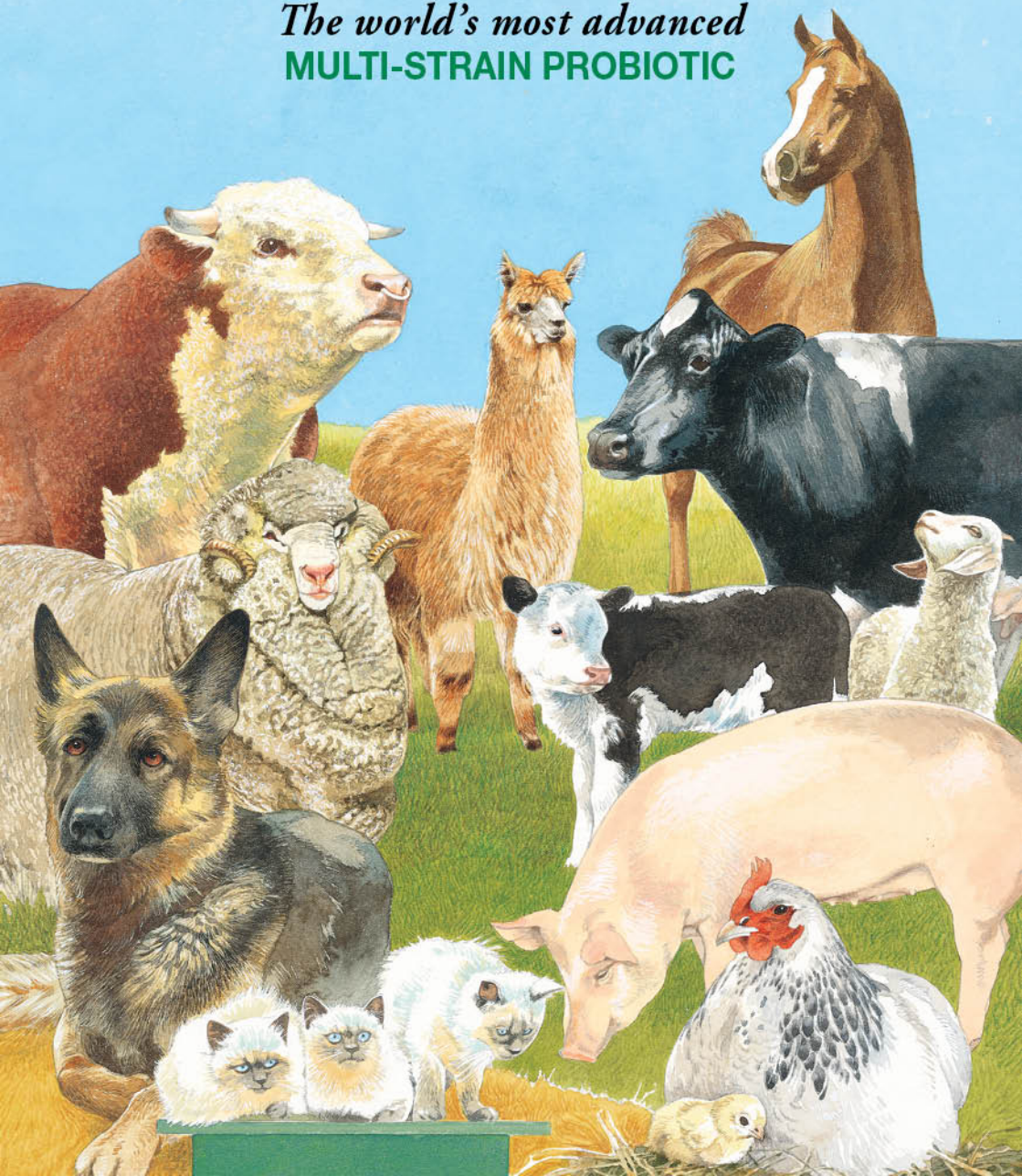


ProN8ure[®]

The world's most advanced
MULTI-STRAIN PROBIOTIC



What is a Probiotic and how does it work?

The digestive system of all animals and birds is home to literally billions of bacteria and yeasts, referred to as microflora.

