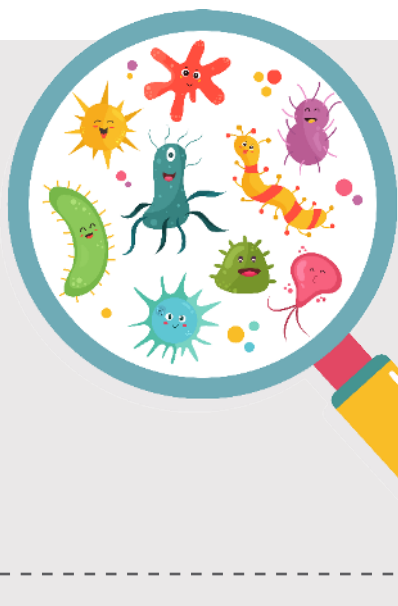


PROBIOTICS FOR PETS



THE BATTLE FOR THE MICROBIOME

Every day the bodies of our pets go to war. Yes, war, on a microscopic scale between the forces of good bacteria or "probiotics" and the armies of bad bacteria, or "pathogens". Each side makes advances against the other for territory within the Microbiome of your pet's gut (the microbiological ecology in the stomach).

It's important for our pet's ongoing health, whether they be a bird, dog or rat or anything else, that the probiotics win as much territory in the microbiome as possible. While probiotics help digest food and bolster the immune system, pathogens can cause a range of illnesses. If left unchecked, or if your pet becomes stressed, pathogen numbers increase and their hold in the microbiome strengthens. Now, pathogens are putting your animal's health at risk. They must not prevail!



WHAT WILL PROBIOTICS HELP MY PET WITH?

EVERYDAY IMMUNE AND DIGESTIVE SUPPORT

Daily support using Vetafarm's Synbiotic 180-S at a maintenance dose can make a huge difference to the long term health of your animal. Boosting the immune system, supporting digestion and reducing toxin production in your pet's body, means happier and healthier pets every day, naturally.

NON-SPECIFIC DIARRHOEA

There are a number of reasons our pets may experience diarrhoea or runny droppings, such as parasitic or bacterial infections. Stress, illness and changes in diet may also cause this problem. Vetafarm's Synbiotic 180-S is the ideal support supplement for animals experiencing diarrhoea, and will quickly re-establish gut flora and speed up your pet's recovery.

POST ANTIBIOTICS

After a course of antibiotics, our pet's guts are typically wiped clean of most beneficial bacteria or probiotics. This is a very vulnerable time for our animals. As probiotics are essential for digestion of food and the effective digestion of food is essential to a successful recovery, our animals desperately need their probiotics replaced.

POST SURGERY, TRAVEL OR STRESS

Travelling, new environments, new foods, surgery and many other situations cause our animals stress. When our pets become stressed, changes take place in the gut and the conditions become ideal for pathogens or bad bacteria. This is a large part of the reason that animals commonly fall ill, and symptoms like diarrhoea are only one of many problems that can eventuate.

MAKING YOUR PETS HEALTHIER - NATURALLY!



VETAFARM'S SYNBIOITIC 180-S: ONE PROBIOTIC FOR EVERY ANIMAL!

By coming probiotics with the prebiotic power of chicory root extract, Vetafarm has created an amazing package of natural digestive and immune system boosters referred to as a Synbiotic. Vetafarm has improved on this by formulating our country's most advanced blend of probiotics/prebiotics with the additional health benefits of digestive enzymes.

The final result is a synergy of science and nature, designed by vets and nutritionists to improve the health of any animal. Vetafarm's Synbiotic 180-S supports your pet's natural digestive and immune system and reduces the use of and reliance on antibiotics in pets, and improves your pet's health, naturally.



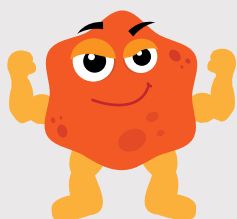
9 UNIQUE STRAINS
of good bacteria ensure diversity of function and benefit to all animals.



7 DIGESTIVE ENZYMES
directly improve digestion of foods - crucial for animals recovering from stress, illness or injury.



180 MILLION CFU/g
concentration of beneficial bacteria ensures optimum immune and digestive support.



THE GOOD - PROBIOTICS

Probiotics are live organisms that have a beneficial effect in the gut or microbiome (or the microbiological ecology in the stomach). Probiotics can be yeast or fungi, but the most common type are bacteria. Different types of beneficial bacteria play different roles within the microbiome, but essentially, if your pet has a high probiotic population in their microbiome, they will have a stronger immune system, better digestive function and will generally feel better overall.



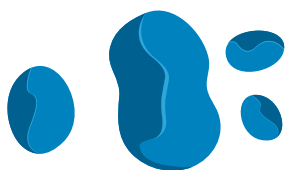
THE BAD - PATHOGENS

Pathogens are bad bacteria, (such as E.Coli and Salmonella) that can cause gut upset, diarrhoea and a number of other illnesses. Pathogens take advantage of your animal when they are stressed or ill and begin to multiply. When the population of these pathogens grow, illness begins. Eradicating pathogens completely is impossible, but keeping them in check is essential to your pet's wellbeing.



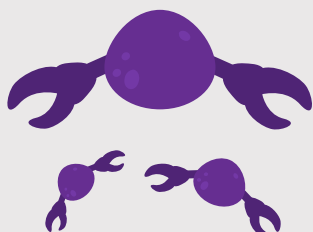
THE UGLY - CHEMICAL WARFARE

When pathogens run riot in the microbiome we commonly treat them with antibiotics. However, when oral antibiotics are administered to your pet, the result is the equivalent of a chemical weapon going off in the microbiome. Antibiotics don't choose sides and every bacteria at ground zero will be wiped out. Much of the time this is an effective means of removing most of the pathogenic bacteria. However, it does leave the microbiome vulnerable, as there are no longer any probiotics left to hold the fort or to help digest food. This is why many animals develop a case of diarrhoea during a course of antibiotics. Their good bacteria have died and are being expelled and they are also struggling to digest food. This is not what a sick animal needs!



POWER-UPS FOR OUR SINGLE-CELLED FREEDOM FIGHTERS! - PREBIOTICS

Prebiotics act as a super food source for Probiotics in your pet's stomach. By introducing Prebiotics into the Microbiome, we effectively provide good bacteria with a supply drop of the nourishment they need, giving them an advantage over their pathogenic rivals. An example of this action is best represented in one particular Probiotic or good bacteria (Bifidobacterium), which when provided with Prebiotics (Inulin) produces nourishing fatty acids for your pet and aggressively competes with Pathogens for space in the gut, which can significantly improve your pet's nutrition and their immune system.



THE DIGESTIVE WORKFORCE - ENZYMES

When your pet eats and the food moves into their gut, it needs to be broken into smaller pieces before it can be used by their bodies. Enter the enzymes. A microscopic workforce of tiny protein molecules is responsible for pulling any food your pet eats into pieces small enough for absorption in your pet's gut. Each different type of enzyme has a very specific job. Protease enzymes are in charge of breaking down proteins, while lipase enzymes are responsible for the deconstruction of fat. Enzymes are extremely important to the overall health and digestion of all animals, particularly in young, sick or injured animals.

For more information on probiotics and Synbiotic 180-S, visit www.vetafarm.com.au