

AVAILABLE EXCLUSIVELY THROUGH VETERINARIANS

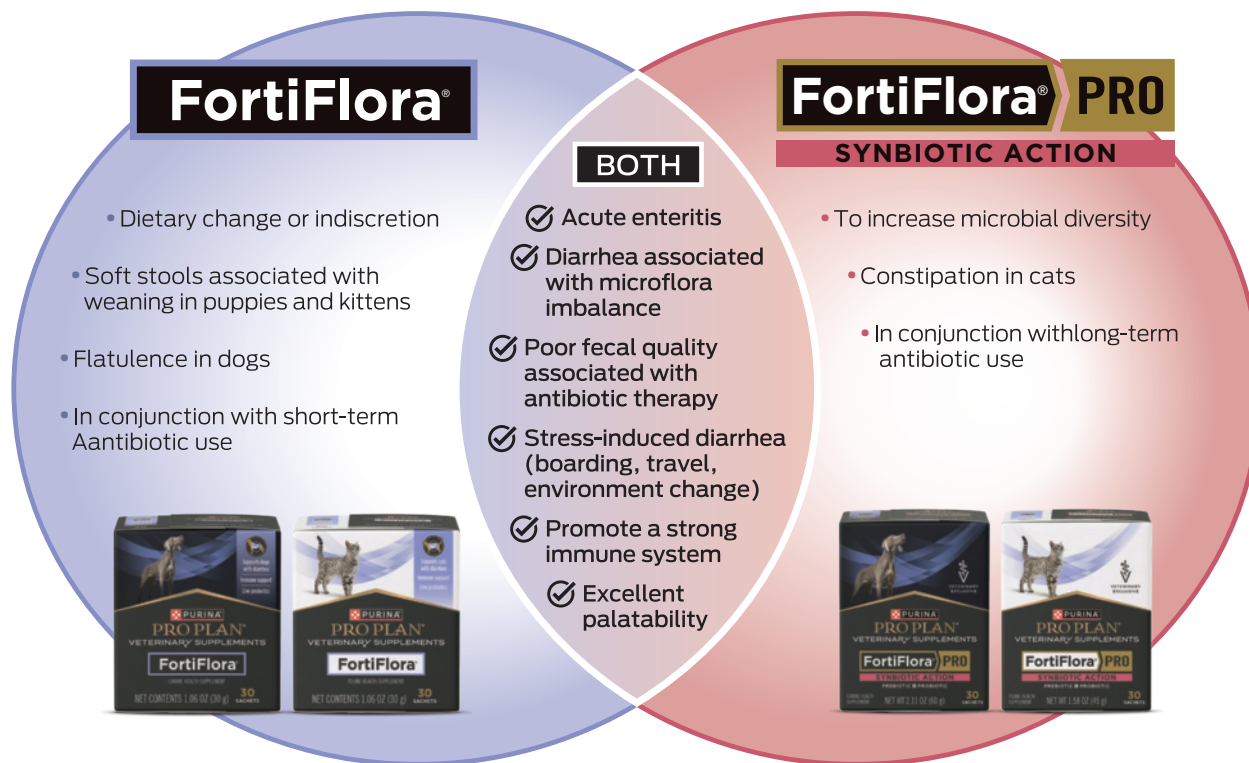


## FortiFlora PRO SYNBIOTIC ACTION

Synbiotics are a mixture of live microorganisms and substrate(s) selectively utilized by host microorganisms that confers a health benefit to the host.<sup>1</sup> This includes complementary synbiotics that combine both a probiotic shown to benefit the host and prebiotic to promote the growth and activities of the beneficial microbiota.<sup>1</sup>

### FORTIFLORA vs. FORTIFLORAPRO DECISION DIAGRAM

When to use what?



