



JUNIOR HEALTH



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DIGESTION AND IMMUNITY IN PUPPIES AND KITTENS

Diarrhoea is a common presenting problem in both puppies and kittens. A multitude of changes occurs in this lifestage including dietary modifications and separation from their mothers & litters, resulting in stress on their developing systems. With their immune systems far from competent, and passive immunity waning, these factors make puppies and kittens highly susceptible to a variety of viral, bacterial, protozoal and parasitic infections, leading to gastrointestinal disturbances.

Dietary supplementation is a highly effective way to stimulate both intestinal and systemic immune function, whilst simultaneously improving intestinal microbiota stability in this time of need.²

SUPPORTING DIGESTION AND IMMUNITY WITH NUTRACEUTICALS

? DID YOU KNOW?

Bovine colostrum can reduce the rates of recurrent gastroenteritis and improve the vitality of puppies in early life.^{1,2}

Bovine colostrum

Colostrum, the first milk produced post-partum by mammals, provides neonates with both nourishment and passive protection from disease. The nutrients and growth factors in colostrum also have local effects on the gut epithelium, helping to ensure proper gut development, nutritional uptake, and growth.⁴

Bovine colostrum is rich in bioactive compounds and peptide-based nutrients, including growth factors, immunoglobulins, and other immune factors that can neutralise viruses and inhibit intestinal colonisation with harmful pathogens.^{5,6,7,8}

Supplementing the diet of puppies and kittens with bovine colostrum can influence their immune response at mucosal and systemic levels and enhance gut microbiota diversity and stability.^{1,2}



Inulin

Inulin is a soluble fibre found in many plant species, with exceptionally high quantities found in chicory root. As a prebiotic, inulin beneficially alters the microbial population in the gut and helps prevent the invasion of pathogenic bacteria, thus supporting digestive health.^{4,9,10} It has also been shown to decrease faecal odour components, reduce blood cholesterol, prevent or inhibit the occurrence of some types of cancer, enhance vitamin synthesis, increase mineral absorption, and stimulate the immune system.¹¹



Spirulina

Spirulina is a blue-green algae that has the ability to modulate immune functions in both puppies and kittens. In addition, it exhibits anti-inflammatory, anti-viral and anti-bacterial properties. It is rich in β -carotene and tocopherols, nutrients with proven antioxidant properties. Spirulina has also been shown to reduce oxidation in brain, plasma and liver extracts.



Beta glucan (inactivated yeast)

β -glucans are complex polysaccharides that are found in the cell walls of yeasts, algae, mushrooms and several plants.



Glucans can have an adjuvant effect on administered vaccines by increasing antigen specific IgG and IgA levels in the serum. They exert most of these effects by binding to specific receptors on macrophages, neutrophils, monocytes, dendritic cells and natural killer cells. As such, glucans stimulate phagocytosis and the production of inflammatory cytokines by macrophages, and furthermore, have the ability to stimulate neutrophils and monocytes.

Dietary supplementation with β -glucans has therefore been shown to enhance the immune response post vaccination in puppies, whilst exerting its effects on the gastrointestinal microbiota in cats.²



? DID YOU KNOW?

Diarrhoea is the second most common condition pets under the age of 1 present to the vet for.¹³

? DID YOU KNOW?

β -glucans have the capacity to activate natural immunity, thereby enhancing defence barriers.²

Fact:

Early colonisation of the GIT is influenced by a combination of:¹⁴



Physiological factors



Maternal factors



Social factors



Dietary factors

NUTRACEUTICALS FOR PUPPIES AND KITTENS

PUPPY AND KITTEN DIGESTION AND IMMUNITY

PAW Digest + Protect Puppy Care/Kitten Care



Puppy Care dosage 2.5g/chew
Size: 75g Tub (approx. 30 chews)

Weight	Daily Dose
1 - 9.9 kg	1 Chew
10 - 24.9 kg	2 Chews
25+ kg	3 Chews

Kitten Care dosage 1.2g/chew
Size: 75g Tub (approx. 63 chews)

