

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) ( $5 \times 10^8$  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<sup>#</sup>,  
minerals.

<sup>#</sup> Pork and poultry.

## KEY NUTRIENT VALUES\*

	Sachet
<i>Enterococcus faecium</i> SF68 NCIMB 10415 (4b1705) Live microencapsulated microorganisms**	Minimum 5x10 <sup>8</sup> 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) <sup>1</sup>	4.4 kcal/g

\* Typical analysis in the final product as fed.

\*\* Minimum guaranteed level at the end of shelf life.

<sup>1</sup> Calculated following NRC 2006 equations.

Keep between  
2 and 25°C.



## FEEDING GUIDELINES

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



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

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



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

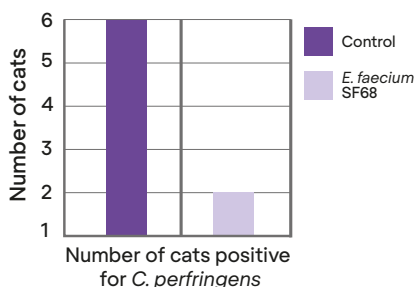
PURINA® PRO PLAN® Feline FortiFlora® contains a strain of *E. faecium* (SF68™) (4b1705) – a lactic acid bacterium that is recognised as a safe, ‘friendly’ bacteria, and valuable probiotic. A unique and proprietary microencapsulation technique ensures the bacteria in Feline FortiFlora® remain viable,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



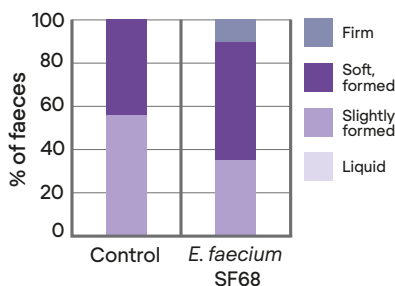
- Can potentially **lessen the morbidity associated with chronic FHV1 infection** in some cats, reducing the incidence of conjunctivitis<sup>1</sup>
- Can **decrease** the number of cats testing positive for *Clostridium perfringens*<sup>2</sup>
- Can **improve faecal consistency in cats with chronic, intractable diarrhoea**<sup>3</sup>
- Can **prevent naturally occurring diarrhoea in kittens**<sup>4</sup>
- Can lessen some of the adverse clinical effects associated to antibiotics<sup>5</sup>
- Can **increase IgA in cats**<sup>3</sup> – 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.

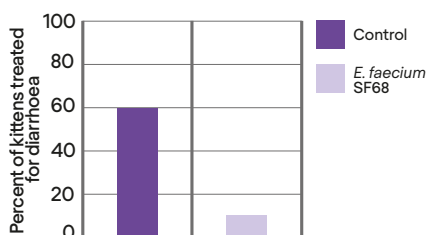
### FAECAL CLOSTRIDIUM PERFRINGENS IN ADULT CATS



### 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

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.