Microflora are essential to the health of any animal; aiding the digestion, breaking down cellulose and other indigestible substances; helping the synthesis and absorption of vitamins and minerals; simulating the immune system and preventing the proliferation of pathogens, (pathogens reduce nutrient absorption, animal performance and cause disease).

Microflora can be disrupted quite easily and by causes as simple as transportation, change of environment, type of feed, medication, in fact any situation which creates stress for animals.

A sustained upset to microflora for whatever reason often precedes the development of many conditions which require the involvement and specialist treatment of veterinarians.

A Probiotic is “a live microbial feed supplement which beneficially affects the host animal by improving its intestinal microbial balance”.*

While the history of live microbial feed supplements goes back thousands of years, it is only in the last 20 years or so that the science of Probiotics has come of age. With growing awareness of the benefits and the availability of a natural alternative, or joint treatment to traditional therapies, Probiotics are being widely utilised throughout the world for pets/companion animals, performance animals and those involved in the production of meat, milk and fibre.



ProN8ure is still the most advanced multi-strain Probiotic in the world today.

Unlike many other Probiotics that consist primarily of a single strain of bacteria, ProN8ure consists of seven different naturally occurring bacteria. The effectiveness and synergy of these strains has been proven in years of trials and production application.

The uniqueness of ProN8ure is not just confined to its multi-strain formulation. Research and Development has produced a special “protection” to ensure the highest possible numbers of bacteria survive the journey through the hostile conditions of the crop or stomach, into the gut where they rapidly begin to work for the benefit of the animal.

ProN8ure was Australia’s first nationally registered probiotic.



**Dr. R. Fuller and Dr. C. B. Cole
AFRC Institute of Food Research,
Shinfield, Reading. November 1988.*

Where do ProN8ure's micro-organisms come from and what benefits do they provide?

All micro-organisms contained in ProN8ure are naturally occurring and have been isolated from a wide range of food, plant, animal, bird and human sources.

- Lactobacillus delbrueckii subsp. bulgaricus* & *Streptococcus thermophilus* Isolated from milk, cheese and starter cultures. These are the same yoghurt starter cultures that have been associated with all the health claims made for yoghurt over the years.
- Lactobacillus acidophilus* Isolated from milk, cheese, other dairy products and human intestines.
- Lactobacillus plantarum* Isolated from dairy products, fermenting plants, silage, pickled vegetables, silage inoculant.
- Lactobacillus rhamnosus* Isolated from intestinal tracts of animals, birds and humans. Used in manufacture of dairy products, starter culture.
- Bifidobacterium bifidum* Found in alimentary tract of breast fed and bottle fed infants.
- Enterococcus faecium* Isolated from animal and human intestines. Widely used as a Probiotic.



Benefits of using ProN8ure.

Improved growth of farm animals.

This is generally regarded as resulting from a suppression of a subclinical infection by a growth depressing micro-organism; such a mechanism has been described for antibiotic growth promotion.

Improved utilisation of food.

Achieved by increasing the efficiency of the existing digestive processes and/or by promoting the digestion of previously indigestible substances.

During periods of intestinal dysfunction.

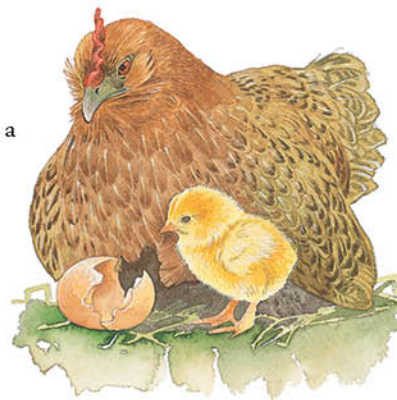
This may include treatment and control of diarrhoea and the exclusion or suppression of pathogens like *E.coli*, *Salmonella* and *Aeromonas spp.*

Improved health.

Generated by increasing resistance to infectious diseases either by direct antagonism or by stimulating immunity.

Establishment/Re-establishment of microflora.

For the establishment of healthy gut microflora in immature animals or the re-establishment of gut microflora following antibiotic use.



Is ProN8ure safe to use?

