FortiFlora®

For more information, speak to your Territory Manager, call 1-866-884-VETS (8387) or visit our website at www.PurinaVeterinaryDiets.ca

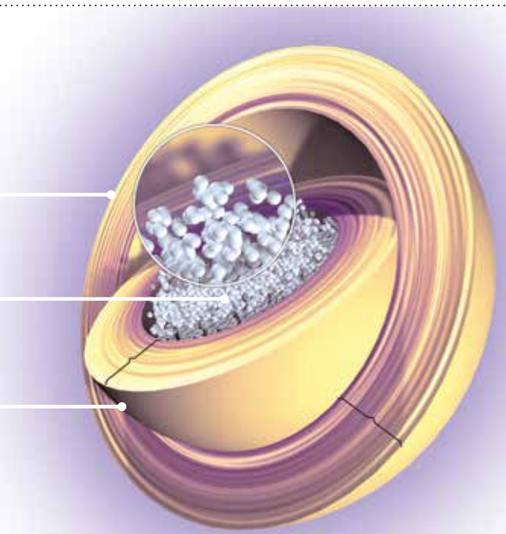
Let's Move Nutrition Forward™

PURINA® PRO PLAN® VETERINARY DIETS™

FortiFlora® is proven safe and effective

- Proprietary microencapsulation process ensures that the guaranteed level of the microorganisms in each packet are alive when fed and arrive in the intestinal tract viable
- Shelf stable

PROPRIETARY MICROENCAPSULATION PROCESS



REFERENCES:
1. Benyacoub, J., Czarnecki-Maulden, G., Cavadini, C. et al. (2003). Supplementation of food with Enterococcus faecium (SF68) stimulates immune function in young dogs. *Vol, 133,* pp. 1158-1162.
2. Czarnecki-Maulden, G., et al. Enterococcus faecium (SF68) helps minimize naturally occurring diarrhea in kittens. *Supplement to* Compendium: Continuing Education for Veterinarians *Vol. 29, No. 2(A), February 2007.*
3. Gore, A. & Reynolds, A. (2012). Effects of Enterococcus faecium (SF68) on stress diarrhea. *American College of Veterinary Internal Medicine Forum,* p. 543.

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PURINA® PRO PLAN® VETERINARY DIETS™

FortiFlora®

CANINE AND FELINE PROBIOTIC SUPPLEMENTS

FortiFlora® #1 is the PROBIOTIC recommended by Veterinarians†

Indications:

- Diarrhea associated with microflora imbalance
- Acute enteritis
- Diarrhea associated with stress, antibiotic therapy, and diet change
- Poor fecal quality in puppies and kittens
- To promote a strong immune system
- Flatulence in dogs

† 2013 Veterinary Attitude Study, Impact Vet, Fall 2013

FortiFlora®

The Power To Nutritionally Manage Dogs And Cats With GI Conditions

Gastrointestinal tract conditions, such as diarrhea, are commonly seen in dogs and cats and are often associated with an imbalance in the intestinal microflora. Restoring microflora balance is a key component of the effective management of these conditions. FortiFlora® contains a strain of the probiotic *Enterococcus faecium,* SF68, that has a long history of safe use in both humans and animals.

Guaranteed levels of viable microorganisms

- The level of live *Enterococcus faecium* SF68 in each packet of FortiFlora® is guaranteed to be a minimum of 1 x 10^8 CFU/g
- The microorganisms are microincapsulated with a proprietary protective coating to enable them to withstand handling, processing and storage
- In the intestinal tract, this coating is completely dissolved and the organisms become available to the animal in their active form

Contains a probiotic proven to promote normal intestinal microflora

- Decreases the levels of *Clostridium perfringens* in dogs and cats
- Increases levels of the beneficial bacteria bifidobacteria and lactobacilli in dogs

Promotes a strong immune system

- Can result in a favourable immune response in dogs and cats
- Promotes a strong immune system at both the mucosal and systemic levels in dogs and cats
- Promotes increased IgA levels in adult dogs
- Shown to have a positive effect on the immune sytem of puppies
- Overall results suggest that administration may help reduce the clinical signs associated with feline herpes virus

