

# Feline Supplements Reference Guide



FORMULA	FOR NUTRITIONAL MANAGEMENT OF CATS WITH	BENEFITS OF FORMULA
<div data-bbox="94 562 464 653" style="border: 2px solid blue; padding: 5px; text-align: center;"> <h2 style="margin: 0;">FortiFlora®</h2> </div> <p style="text-align: center; font-size: small;">FELINE PROBIOTIC SUPPLEMENT</p> <div data-bbox="94 705 464 779" style="border: 2px solid gold; padding: 5px; text-align: center;"> <h2 style="margin: 0;">FortiFlora® PRO</h2> </div> <p style="text-align: center; font-size: small; background-color: #e91e63; color: white; padding: 2px;">SYNBIOTIC ACTION</p> <p style="text-align: center; font-size: x-small;">PREBIOTIC &amp; PROBIOTIC FELINE SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Diarrhea associated with microflora imbalance</li> <li>• Acute enteritis*</li> <li>• Chronic enteritis**</li> <li>• Feline constipation**</li> <li>• To increase microbial diversity**</li> <li>• Diarrhea associated with stress and antibiotic therapy</li> <li>• Poor fecal quality</li> <li>• To promote a strong immune system</li> <li>• To enhance palatability</li> </ul>	<ul style="list-style-type: none"> <li>• Contains a probiotic proven to promote normal intestinal microflora</li> <li>• Synbiotic action of probiotics and prebiotic fiber for the management of cats with diarrhea and to support a healthy intestinal microbiome**</li> <li>• Contains prebiotic fiber to increase gastrointestinal microbial diversity**</li> <li>• Proprietary microencapsulation of probiotic for enhanced stability</li> <li>• Contains a guaranteed level of viable microorganisms</li> <li>• Contains prebiotic fiber (psyllium) to stimulate the growth of specific bacteria, including <i>Lactobacillus</i> and <i>Bifidobacterium</i> species**</li> <li>• Increases level of beneficial bacteria</li> <li>• Decreases the level of <i>Clostridium perfringens</i> in cats*</li> <li>• Promotes a strong immune system*</li> <li>• Shown to be safe for use in growing and adult cats</li> <li>• Easy to administer</li> </ul> <p style="font-size: x-small;">*Applies to FortiFlora. **Applies to FortiFlora PRO.</p>
<div data-bbox="94 1150 464 1224" style="border: 2px solid blue; padding: 5px; text-align: center;"> <h2 style="margin: 0;">Hydra Care®</h2> </div> <p style="text-align: center; font-size: small;">FELINE HYDRATION SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Cats who would benefit from additional water intake</li> </ul>	<ul style="list-style-type: none"> <li>• Cats consume on average 50% more liquid each day*</li> <li>• Shown to decrease urine specific gravity and osmolality*</li> <li>• Helps support healthy hydration</li> <li>• Added nutritional osmolytes support hydration</li> <li>• Supports healthy kidneys</li> <li>• Easy to feed</li> </ul> <p style="font-size: x-small;">*Compared to cats consuming only water in addition to dry feeding. Cats must consume at least 2 oz per 5 lbs of body weight daily for benefit.</p>
<div data-bbox="94 1482 464 1556" style="border: 2px solid blue; padding: 5px; text-align: center;"> <h2 style="margin: 0;">Calming Care</h2> </div> <p style="text-align: center; font-size: small;">CALMING PROBIOTIC SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Anxiety</li> <li>• Fear</li> <li>• Stress</li> </ul>	<ul style="list-style-type: none"> <li>• Proprietary use of probiotic strain BL999 to help cats maintain calm behavior</li> <li>• Improvement shown in cats displaying anxious behaviors such as pacing</li> <li>• Helps promote positive behaviors such as playing and seeking out social contact</li> <li>• Helps cats cope with changes in routine and location</li> <li>• Helps reduce sneezing associated with FHV-1</li> <li>• Helps blunt cortisol, a marker of stress, and supports a healthy immune system</li> <li>• Great taste</li> </ul>

Questions? Contact your Purina Veterinary Sales Consultant (PVC) or the Purina Veterinary Resource Center at 1-800-222-VETS (8387) 8:00 a.m.–6:00 p.m. Mon–Thurs, 8:00 a.m.–4:30 p.m. Fri, CST.

