

DON'T LET THE STRESSES OUTSIDE THE RING AFFECT YOUR DOG ON THE INSIDE.

Purina Veterinary Diets® FortiFlora® brand Canine Nutritional Supplement Frequently Asked Questions



What are probiotics?

Probiotics are live microorganisms that, when ingested, have a beneficial effect on intestinal function by promoting improved intestinal microflora balance.

Why are probiotics important?

In dogs and cats, studies have shown that probiotics can help promote a normal intestinal balance. A normal balance can be changed when harmful bacteria outnumber beneficial bacteria, resulting in intestinal distress. This can be caused by health issues, stress associated with traveling or boarding, dietary changes, use of medications, and aging, all of which can lead to diarrhea.

Are all probiotics the same?

No. In order for the microorganisms to deliver what they promise, they must arrive in the intestinal tract alive. Although sources such as yogurt contain live cultures, a number of them have not been proven to survive passage through the gastrointestinal (GI) tract or to have beneficial effects. Each 1-gram FortiFlora packet is guaranteed to contain 100,000,000 live microorganisms (*Enterococcus faecium*).

What is FortiFlora?

FortiFlora is a nutritional supplement containing the probiotic *Enterococcus faecium*, which has been scientifically proven to restore normal intestinal health and balance. FortiFlora also contains high levels of antioxidant vitamins A, C and E, which help promote a strong immune system. Sprinkled on a dog's food once a day, FortiFlora is easy to administer and extremely palatable.

How does FortiFlora work and how can my dog benefit?

FortiFlora works by increasing the number of beneficial bacteria, which helps to protect the intestines from harmful bacteria and pathogens. Triggers for the proliferation of harmful bacteria include stress (often caused by traveling, boarding or general disruption of normal routine), diet change, dietary indiscretion and antibiotic therapy. Only your veterinarian can diagnose the primary cause of GI distress and determine if FortiFlora is right for your dog.

Why is FortiFlora beneficial for adult competitive dogs?

When adult competitive dogs don't feel their best — lacking attitude or energy as a result of persistent diarrhea, excess gas or abdominal pain — the results can be frustrating for dog and owner. Help restore your dog's normal intestinal balance with FortiFlora so he can feel better faster.

Does FortiFlora provide benefits for puppies experiencing GI discomfort?

A Nestlé Purina study shows that puppies fed FortiFlora during and after weaning had improved fecal quality versus those in a control group. FortiFlora helps promote intestinal health and balance in growing puppies — providing a foundation upon which to build a healthy, energetic and competitive dog.

Will FortiFlora complement my dog's feeding regimen?

FortiFlora comes in individual packets and is conveniently sprinkled on a dog's food once a day, working in tandem with your current feeding protocol. Sprinkling the extremely palatable supplement on a dog's food may even increase a dog's desire to eat — at home or at a competitive show. FortiFlora is also high in antioxidant vitamins A, C and E to help support a strong immune system.

How do I know that FortiFlora contains an effective level of probiotics?

FortiFlora has undergone extensive testing to guarantee that the microorganisms in each packet are not only alive in the supplement when fed, but that they also arrive in the intestinal tract as viable, in order to safely help restore a healthy microflora balance.

Where can I purchase FortiFlora?

FortiFlora is available exclusively through veterinarians. Ask your veterinarian about using FortiFlora for your dog today.