E. FAECIUM SF68 PROMOTES IMMUNE FUNCTION IN HEALTHY PUPPIES[1]

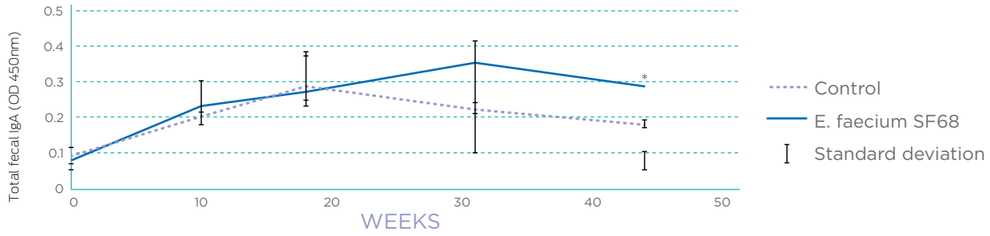

FIGURE 1. Total immunoglobulin IgA in the fecal contents collected at week 44 tended to be greater (P=0.056) in puppies fed diets with SF68 than those fed diets without SF68

Excellent palatability

- Excellent palatability and readily accepted by dogs and cats
- Helps ensure client compliance

Probiotic supplement for the dietary management of dogs and cats with diarrhea

- Shown to improve fecal consistency in cats with chronic intractable diarrhea
- Helps to minimize the incidence of diarrhea in kittens with naturally occurring disease
- Successfully used for the management of dogs with diarrhea
- Helps reduce variability in fecal quality of puppies and kittens

SF68 helped minimize diarrhea in kittens[2]

PERCENT OF KITTENS TREATED FOR DIARRHEA[2]

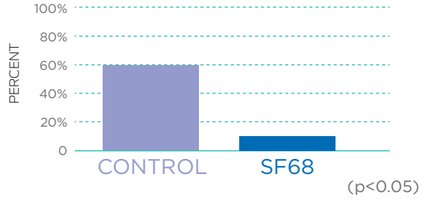

FIGURE 2. SF68 minimized the incidence of diarrhea in a naturally occurring outbreak in kittens. While 60% of kittens fed the control diet developed diarrhea severe enough to be treated, only 9.5% of the kittens eating SF68 had to be treated.

TREATMENT DURATION[2]

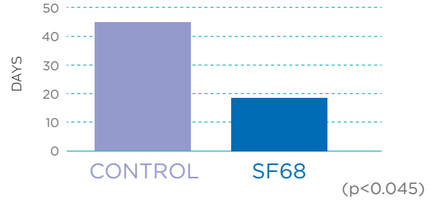

FIGURE 3. The probiotic fed-kittens recovered more quickly from diarrhea, requiring only 40% of the treatment days (18 days) compared to their counterparts (45 days). The ratio of "good" bacteria (Bifidobacteria) to "bad" bacteria (C. perfringens) also improved in feces.

SF68 EFFECT ON STRESS DIARRHEA[3]

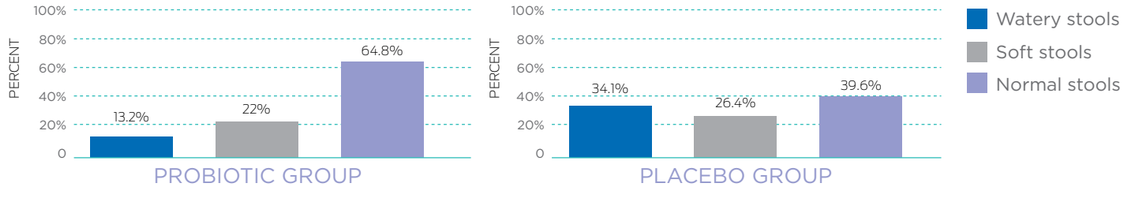

FIGURE 4. Proportion of stools scored as watery, soft, or normal over the 7-day study period in dogs with stress diarrhea given either a probiotic (SF68) or a placebo.