Weight	Daily Dose
1 - 2.4 kg	1 Chew
2.5 - 5 kg	2 Chews

Key Ingredients:

- Bovine colostrum
- Beta glucan (inactivated yeast)
- Spirulina
- Inulin

Active ingredients per chew	Puppy Care	Kitten Care
Beta glucan (inactivated yeast)	40mg	19mg
Spirulina	50mg	26mg
Inulin	121mg	55mg
Bovine colostrum	209mg	107mg

Features:

- ✓ Contains fish and chickpea protein in a tasty chew format.
- ✓ Specifically formulated with bovine colostrum, beta glucan, spirulina and prebiotics to enhance immunity and to support optimal gut health in growing puppies and kittens.
- ✓ May reduce faecal odour and increase stool quality in puppies
- ✓ Provides essential vitamins and minerals to support the development of growing bones and joints, the nervous system and healthy skin, coat and nails.

Storage:

- Keep below 30°C in a dry place, away from direct sunlight.
- Protect from moisture, heat and light.
- Keep container tightly closed.

Warnings/safety: For animal use only

MANAGING PUPPY AND KITTEN MENTAL WELLBEING

With the multitude of changes that are all occurring at this life stage with the transition into a new environment, a new family, alterations in routine and potentially a new diet as well, puppies and kittens are highly susceptible to stress and its impact on their immune and digestive systems.

PAW Complete Calm



Features:

- ✓ Soft and tasty fish and chickpea protein chews.
- ✓ Contains high levels of tryptophan, a serotonin precursor to support and balance the wellbeing of pets.
- ✓ Contains high levels of B group vitamins for healthy nervous system function.
- ✓ Vitamins and minerals to maintain a healthy immune system
- ✓ For dogs: Available in a 300g tub - 60 x 5g chews or a 75g tub - 30 x 2.5 g chews to improve ease of administration to small dogs.
- ✓ For cats: Available in a 75g tub- 63 x 1.2g chews

HEALTHY SKIN AND EARS

HEALTHY SKIN START FOR PUPPIES

Canine skin is more alkaline in pH and thinner than human skin, making it more susceptible to allergies and infections. As such, it's important to use products that are pH balanced and formulated specifically for them, commencing from puppyhood. The PAW Puppy Grooming Range effectively cleans and conditions whilst being gentle on the coat and skin. They are also free from soaps, sulphates, parabens, phthalates, and alcohol.

PAW Gentle Puppy Shampoo



Features:

- ✓ Specifically formulated for young delicate skin.
- ✓ Delivers an effective and gentle clean without stripping oils.
- ✓ Natural chamomile and coconut scent.
- ✓ Available in a 200 mL tube.
- ✓ Use in conjunction with PAW Gentle Puppy Conditioning Spray to support young delicate skin from an early age.

PAW Gentle Puppy Conditioning Spray



Features:

- ✓ Conditioning made easy with a simple spray application.
- ✓ Alcohol free formula.
- ✓ Natural essential oils for a naturally fresh pure scent.
- ✓ Rich moisturising & conditioning ingredients for coat and skin health.
- ✓ Use between washes to freshen and detangle the coat.
- ✓ Available in a 200 ml spray bottle.

MAINTAINING HEALTHY EARS IN PUPPIES

Ear cleaning is an important part of a proper grooming routine as dirty ears can lead to secondary infections, particularly for dogs with underlying allergies, or those with predisposing factors such as pendulous, narrow or hairy ears.

PAW Gentle Ear Cleaner



Features:

- ✓ Softens, dissolves & removes excess wax, dirt and debris for an effective and gentle long lasting clean.
- ✓ Contains no alcohol, acids or irritants.
- ✓ Reduces ear odours.
- ✓ Flexible tip applicator makes it easy and comfortable to use.
- ✓ Requires only once a week maintenance usage for a healthy ear environment.
- ✓ Available in a 120 ml bottle.

Have you heard about our PAW Practitioner Range?

Developed by vets and inspired by nature



Learn more
about our
PAW by
Blackmores
range!

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