



# DIGESTIVE HEALTH

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**in Dogs & Cats**





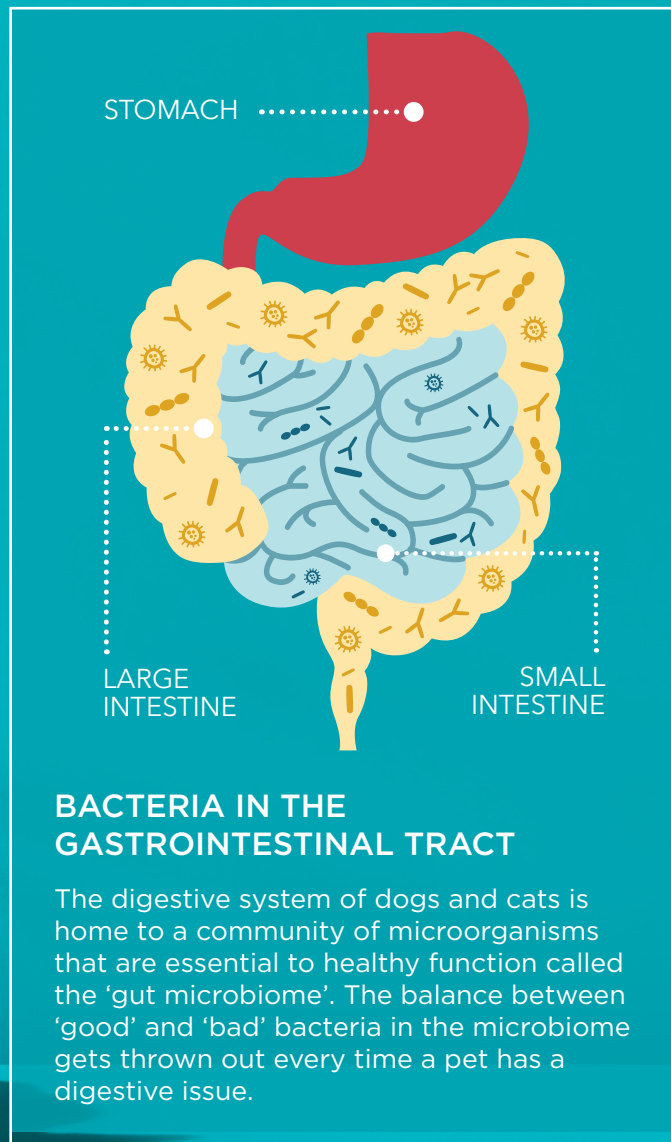
# WHAT CAUSES DIGESTIVE PROBLEMS?

## THE MOST COMMON CAUSES OF DIGESTIVE ISSUES IN PETS INCLUDE:

- ✗ A poor diet, or sudden dietary changes
- ✗ Eating something they shouldn't, such as old food from the rubbish bin
- ✗ Bacterial, viral or parasitic infections
- ✗ Gut disease, such as inflammatory bowel disease
- ✗ Side effects of medications, particularly antibiotics
- ✗ Stress and anxiety

## WHAT ARE SOME SIGNS OF DIGESTIVE ISSUES?

- ✗ Bloating and flatulence
- ✗ Mucous or fresh blood in the stools
- ✗ Low appetite
- ✗ Diarrhoea
- ✗ Vomiting
- ✗ Constipation
- ✗ A sore tummy



## BACTERIA IN THE GASTROINTESTINAL TRACT

The digestive system of dogs and cats is home to a community of microorganisms that are essential to healthy function called the 'gut microbiome'. The balance between 'good' and 'bad' bacteria in the microbiome gets thrown out every time a pet has a digestive issue.

## HOW CAN PREBIOTICS AND PROBIOTICS HELP AN UPSET STOMACH?

### Prebiotics

Are non-digestible carbohydrates that feed the beneficial bacteria in the large intestine. The benefits of prebiotics include:

- ✓ Altering the balance of bacteria in the gut to favour the beneficial bacteria
- ✓ Discouraging the growth of nasty bacteria
- ✓ Boosting the immune function of the gut.

### Probiotics

Are live bacteria that provide many health benefits to the body. These include:

- ✓ Displacing nasty bacteria
- ✓ Fermenting prebiotics to release nourishing and anti-inflammatory short-chain fatty acids
- ✓ Stimulating the immune system
- ✓ Increasing nutrient absorption
- ✓ Aiding in digestion.

