



Probiotics

**The natural way to
better health for
your pet**

Why use probiotics?

The gastrointestinal tract contains microorganisms that perform vital functions such as digesting our food and fighting disease. These microorganisms are a balance of "good" and "bad" bacteria.

Good bacteria can be depleted by:

- treatment with antibiotics
- dietary changes
- poor nutrition
- diarrhea

Probiotics are good bacteria that:

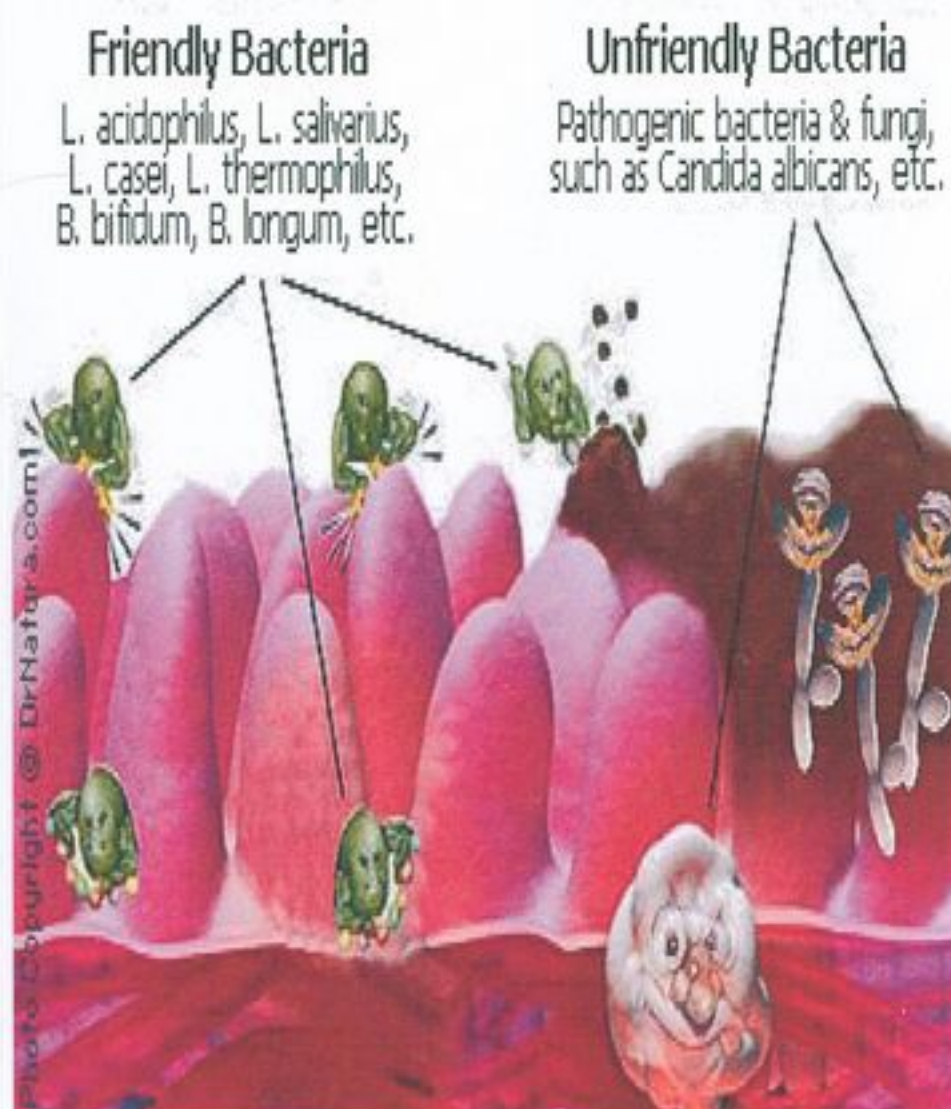
- improve nutrient availability
- support the immune system
- decrease allergen sensitivity

Puppies and kittens have immature immune systems and are inexperienced at fighting disease. Their bodies require many nutrients be available for growth. In addition, allergy prevention happens while they are still young. Probiotics help protect them.

What do probiotics do?