## FORTIFLORA PRO KEY BENEFITS

### Gastrointestinal Microbiome Health



Synbiotic action of probiotics and prebiotic fiber for the management of dogs and cats with diarrhea and to support a healthy intestinal microbiome



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



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

Supports a strong immune system

Contains the same probiotic strain in FortiFlora, which promotes increased fecal IgA levels in adult dogs

<sup>1</sup> Swanson, S. K., Gibson, G. R., Hutkins, R., et al. (2020). The International Scientific Association for Probiotics and Prebiotics (ISAPP) consensus statement on the definition and scope of synbiotics. *Nat Rev Gastroenterol & Hepatol*, 17(11), 687-701. <https://doi.org/10.1038/s41575-020-0344-2>.



## PROPRIETARY

Microencapsulation of SF68® guarantees level of viable microorganisms arrive to the gut alive



## POWERFUL

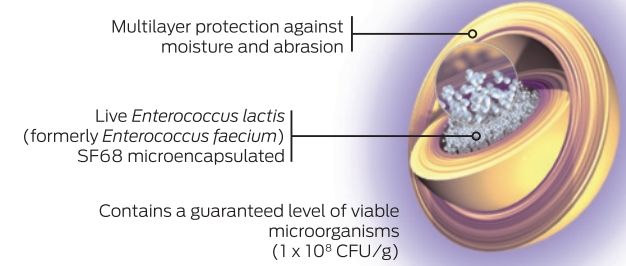
Combination of probiotics and prebiotics to support GI and microbiome health



## PURPOSEFUL

Contains a probiotic proven to promote normal intestinal microflora plus a prebiotic fiber, psyllium, to stimulate the growth of specific bacteria

### PROPRIETARY MICROENCAPSULATION PROCESS OF SF68 FOR ENHANCED STABILITY



## HOW DOES PURINA COMPARE?

### PURINA® PRO PLAN® VETERINARY SUPPLEMENTS FORTIFLORA® PRO CANINE AND FELINE

#### FEWER STRAINS DOESN'T MEAN LESS EFFECTIVE

Having a lot of strains does not mean a more effective product – it depends on the science. Numerous studies support the benefits of *Enterococcus lactis* (SF68®) in both dogs and cats.

#### FEWER CFUs DOESN'T MEAN LESS EFFECTIVE

The efficacious level of CFUs is strain-dependent and determined through research. Increasing the quantity does not necessarily mean the efficacy is also increased.

## BENEFITS COMPARISON CHART

	FORTIFLORA PRO SYNBIOTIC ACTION	PROVIABLE®-FORTE	ROYAL CANIN® PROBIOTICS	PRO-PECTALIN™	VISBIOME® VET
Delivery	Powder	Chewable tablet (canine only) Capsule (also available in a kit) Paste (only available in a kit)	Powder	Chewable Tablet Oral Paste	Capsule Powder
Probiotic strains	Single Strain	Multi-strain (7 strains)	Single Strain	Strain Not Indicated	Multi-strain (8 strains)
CFUs	100 M per sachet	10 B per capsule or tablet 500 M per gram of paste	1.13 B per packet (canine) 250 M per packet (feline)	600 M per tablet 200 M per mL of paste	112.5 B per capsule 225 B per packet
Contains a prebiotic	Yes	Yes	No	No	No
Suitable for	Puppies, Kittens, Dogs, Cats	Dogs, Cats	Puppies, Kittens, Dogs, Cats	Puppies, Kittens, Dogs, Cats	Dogs, Cats
Keep refrigerated	No	No	No	No	Yes
NASC Quality Seal	Yes	No	No	Yes	Yes

Pro Plan Veterinary Supplements FortiFlora SA Synbiotic Action (<https://www.purina.com/pro-plan-vet/supplements/fortiflora>), July 2025  
 -Product information pulled from Nutramax's Provable website (<https://www.provable.com/provable-for-te-sprinkle-capsules-for-dogs>) as of July 2025  
 -Product information pulled from Royal Canin Probiotics website ([royalcanin.com/us/probiotics](https://royalcanin.com/us/probiotics)) as of July 2025  
 -Product information pulled from Vetoquinol website (<https://www.vetoquinolusa.com/products/pro-pectalin>) as of July 2025  
 -Product information pulled from Visbiome Vet website (<https://visbiomevet.com/>) as of July 2025