All the micro-organisms used in ProN8ure are regarded as safe, non-toxic and residue free and:

- Have been used for many years as foods or in food production without adverse effects. This group includes *Lactobacillus bulgaricus*, and *Streptococcus thermophilus*.
- Occurs naturally in the gut of healthy animals and without them it is unlikely animals would perform at their best. This group includes *L.acidophilus*, *L.rhamnosus*, *L.plantarum*, and *E.faecium*.
- American Food and Drug Administration regards the strains in ProN8ure to be GRAS (Generally Regarded As Safe) and ProN8ure continues to be registered by the Australian Pesticides and Veterinary Medicines Authority while being exempt from registration in New Zealand.
- As ProN8ure is safe it is impossible to overdose. Any excess micro-organisms are shed in faeces and are quickly destroyed by sunlight and dehydration etc.
- ProN8ure is compatible with feed ingredients including anthelmintics, coccidiostats, minerals and vitamins and some antibiotics.



When should ProN8ure be used?

ProN8ure can be used in a wide range of circumstances either to improve the general health of animals, address specific problems or to maximise the performance of farm animals.

Under general conditions ProN8ure can be used to:

- Improve health, naturally
- Stimulate appetite
- Aid in establishment of gut microflora in immature animals like day old chicks, calves, piglets, lambs, foals, kids, puppies and kittens
 - Maintain healthy gut microflora
- Re-establish gut microflora after antibiotic treatment
 - Treat diarrhoea/scours; inhibit harmful pathogens
 - Optimise digestion of feed
- Reduce digestive disturbances and upsets
 - Reduce stress

During periods of stress

Stress disrupts the normal intestinal balance of microflora and can easily lead to both the reduction in numbers and the efficiency of bacteria which in turn can lead to further stress.

Some examples of when stress can be induced are:

- Overcrowding
- Pregnancy and lactation
- Temperature extremes
- Transportation
- Diet changes
- Change of environment
- Training and exercise and medication.

Also, following animal husbandry procedures such as:

- Antibiotic use
- Birth
- Castration
- Debeaking/dehorning
- Surgery
- Vaccination
- Weaning and worming.



To improve performance of farm animals

For pigs, dairy and beef cattle ProN8ure improves weight gain and feed conversion. For poultry, the same applies with the added benefit of reduced mortality.

For use by Feed Mills

ProN8ure can be used in milk replacers and loose mixes for the manufacture of safe and residue free feeds for livestock.



For application by Veterinarians

Following surgery, vaccinations, worming, use of Antibiotics and other medical treatments.

How often should ProN8ure be administered?

The levels of micro-organisms which inhabit the gut are constantly changing and are easily affected by many conditions. For this reason it is recommended that ProN8ure is used at maintenance dose levels every day. For treatment of specific problems ProN8ure should be introduced or increased to stress levels, as indicated on product labels.





Which animals or birds will benefit from ProN8ure?

ProN8ure has been approved for use with all young and mature animals and birds, including: pigs, poultry, beef and dairy cattle, horses, sheep and goats, dogs and cats, caged birds and other animals.



