



**ProN8ure**  
Multi-Strain Probiotic

**every pet every day**



*For every dog, cat, rabbit, guinea pig, mouse, ferret*

## ProN8ure, for good health the rest of their lives

- ProN8ure establishes the essential gut microflora needed for a healthy digestive tract, adding up to 360,000,000 naturally occurring beneficial bacteria, daily.
- ProN8ure, along with Colostrum antibodies, works to strengthen the natural immune system.
- ProN8ure stops diarrhoea before it starts, inhibiting colonisation of the gut by pathogens like E.Coli and Salmonella.

### On the first day of birth

Administer ProN8ure at stress dosage levels as soon as possible after birth, and repeat every day for the next four days. This creates a solid foundation of positive microflora which aids in the metabolism of colostrum, helps prevent diarrhoea and protects newborn pets from pathogens when they are most vulnerable. Continue at maintenance dosage levels daily thereafter.

### Ease the stress of weaning

Emotional stress and the dietary changes associated with weaning radically disturb the balance of natural microflora in the gut of all young pets. Make sure ProN8ure is used to enhance gut microflora, improve digestion and reduce setbacks during the weaning period.

### If antibiotics are used

Ensure ProN8ure is introduced following the last antibiotic dose. While antibiotics destroy pathogens, they also destroy the balance of natural microflora in the gut, leaving animals susceptible to re-infection. ProN8ure should always be used following antibiotics to aid in a speedy recovery.

### And don't forget the older pets

Mature animals have their needs as well. ProN8ure should be used to maintain healthy gut microflora, particularly during times of stress e.g. travelling, dietary changes, surgery, and vaccinations.

Pregnant females should receive ProN8ure prior to giving birth and for a period afterwards, to both increase the quantity of milk and improve milk quality.



**PRON8URE MULTI-STRAIN PROBIOTIC - NATURAL PROTECTION FOR ALL PETS**

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# ProN8ure<sup>®</sup>

## MULTI-STRAIN PROBIOTIC

# WHEN YOU WANT HEALTHIER, HAPPIER PETS

### The digestive system plays a vital role in the health, vigour and performance of all animals.

Correct functioning of the digestive system is dependent on the level and balance of billions of bacteria and yeasts called microflora. Microflora are essential for breaking down cellulose and other indigestible substances; for the synthesis and absorption of vitamins and minerals; for stimulating the immune system and preventing the proliferation of pathogens like E.Coli and Salmonella (pathogens reduce nutrient absorption, cause infection and disease and even at subclinical levels can affect performance).

### ProN8ure multi-strain probiotic is a live microbial feed supplement formulated to establish, enhance or re-establish the essential microflora in the gut.

Seven naturally occurring beneficial strains of bacteria help make ProN8ure the most advanced probiotic in the world today. Unlike earlier single strain probiotics, the microbes in ProN8ure have a special protective coating ensuring maximum 'live' survival rates on the hostile journey through the stomach to the gut. All the micro-organisms in ProN8ure are regarded as safe, non-toxic and residue free. There are no risks of overdosing and ProN8ure is compatible with all feeds, feed ingredients like vitamins and minerals, wormers and some antibiotics.

### ProN8ure can be used every day to maintain your pet in good health.

The levels of micro-organisms in the gut are constantly changing and affected by many conditions. Ideally ProN8ure should be administered daily at maintenance levels. However, ProN8ure can be used on a short term basis to treat specific problems or may be introduced at times when difficulties and stress are anticipated. *The common sense approach to using ProN8ure is to stop problems before they start.*

### NEWBORN ANIMALS

When puppies, kittens and other pets are born, like all baby animals, the gut is sterile. Bacterial colonisation by both beneficial and pathogenic bacteria is rapid. The ratio between these is finely balanced and largely dependent on external factors like colostrum quality (which varies considerably) and the environment.

### ProN8ure combats the effects of stress

Stress plays havoc with the digestive tract in all animals. The balance and efficiency of microbes in the gut is disrupted, intestinal pH rises and pathogens can flourish.

ProN8ure overcomes these problems by maintaining or re-establishing the levels of beneficial microbes essential to intestinal good health.

#### EASILY INDUCED CAUSES OF STRESS:

FEAR • CHANGE OF ENVIRONMENT/BOARDING • TERRITORIAL DISPUTES • PETS COMING INTO SEASON • DIET CHANGES • PREGNANCY AND LACTATION • CHANGES IN ROUTINE • WEANING • WORMING • SURGERY • MEDICATION • ANTIBIOTIC USE • TRAINING • SHOWING AND TRIALS

It is very important that a healthy microflora is established as early in life as possible to maximise the young animal's resistance to disease. Research has shown that whereas a germ-free rodent (one with no gut microflora) can be killed by ten *Salmonella enteritidis* organisms, one billion organisms are needed to kill a rodent with a complete microflora. ProN8ure aids in the establishment of a healthy gut microflora by supplying large numbers of beneficial microbes to rapidly colonise the gut.

### ADULT PETS

Adult pets may be subjected to a number of stresses, all of which can disrupt the normal balance of gut microflora and lead to digestive disorders. Common signs include depressed appetite, loose stools and flatulence.

*Nervy animals* and those attending shows benefit greatly as ProN8ure minimises the effects of stress. *Old animals* commonly suffer from stress and inefficient digestion. ProN8ure should be used to help them obtain maximum benefit from their diet. *Working and racing dogs* are often under high levels of stress and may suffer from loss of appetite, loose stools and other symptoms which indicate gut function has been disrupted. ProN8ure should be used to maintain a healthy and efficient gut.

### BREEDING

ProN8ure assists pregnant females by helping them to deal with the stresses of the latter stages of pregnancy and post-birth. This results in healthier, more viable

babies at birth and during their early stages of growth. In addition to these benefits, the faeces of animals fed probiotics contain more beneficial micro-organisms including strains of Streptococcus and Lactobacillus rather than potentially disease producing organisms. Mothers receiving ProN8ure are more likely to pass on beneficial bacteria to their offspring.

### Introducing ProN8ure to pets from birth has many benefits, including:

#### Protection from scours/diarrhoea

Scours can be a major problem with all young pets. Until now, control of the bacteria which can cause scouring has been achieved by administration of antibiotics. ProN8ure offers the same bacterial interference but in a beneficial way through the infusion of good bacteria. Whereas antibiotics are used as a reaction to and treatment for scours, ProN8ure is introduced beforehand to protect against the development of scours.

#### Protection from gut infection

Feeding ProN8ure from birth ensures the establishment of gut microflora with a positive balance of beneficial bacteria. These beneficial bacteria aid in preventing colonisation of pathogens like E.Coli and Salmonella. In the event pathogens are already present in the animal's gut, ProN8ure effectively excludes or suppresses these organisms so they no longer affect the health of the animal. A healthy digestive tract is essential for a healthy immune system and ProN8ure works to strengthen both.

#### Improved digestion of feed

Development of the gut is important for a successful transition from liquid to solid food. ProN8ure helps increase the efficiency of the digestive processes which means better controlled growth and less digestive upsets.

### ProN8ure for post antibiotic therapy

Broad spectrum antibiotics are in common use as a first line treatment for infections. While effective, they devastate the beneficial microbial population as well as target pathogens i.e. they kill good bacteria as well as bad, leaving animals susceptible to re-infection, disease or other upsets.

ProN8ure multi-strain probiotic should be introduced at stress dosage levels immediately following the course of antibiotics. This re-establishes the levels of essential beneficial bacteria needed to resist gut re-infection and establish a healthy digestive system.