

Feline probiotic. Complementary pet food for cats of all lifestages to help support intestinal health and balance.

RECOMMENDED FOR &
NOT RECOMMENDED FOR

- ✓ Gastrointestinal disturbance and loose stools associated with microflora imbalance
- ✓ Loose stools associated with stress, antibiotic use or diet change
- ✓ Poor faecal quality in cats of all ages from weaning
- ✓ Palatability enhancement for cats with poor appetite
- ✗ Cats with specific food allergies



KEY
BENEFITS



Contains a guaranteed level of a proprietary microencapsulated strain of viable probiotic (SF68) (5×10^8 CFU*/g).

The microencapsulation process enhances stability, guaranteeing levels of live beneficial bacteria entering the gastrointestinal (GI) tract



Proven to help support a healthy immune system and help support intestinal health and balance for cats of all ages.

Contains the lactic acid bacteria *Enterococcus faecium* (SF68), at levels proven to help support intestinal health and microflora balance in cats



Great taste

Can be easily sprinkled on all cat foods with great acceptance

ADDITIONAL BENEFITS
& CHARACTERISTICS

Easy & convenient

Sachets can be easily sprinkled on all cat foods, once daily

Helps reduce free radicals

High levels of vitamins C and E

Helps maintain good faecal quality

Can be used for GI disturbances associated with stress, antibiotic use or diet change

Safely used from weaning for kittens and for pregnant and lactating cats

* CFU: Colony Forming Units.

COMPOSITION

Meat and animal derivatives#, minerals.
Pork and poultry.

KEY NUTRIENT VALUES*

	Sachet
<i>Enterococcus faecium</i> SF68 NCIMB 10415 (4b1705) Live microencapsulated microorganisms**	Minimum 5x10 ⁸ CFU/g
Protein	55.0%
Fat	19.0%
Crude fibre	1.0%
Vitamin E	5344 IU/kg
Vitamin C	1450 mg/kg
Taurine	2480 mg/kg
Metabolisable energy (ME) ¹	4.4 kcal/g

Keep between 2 and 25°C.



FEEDING GUIDELINES

One sachet of FortiFlora® can be used daily on a long-term basis.



Give FortiFlora® every day, sprinkled on top of the main meal, until at least 1 week after the return to normal stool quality.



To help support a healthy immune system, give 1 sachet of FortiFlora® every day.

When feeding to restore intestinal microflora balance due to antibiotic use, give FortiFlora® every day during the antibiotic course and until 1 week after the last dose of antibiotic. Ideally, FortiFlora® should be given at least 2 hours apart from any antibiotics.



* CLINICAL ADVANTAGES WITH THE USE OF FELINE FORTIFLORA® IN CATS

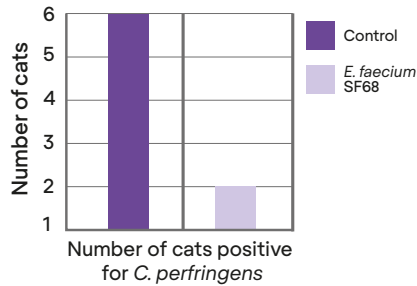
PURINA® PRO PLAN® Feline FortiFlora® contains a strain of *E. faecium* (SF68™) (4b1705) – a lactic acid bacterium that is recognised as a safe, ‘friendly’ bacteria, and valuable probiotic. A unique and proprietary microencapsulation technique ensures the bacteria in Feline FortiFlora® remain viable, and the product can be used with confidence in its efficacy. In cats, studies have confirmed that **feeding SF68™**:



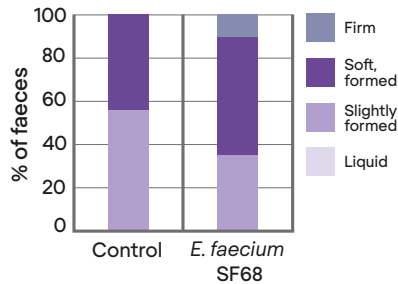
- Can potentially **lessen the morbidity associated with chronic FHV1 infection** in some cats, reducing the incidence of conjunctivitis¹
- Can **decrease** the number of cats testing positive for *Clostridium perfringens*²
- Can **improve faecal consistency in cats with chronic, intractable diarrhoea**³
- Can **prevent naturally occurring diarrhoea in kittens**⁴
- Can lessen some of the adverse clinical effects associated to antibiotics⁵
- Can **increase IgA in cats**³ – a sign of a healthy, balanced intestine.

In clinical trials, SF68™ has been shown to significantly improve faecal quality in cats with chronic non-specific diarrhoea and prevent and/or reduce the severity of diarrhoea in kittens.

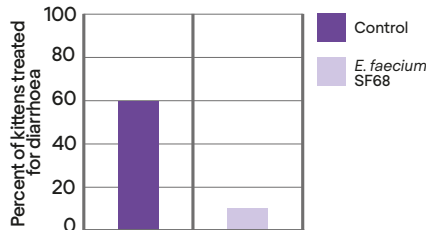
FAECAL CLOSTRIDIUM PERFRINGENS IN ADULT CATS



SF68 IMPROVES FAECAL QUALITY IN CATS WITH CHRONIC DIARRHOEA



SF68 PREVENTS DIARRHOEA OUTBREAKS IN KITTENS



Kittens fed SF68 had lower incidence of spontaneous diarrhoea than controls

CLINICAL USE OF PROBIOTICS IN CATS

Based on these studies, PRO PLAN® FortiFlora® can be recommended for cats to support the nutritional management of:

- Gastrointestinal disturbance and loose stools associated with microflora imbalance
- Loose stools associated with stress, antibiotic use or diet change
- Poor faecal quality in cats of all lifestages (kitten, adult and senior)



PURINA® PRO PLAN® Feline FortiFlora® may also have a role to play in other conditions to help **stabilise and restore the intestinal flora** after a disturbance:

- Chronic enteropathies, for example, inflammatory bowel disease
- Promoting optimal immune responses in health and disease

1. Lappin MR, et al. (2009) Pilot study to evaluate the effect of oral supplementation of *Enterococcus faecium* SF68 on cats with latent feline herpesvirus-1. *J Feline Med Surg*. 11: 650–654.
2. Rochat. Internal report. (1997) EU Dossier efficacy in cats.
3. Czarnecki-Maulden. Internal report. (2006) Effect of *Enterococcus faecium* SF68 on chronic, intractable diarrhea in cats.
4. Czarnecki-Maulden. Internal report. (2006) Effect of *Enterococcus faecium* SF68 on prevention of naturally occurring diarrhea in kittens
5. Torres-Henderson C, et al. (2017). Effect of *Enterococcus faecium* strain SF68 on gastrointestinal signs and fecal microbiome in cats administered amoxicillin-clavulanate. *Topics in Companion Animal Medicine*, 32(3), 104-108.

Other relevant literature

- Wynn SG. (2009) Probiotics in veterinary medicine. *J Am Vet Med Assoc*. 234; 606-613.
- Culligan EP, et al. (2009) Probiotics and gastrointestinal disease: successes, problems and future prospects. *Gut Pathog*. 1; 19-31.
- Marteau PR, et al. (2001) Protection from gastrointestinal diseases with the use of probiotics. *Am J Clin Nutr*. 73; 430S-436S.
- Kligler B, et al. (2008) Probiotics. *Am Fam Physician*. 9; 1073-1078.