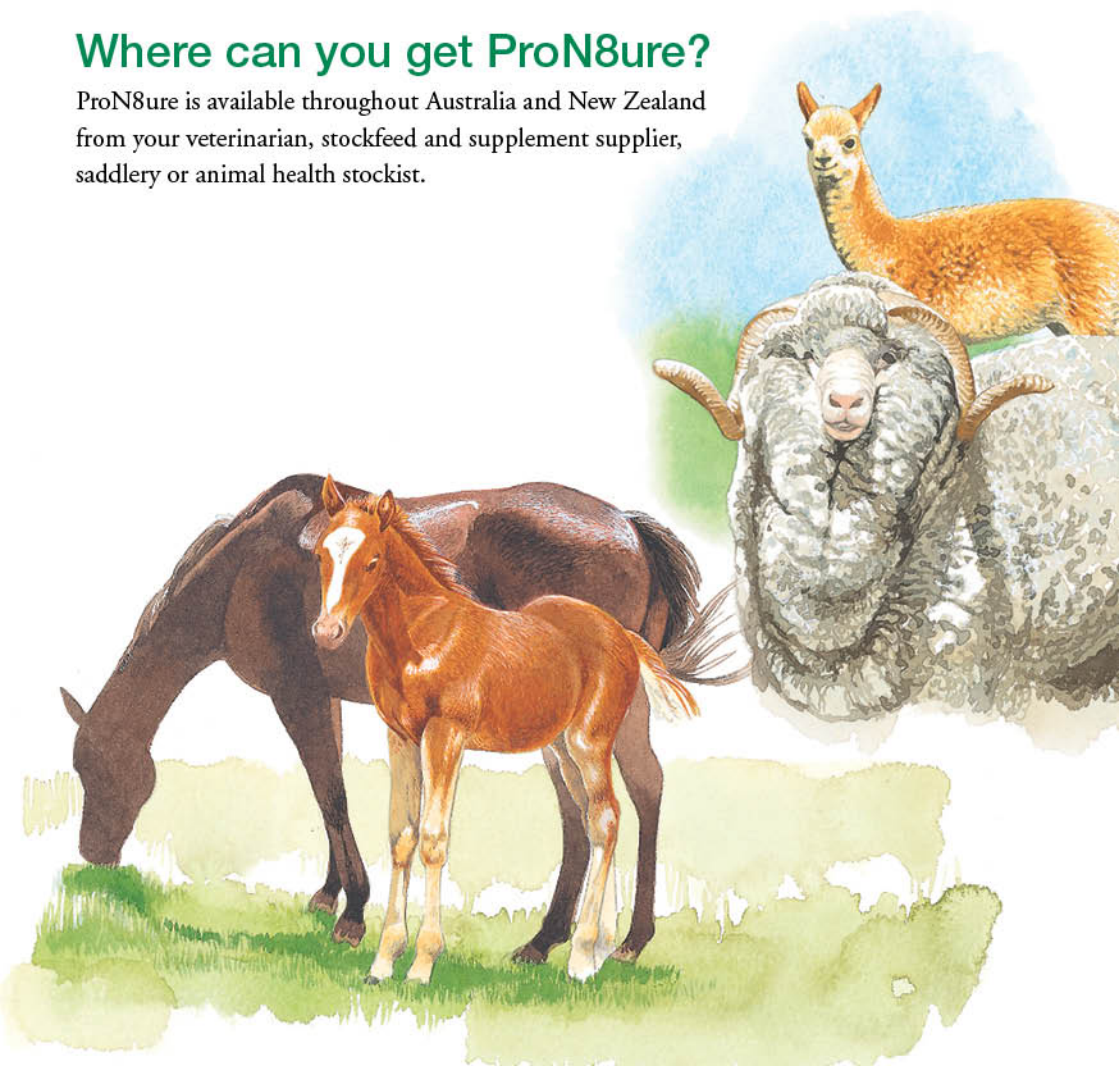
What forms of ProN8ure are available?

ProN8ure comes in five (5) forms

ProN8ure Liquid	ProN8ure Paste	ProN8ure Soluble	ProN8ure Powder	ProN8ure Professional
Oil based formula containing 180 million cfu/mL (colony forming bacteria)	Oil based formula containing 180 million cfu/gram	Water soluble formula containing 180 million cfu/gram	In-feed powder formula containing 60 million cfu/gram	Water soluble formula in 2 g sachets

Where can you get ProN8ure?

ProN8ure is available throughout Australia and New Zealand from your veterinarian, stockfeed and supplement supplier, saddlery or animal health stockist.



Products containing ProN8ure.



Vitam® Plus Health & Vitality

THE ESSENTIAL NUTRIENTS OF VITAM
WITH PRON8URE MULTI-STRAIN PROBIOTIC

This unique product combines a vitamin mineral supplement with a probiotic to address the needs of the whole horse - formulated to support the performance of young growing horses, those stressed by training and competition and stud breeding mares and stallions. A low dose rate and high nutrient value together with ProN8ure's 7 strains of safe, live, natural bacteria helps to improve the general health and performance of animals.

It reduces digestive disturbances and upsets, stimulates appetite, optimises digestion of feed and reduces stress naturally. It also helps to treat and control scouring and diarrhoea, to establish (immature animals), re-establish (after antibiotic treatment) and maintain a balanced gastrointestinal microflora.