# THE PAW PROBIOTIC RANGE

PRODUCT:	FEATURES:	GREAT FOR:										
<div>PAW DigestiCare™</div> <div></div>	<div><ul style="list-style-type: none"><li>DigestiCare™ is a highly palatable blend of dual strain probiotics, prebiotics, enzymes and a fibre-rich fermented wholefood powder.</li><li>It can be used to boost digestive health in dogs, cats, puppies and kittens.</li><li>Shelf-stable powder formulation is easy to use – simply sprinkle the daily dose on food using the included 6 g scoop.</li><li>Simple daily dosing according to bodyweight:</li></ul></div> <div><table><tr><td>1 - 9.9kg</td><td>½ a level scoop</td></tr><tr><td>10 - 19.9kg</td><td>1 level scoop</td></tr><tr><td>20 - 29.9kg</td><td>1 ½ level scoops</td></tr><tr><td>30 - 39.9kg</td><td>2 level scoops</td></tr><tr><td>40+ kg</td><td>3 level scoops (increasing by ½ a scoop/10kg of additional bodyweight)</td></tr></table></div>	1 - 9.9kg	½ a level scoop	10 - 19.9kg	1 level scoop	20 - 29.9kg	1 ½ level scoops	30 - 39.9kg	2 level scoops	40+ kg	3 level scoops (increasing by ½ a scoop/10kg of additional bodyweight)	<div><ul style="list-style-type: none"><li>Providing gut microbiome support on a daily basis</li><li>Pets that tend to have a sensitive stomach, with the odd bout of soft stools</li><li>Pets prone to flatulence</li><li>Puppies and kittens moving to a new home to reduce the chance of stomach upsets</li><li>Pets that are changing to a new food</li></ul></div>
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<div>PAW DigestiCare™ for Cats</div> <div></div>	<div><ul style="list-style-type: none"><li>Contains a unique blend of <i>Enterococcus faecium</i> SF68 (probiotic) and fructo-oligosaccharides (prebiotic)</li><li>Formulated specifically for cats to support intestinal health during periods of need</li><li>Easy to use 2- part sprinkle capsule format</li><li>Simple daily dosage:</li></ul></div> <div><table><tr><td>1 capsule per cat</td></tr></table></div>	1 capsule per cat	<div><ul style="list-style-type: none"><li>Cats on antibiotic therapy to reduce the severity and duration of diarrhoea (pre- treat 2 hours before)</li><li>Cats that are under stress e.g. staying in the cattery or moving house</li><li>Cats that need immune support</li><li>Cats with gastrointestinal upsets</li></ul></div>									
1 capsule per cat												

Please read the label and follow the directions for use.

## Recommend PAW DigestiCare™ if your customer says:

### My pet:

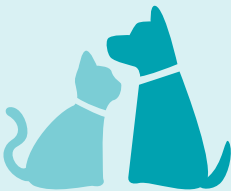


- Has bad gas
- Has mucous in their stools
- Occasionally has softer, difficult to pick up stools
- Is a puppy or kitten and I want to support their gut health with probiotics
- Is about to go through some environmental changes e.g. moving house
- Needs an everyday probiotic to support their gut
- Likes to pick up random things to eat while on a walk
- Has a sensitive stomach

## Recommend PAW DigestiCare for Cats if your customer says:

### My cat:

- Is about to go through a house move with us
- Will be going on a road trip with us in our upcoming holiday
- Has had diarrhoea since starting on his antibiotic course
- Currently has cat flu
- Is stressed out about the new puppy next door
- Has frequent diarrhoea

# LOOK FOR PAW DIGESTICARE™ SALES OPPORTUNITIES

IF YOUR CUSTOMER IS BUYING:	” QUESTION:	? DID YOU KNOW:
<b>FOOD FOR PUPPIES AND KITTENS</b> 	<i>“I see you are buying puppy/ kitten food. Are you finding that they are getting any stomach upsets?”</i>	<ul style="list-style-type: none"> <li>✓ Young pets are prone to stomach upsets.</li> <li>✓ Their immune system and gut bacterial balance is still developing and they tend to want to eat all sorts of different things, which can increase their chance of developing a digestive issue.</li> <li>✓ PAW DigestiCare™ can help support a healthy gut in young pets.</li> </ul>
<b>FOOD FOR SENSITIVE STOMACHS OR DIGESTIVE ISSUES</b> 	<i>“I see you’re buying sensitive stomach food for your pet. Is it working, or do they still have problems with soft stools?”</i>	<ul style="list-style-type: none"> <li>✓ Sensitive stomach food is great to support gut health. However, if there are still lots of bad bacteria present in the gut, your pet may continue to have gut problems.</li> <li>✓ Adding in DigestiCare™ can help manage upset stomachs by providing a concentrated dose of good bacteria to help restore optimal balance in the gut.</li> </ul>
<b>A CAT CARRIER</b> 	<i>“I see you are buying a cat carrier. Are you planning to travel with your cat or will they be staying in a cattery?”</i>	<ul style="list-style-type: none"> <li>✓ Significant environmental changes can be a huge stressor for cats and will very often lead to an imbalance in their gut microbiomes.</li> <li>✓ PAW DigestiCare™ for Cats can help reduce the duration of diarrhoea associated with stress.</li> </ul>
<b>FELIWAY PHEROMONE DIFFUSER OR SPRAY</b> 	<i>“I see you are buying some Feliway today. What’s been the cause of your cat’s stress?”</i>	<ul style="list-style-type: none"> <li>✓ Cats are very sensitive to changes that occur around them, whether it be their environment, the pets in their lives or even their kitty litter, amongst other reasons. This stress can often lead to gut upsets.</li> <li>✓ PAW DigestiCare™ for Cats can help reduce the duration of diarrhoea associated with stress.</li> </ul>

BLACKMORES ANIMAL HEALTH

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DEVELOPED BY VETS  
INSPIRED BY NATURE