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# Canine Supplements Reference Guide



FORMULA	FOR NUTRITIONAL MANAGEMENT OF DOGS WITH	BENEFITS OF FORMULA
 <p><b>FortiFlora®</b> CANINE PROBIOTIC SUPPLEMENT</p>  <p><b>FortiFlora®</b> CHEWABLE TABLETS</p>  <p><b>FortiFlora® PRO</b> SYNBIOTIC ACTION PREBIOTIC &amp; PROBIOTIC CANINE SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Diarrhea associated with microflora imbalance</li> <li>• Acute enteritis*</li> <li>• Chronic enteritis**</li> <li>• Diarrhea associated with stress and antibiotic therapy</li> <li>• Poor fecal quality</li> <li>• To promote a strong immune system</li> <li>• Flatulence*</li> <li>• To enhance palatability</li> </ul>	<ul style="list-style-type: none"> <li>• Contains a probiotic proven to promote normal intestinal microflora</li> <li>• Synbiotic action of probiotics and prebiotic fiber for the management of dogs with diarrhea and to support a healthy intestinal microbiome**</li> <li>• Contains prebiotic fiber to increase gastrointestinal microbial diversity**</li> <li>• Proprietary microencapsulation process for enhanced stability</li> <li>• Contains a guaranteed level of viable microorganisms</li> <li>• Contains prebiotic fiber (psyllium) to stimulate the growth of specific bacteria, including <i>Lactobacillus</i> and <i>Bifidobacterium</i> species**</li> <li>• Increases levels of the beneficial bacteria Bifidobacteria and Lactobacilli in dogs</li> <li>• When used in combination with metronidazole, diarrhea in dogs is shown to improve faster than with metronidazole alone</li> <li>• Helps reduce flatulence in dogs</li> <li>• Promotes a strong immune system at both the local and systemic levels</li> <li>• Promotes increased fecal IgA levels in adult dogs*</li> <li>• Shown to be safe for use in growing and adult dogs</li> <li>• Easy to administer</li> </ul> <p>*Applies to FortiFlora. **Applies to FortiFlora PRO.</p>
 <p><b>Calming Care</b> CALMING PROBIOTIC SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Anxiety</li> <li>• Fear</li> <li>• Stress</li> </ul>	<ul style="list-style-type: none"> <li>• Proprietary use of probiotic strain BL999 to help dogs maintain calm behavior</li> <li>• In a blinded crossover design study, 90% of dogs showed an improvement in displaying anxious behaviors such as excessive vocalization, jumping, pacing, and spinning</li> <li>• Helps dogs cope with external stressors like separation, unfamiliar visitors, novel sounds, or changes in routine and location</li> <li>• Helps dogs maintain positive cardiac activity during stressful events, promoting a positive emotional state</li> <li>• Helps blunt cortisol response to anxious events and supports a healthy immune system</li> <li>• Contains a probiotic with 1X10<sup>9</sup> CFU of <i>Bifidobacterium longum</i> BL999 per packet to support balanced behavior</li> <li>• Excellent palatability</li> </ul>
 <p><b>Joint Care</b> CANINE JOINT SUPPORT SUPPLEMENT</p>	<ul style="list-style-type: none"> <li>• Healthy puppies and adult dogs predisposed to joint conditions</li> <li>• Dogs with osteoarthritis</li> </ul>	<ul style="list-style-type: none"> <li>• Formulated to support mobility and normal daily activity</li> <li>• Promotes performance of activities such as walking, climbing, and general movements</li> <li>• Contains glucosamine, collagen, chondroitin sulfate, and hyaluronic acid to provide important building blocks to help maintain healthy cartilage and joints</li> <li>• Contains omega-3 fatty acids from cod liver oil to support a normal inflammatory response in joints from natural aging</li> </ul>
 <p><b>Multi Care</b> SKIN + IMMUNE + GUT</p>	<ul style="list-style-type: none"> <li>• To support skin, digestive, and immune health</li> </ul>	<ul style="list-style-type: none"> <li>• Contains a blend of prebiotic fiber, a probiotic, and postbiotics to support digestive and immune health</li> <li>• Derm blend with omega-3 fatty acids, Vitamin E, zinc, and biotin supports skin health and dogs with sensitive skin</li> <li>• Gut blend with a prebiotic fiber and probiotic to support digestive and microbiome health</li> <li>• Immune blend with L-Glutamine, a probiotic, postbiotics, Vitamin E, and zinc to support a strong immune system             <ul style="list-style-type: none"> <li>- L-Glutamine contributes energy to immune cells</li> <li>- Live probiotics help support gut microbiome resilience during naturally occurring stress</li> <li>- Postbiotics support a strong immune system and promote normal antibody production</li> <li>- Antioxidants support a strong immune system and help fight free radicals</li> </ul> </li> </ul>

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