


PURINA[®]
PRO PLAN
VETERINARY SUPPLEMENTS[®]

FortiFlora[®] **PRO**

SYNBIOTIC ACTION[™]

Powdered Canine & Feline **Prebiotic & Probiotic** Supplement



Purina[®] Pro Plan Veterinary Supplements[®]
FortiFlora[®] PRO Synbiotic Action[™]

contains a powerful prebiotic and probiotic combination to support your pet's GI health, with *Enterococcus faecium* SF68[®], to nourish your pet's gut and psyllium to support a healthy microbiome.

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Consider probiotics as part of a **healthy daily routine** for your pet

The gastrointestinal tract is primarily known as the system responsible for digestion and nutrient absorption. But it also plays a remarkable role in overall health — both for humans and pets.

The Gut is Home to:

70%

of the immune cells, protecting the body from harmful (pathogens) or foreign substances (antigens).¹



A complex microbial ecosystem with trillions of microorganisms, known as the gut microbiome

Why is Microbiome Balance So Important?

Because the microbiota in the gut help support overall health, it is important to maintain a balance between beneficial and potentially pathogenic bacteria. An imbalanced or maladapted microbiota is called dysbiosis.

What can lead to dysbiosis?



Antibiotics



Age



Diet change



Stress

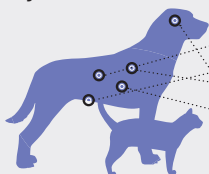


Illness



Weaning

Dysbiosis is associated with a variety of health conditions:²



- IBD
- Obesity
- Cardiovascular disease
- Immune-mediated conditions
- Neurodevelopmental conditions

How Can You Help?

Promote Microbiome Balance with Synbiotics



PROBIOTICS

Live microorganisms that, when consumed in adequate amounts, confer a health benefit on the host.³

Probiotics are strain-specific and dose-dependent, meaning that different strains have different effects and they must be given in specific amounts.



PREBIOTICS

Soluble fibres that are selectively fermented by beneficial bacteria, resulting in increased microbial diversity and the production of short-chain fatty acids that nourish colonocytes.⁴

Products that contain both prebiotics and probiotics are called synbiotics.

This veterinary-exclusive supplement is from the makers of the #1 probiotic supplement recommended by veterinarians.*



Synbiotic action of probiotics and prebiotic fibre for the management of dogs and cats with soft stools and to support a healthy intestinal microbiome



Contains the same probiotic strain in FortiFlora[®], proven to promote normal intestinal microflora



Contains prebiotic fibre (psyllium) to stimulate the growth of specific bacteria including *Lactobacillus* and *Bifidobacterium* species

1. Vighi G, Marcucci F, Sensi L, et al. Allergy and the gastrointestinal system. *Clin Exp Immunol.* 2008 Sep;153 Suppl 1(Suppl 1):3-6.
2. Barko PC, McMichael MA, Swanson KA, et al. The Gastrointestinal Microbiome: A Review. *J Vet Intern Med.* 2018. Jan;32(1):9-25.
3. Food and Agriculture Organization and World Health Organization Expert Consultation. Evaluation of health and nutritional properties of powder milk and live lactic acid bacteria. Córdoba, Argentina: Food and Agriculture Organization of the United Nations and World Health Organization; 2001.
4. Cave N. Nutritional management of gastrointestinal diseases. In A. J. Fascetti & S. J. Delaney (Eds.), *Applied Veterinary Clinical Nutrition.* Wiley-Blackwell; 2012, 175–219.

*Source: †2020 Veterinary Attitude Study, Impact Vet, Fall 2020

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Probiotics can be part of a **healthy daily routine** for your pet.

Discuss with your veterinarian today.



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Your Pet, Our Passion.®