELPING MAINTAIN GASTROINTESTINAL HEALTH

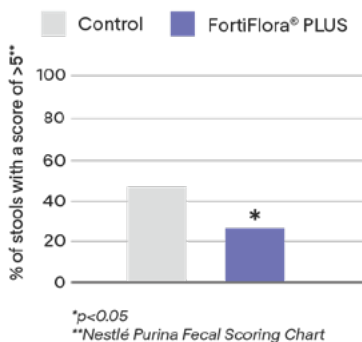
In vitro studies of cat and dog faecal samples combined with FortiFlora® PLUS showed a significant shift towards beneficial gut bacteria

(Nestlé Purina, internal data 2020)

- Microbial diversity (number of species and relative abundance present) significantly shifted towards beneficial bacteria such as Lactobacillus spp and Bifidobacteria spp
- Decreased intraluminal pH, which promotes a more favourable environment for the growth of beneficial bacteria

Effect of FortiFlora® PLUS can benefit in adult cats with pre-existing antibiotic-associated loose stools (n=8)

(Lappin M, et al. ACVIM Forum Proceedings 2020).



- Supplementation reduced severity of loose stools and numerically improved time to resolution
- 100% of cats administered FortiFlora® PLUS resulted in complete recovery from loose stools whereas 25% of cats on placebo didn't recover

1. Eisenstein M. 2020. The hunt for a healthy microbiome. Nature vol 577.
 2. Barco PC, McMichael MA, Swanson KS, et al. 2018. The gastrointestinal microbiome: a review. J Vet Intern Med 32:9-25.
 3. Coelho LP, Kultima JR, Costea PI, et al. 2018. Similarity of the dog and human gut microbiomes in gene content and response to diet. Microbiome, 6(72).
 4. Pilla R, Suchodolski J. 2021. The Gut Microbiome of Dogs and Cats, and the Influence of Diet. Vet. Clin. North Am. Small Anim 31, 3.