ProN8ure restores the gut to good health allowing horses to perform at their best.

Available in 4 kg and 10 kg.



Sootha Nerves & Stress

FOR NERVOY, STRESSED & IRRITABLE BEHAVIOUR IN HORSES

Sootha Nerves & Stress is the most advanced nutritional supplement available for treating stress and the underlying causes of nervy behaviour in horses and the only one to combine ProN8ure multi-strain probiotic with B Group vitamins, magnesium and tryptophan.

Nervous symptoms like excitability, muscular twitching, diarrhoea, muscle stiffness and other disorders have been linked, in scientific literature to deficiencies of B Group vitamins and magnesium.

Mood stabilising is addressed through tryptophan, long known as a mood stabiliser, particularly when used in conjunction with vitamin B6 and magnesium.

Overcoming stress from digestive upsets is the role of ProN8ure multi-strain probiotic. Sootha Nerves & Stress breaks new ground in treatment by ensuring the well-being of the digestive system. Whether disruption to the normal intestinal microbial balance is the cause of stress, or one of its symptoms, ProN8ure works efficiently to restore gastro-intestinal balance with natural, healthy, live bacteria.

Available in 450 g, 1.8 kg and 4 kg.



FOR HEALTH, GROWTH, SCOURS PROTECTION

Calf Weanaid with ProN8ure

Calf Weanaid with ProN8ure is a unique product which continues the colostrum advantage by minimising setbacks to growth often associated with the step-down in nutrient intake when colostrum feeding ends at 3-4 days of age. Especially for bucket fed and weaner calves.

Available in 10 kg



Calf Weanaid with ProN8ure and Monoco

Calf Weanaid with ProN8ure and Monoco provides all the benefits of the colostrum advantage with the addition of Monoco while offering the prevention of coccidiosis by a natural immuno-responsiveness to coccidia, all in a single easy-to-administer formula.

Available in 10 kg



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MULTI-STRAIN PROBIOTIC

Available in a product size
and type
to meet the needs
of *all* animals & birds

LIQUID

125 mL, 250 mL, 1 L, 5 L and 25 L

PASTE

30 g and 100 g

SOLUBLE

125 g, 250 g, 500 g, 2.5 kg and 25 kg

POWDER

125 g, 250 g, 1 kg, 5 kg, 25 kg

PROFESSIONAL

Carton 50 x 2 g

SPECIES	LIQUID	PASTE	SOLUBLE	POWDER	PROFESSIONAL
<i>Horses</i>	Direct	Direct	Water	In Feed	
<i>Foals</i>	Direct	Direct	Water/Milk	In Feed	Direct
<i>Cattle</i>	Direct/In feed	Direct	Water	In Feed	
<i>Calves</i>	Milk/Replacer	Direct	Milk/Replacer	In Feed	Direct
<i>Pigs</i>		Direct	Water	In Feed	
<i>Piglets</i>	Direct	Direct	Water	In Feed	Direct
<i>Sheep/Goats</i>	Direct	Direct	Water	In Feed	
<i>Lambs/Kids</i>	Direct	Direct	Water	In Feed	Direct
<i>Broiler/Layers</i>			Water	In Feed	
<i>Chicks</i>			Water	In Feed	Water
<i>Dogs</i>	Direct	Direct	Water/Milk	In Feed	Direct
<i>Pups</i>	Direct	Direct	Water/Milk	In Feed	Direct
<i>Cats</i>	Direct	Direct	Milk	In Feed	Direct
<i>Kittens</i>	Direct	Direct	Milk	In Feed	Direct
<i>Caged Birds</i>	In Feed		Water	In Feed	Water
<i>Commercial Milk Replacers</i>			✓		
<i>Feeds Mills</i>				In Feed	
<i>Veterinarians</i>	✓	✓	✓	✓	✓
<i>Wild Life Carers</i>	✓	✓	✓	✓	✓
<i>Other Species</i>	Contact International Animal Health				

It is always recommended you consult your veterinarian when disease is suspected so appropriate medication can be prescribed. ProN8ure can be used following specific treatment.

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to meet the needs of *all* animals & birds



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