



PREBiotics and PROBiotics

An optimal balance of power between friendly and unfriendly bacteria must be maintained for good health. The naturally-occurring intestinal bacteria exist in a delicate balance with non-native bacteria that pet's can pick up in their environment. The balance influences the way your pet digests food and absorb nutrients.

The naturally-occurring bacteria help strengthen the immune system, fight infection, help digest food, and even promote regularity. They help to resist infection, and keep the potentially harmful bacteria at bay by helping control their population. They also fight toxins and other internal stresses that can threaten a pet's health.

Along with digestive enzymes, prebiotics and probiotics are used to promote healthy digestion. They are very different and attempt to increase healthy bacteria in very different ways. Those differences are summarized below.

Prebiotics and Probiotics are NOT the same thing!

- **Probiotic:** live beneficial microorganism introduced to the pet's system from the outside
- **Prebiotic:** "fast-food" for the healthy organisms already present naturally in the pet; prebiotics selectively stimulate the growth and/or activity of native bacteria that beneficially affect the pet's digestion and overall health.

Prebiotics are Fast-Food for Friendly Bacteria

- **Prebiotics** are consumed by healthy intestinal bacteria to reestablish or maintain the delicate balance of the microorganisms in the pet's digestive system.
- **Fructooligosaccharides (FOS)** is a soluble dietary fiber naturally found in a variety of fruits, vegetables, and grains such as bananas, barley, garlic, honey, onion, rye, brown sugar, tomato and asparagus root. It acts as a food source for friendly intestinal bacteria and enhances calcium absorption.
- FOS is the most studied of the prebiotics, and is contained in clinically-proven levels in *Fresh Digest*.

Why prebiotics in *Fresh Digest* and not probiotics?

Prebiotics are Customized to the Individual Pet

- The normal flora in each pet is different. The prebiotic, FOS, specifically selects for the growth of the naturally-occurring bacteria that each pet's body normally produces in its healthy state.
- Feeding the native good bacteria is the most gentle, safe and efficient way to go and that the strains that are being used on dogs and cats are dairy or human strains.
- Feeding natural strains and not adding any super-bacteria into the system that may not be what the body would produce naturally.
- Prebiotics such as fructooligosaccharides (FOS) are natural and safe, and FOS is found naturally in mother's milk.

Prebiotics are More Stable than **Pro**biotics

- Probiotics (live microorganisms) are not temperature stable and it is tough to guarantee viability in a product that is shipped, warehoused and stored at non-refrigerated conditions. You'll often see that labels on products with PRObiotic guarantee levels of activity at the time of packaging. They do not suggest there will be any live probiotics when the pet actually takes the product.
- The prebiotic FOS does not have to be refrigerated and has a 3-year shelf life.

Fresh Digest contains the prebiotic FOS in clinically-proven levels.



**Available in 100 grams and 300 grams for Dogs,
and 100 gram for cats.**