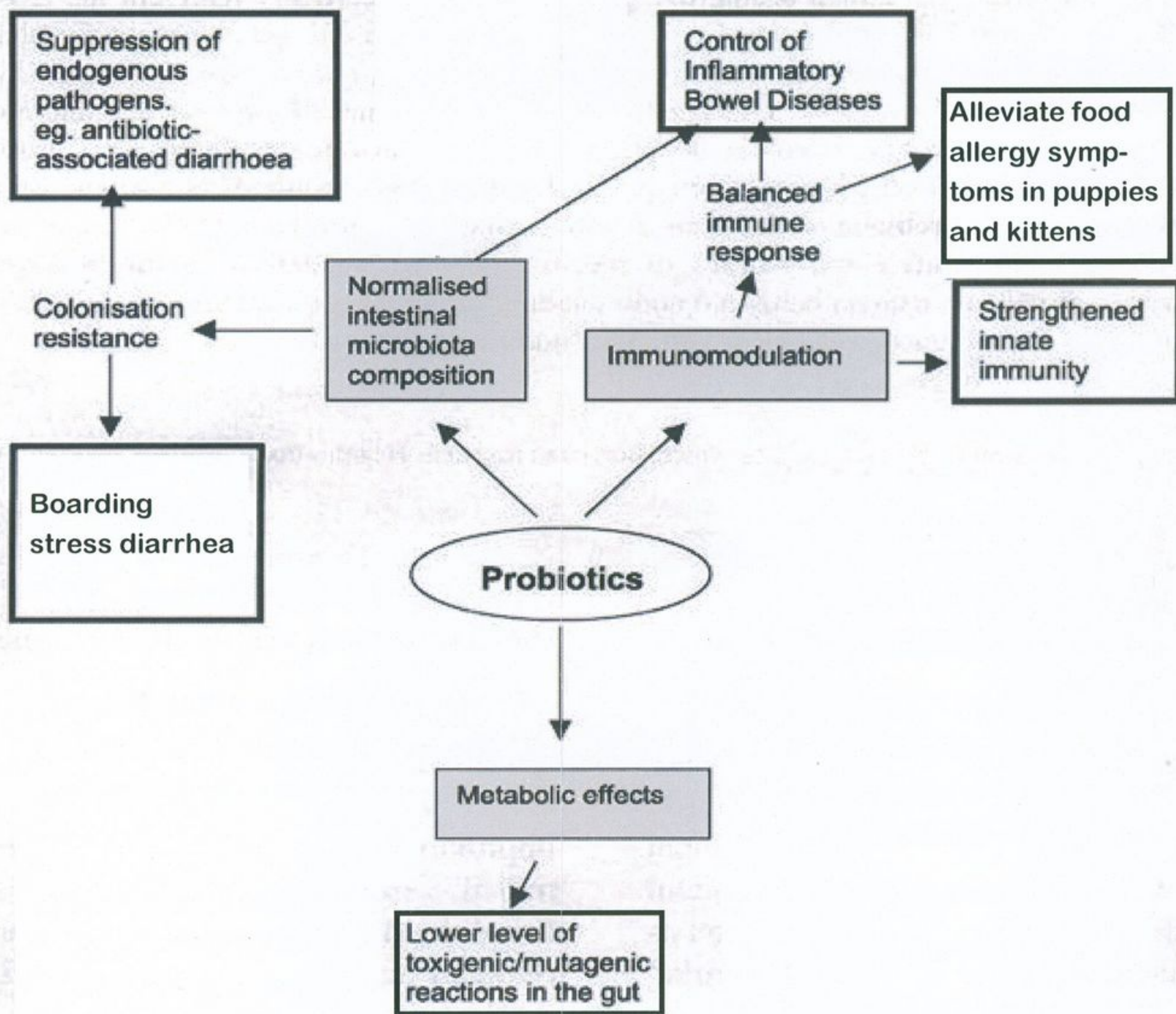
Some probiotics work best to make nutrients more available. Some compete to leave "bad" bacteria such as E. Coli, salmonella and clostridium homeless. Some improve the G.I. tract's integrity so toxins, irritants and disease elements don't escape into the body. Some improve the immune system and cause a reduced sensitivity to allergens.

Feeding your pet a variety of "good" bacteria ensures more benefits are realized.



What do I look for when buying probiotics?

- The label should list each bacteria by genus, species and strain (i.e. Lactobacillus acidophilus DDS-1)
- The potency should be listed in CFU/gm (colony-forming units per gram) for each strain - NOT a total count
- The potency guarantee should be until the listed expiration date not at the time of manufacture
- Directions for use and storage should be listed. Many are in light reducing containers and recommend refrigeration after opening.
- FDA information should be listed



Proposed health benefits stemming from probiotic consumption



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