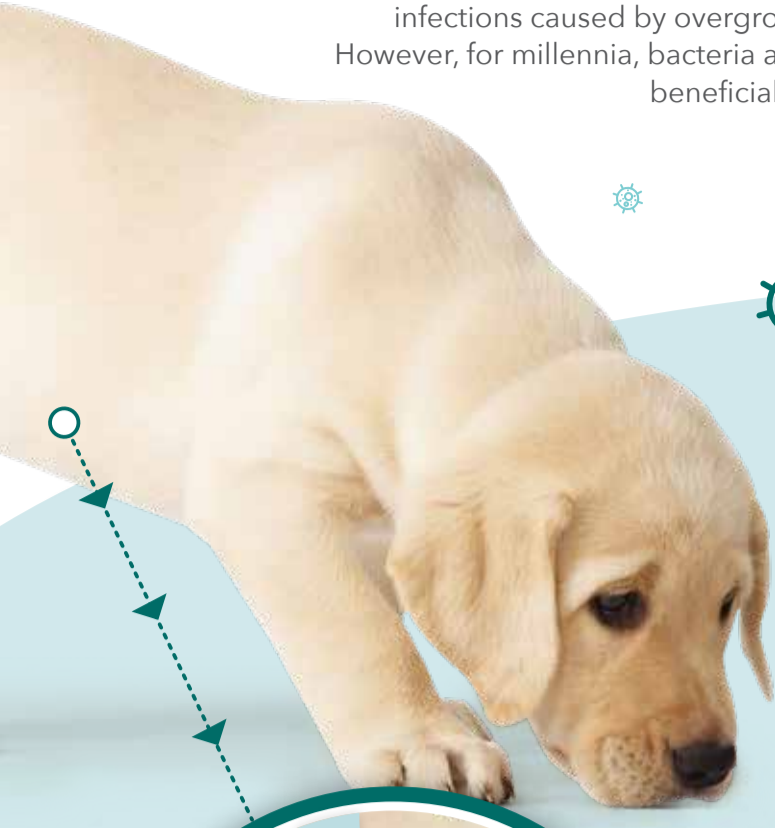




How do probiotics help your pet?

For the last 90 years, humankind's focus on bacteria has been to control infections caused by overgrowth of disease-causing bacteria. However, for millennia, bacteria and mammals have shared a mutually beneficial relationship.



1 cell = **10** micro-organisms

For every single cell in your pet's body, there are ten micro-organisms (bacteria, viruses, fungi and protozoa) living in their gastrointestinal tract.

Microbiome

- The collection of micro-organisms living in the gut are called the microbiome.
- The microbiome has roles in immunity, breakdown of nutrients, production of vitamins and preventing 'bad bacteria' from colonising the intestines.



10x Dogs and cats have more micro-organisms in their gut than humans do.

Main causes of imbalance in the gut bacteria



Antibiotics

Antibiotics reduce species diversity in the microbiome, with effects persisting even after the administration period is complete.



Illness

Illness in the gut can cause changes in the microbiome and favour the growth of families of bacteria that are associated with disease.



Stress

Stressful events such as kennelling or dietary change with inadequate transitioning period can cause diarrhoea.

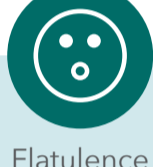
Imbalance in the gut bacteria is called **dysbiosis**

How do you know they have dysbiosis?

Common signs:



Diarrhoea



Flatulence



Gurgling



Vomiting

How to restore the balance

Probiotics may help restore the balance in dysbiosis. Probiotics are formulations of live organisms (bacteria) that confer beneficial effects on the recipient when delivered in adequate amounts.



Helps to improve the barrier function of the intestines



Helps to prevent disease causing bacteria from colonising the gut



Helps regulate the immune response and reduce inflammation



Enhances immunity to promote tolerance to 'good bacteria' and maintains protection against disease causing micro-organisms

Not all probiotics are equal

Probiotics must be able to survive the acidic environment of the stomach and bile acid to reach the intestines. Commercial probiotic products have large variations in quality control.



What to look for in a probiotic for your pet?

- ✓ Remain viable during large-scale production and storage
- ✓ Survive transit through gastrointestinal tract (exposure to gastric acid, bile)
- ✓ Adhere to and colonise intestinal lining
- ✓ Show a beneficial effect on host



PAW Digesticare 60 is a lifesaver, Lolly has gone from a sick, unhappy dog who would hang out in our bedroom all day, to a happy, healthy little dog, no more vomiting and diarrhoea.

- Marilyn

PAW DigestiCare 60™ is a prebiotic, probiotic and wholefood powder to support digestive health.



Probiotic

A 7 strain probiotic powder containing 60 million colony forming units (CFU)/2g. Microencapsulated to protect the probiotics from the acidic pH of the stomach.



Wholefood powder

A wholefood powder contains grasses and legumes high in prebiotic fibre, which undergoes an exclusive natural organic fermentation process to maximise nutrients.



Suitable for dogs and cats of all ages, as well as other companion animals such as rabbits and ferrets.

[Find out more](#)