

FOR
VETERINARY
USE ONLY

PURINA
PRO PLAN
VETERINARY DIETS

EN GASTROINTESTINAL™

& RELATED PRODUCTS

MAKE A DIFFERENCE TO GUT HEALTH
WITH EARLY NUTRITIONAL SUPPORT



Show your clients how tailored nutrition can support
their pets' gastrointestinal health with the
PRO PLAN® VETERINARY DIETS **EN Gastrointestinal™** range

A compromised metabolism can impact how pets utilise nutrients

Gastrointestinal (GI) conditions may arise from diverse origins, but they share a common impact: disrupting digestion and affecting the breakdown and absorption of nutrients. This can lead to nutrient deficiencies, that can slow recovery and affect overall well-being¹.

Disrupted digestion



Intestinal epithelium and gut lining may be damaged²



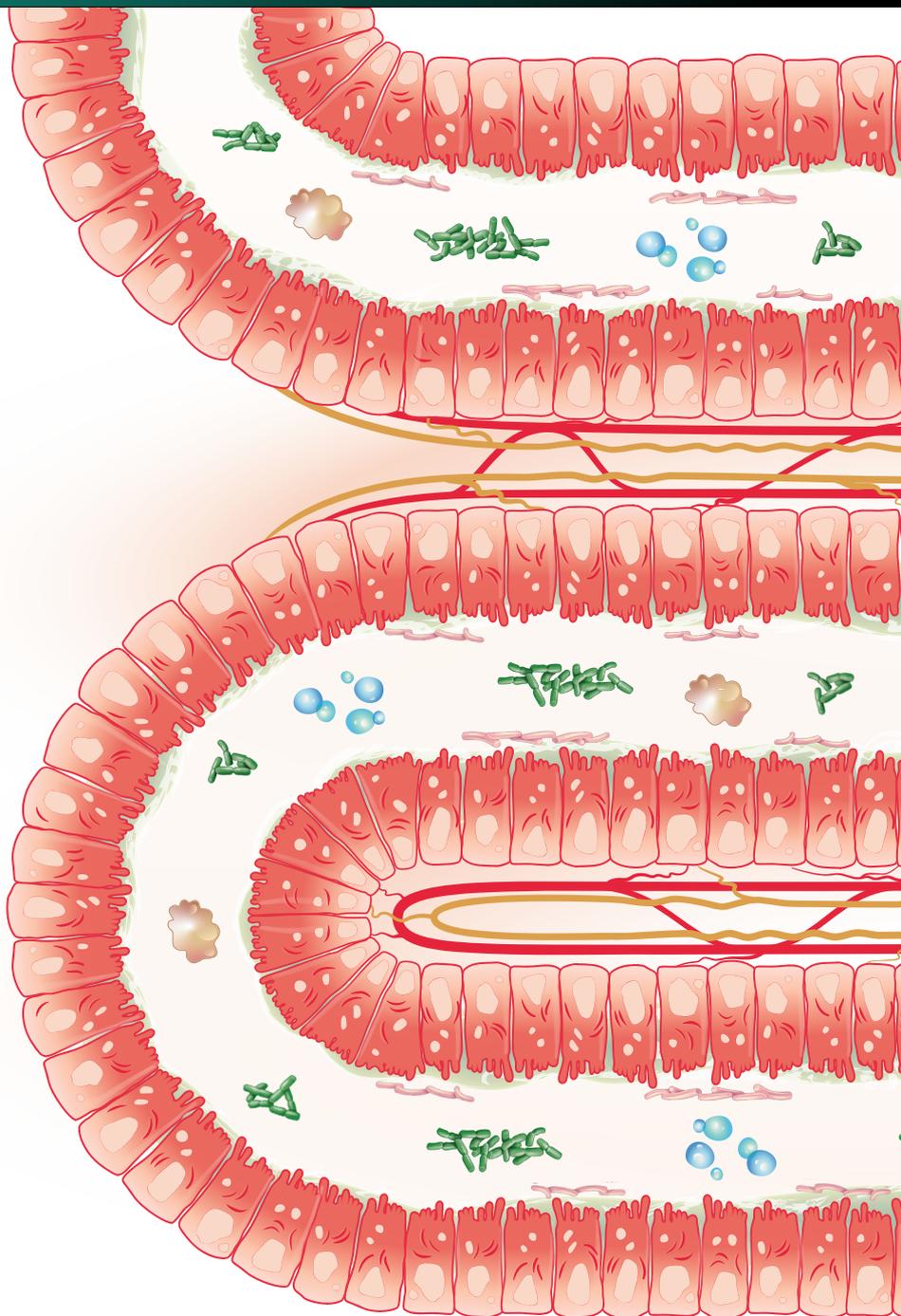
Malabsorption can cause **intestinal disturbances**, increased gas, and a loss of water and electrolytes¹



Undigested fats may be metabolized by non-beneficial bacteria³



Microbiome imbalance may occur, which can lead to dysbiosis⁴.

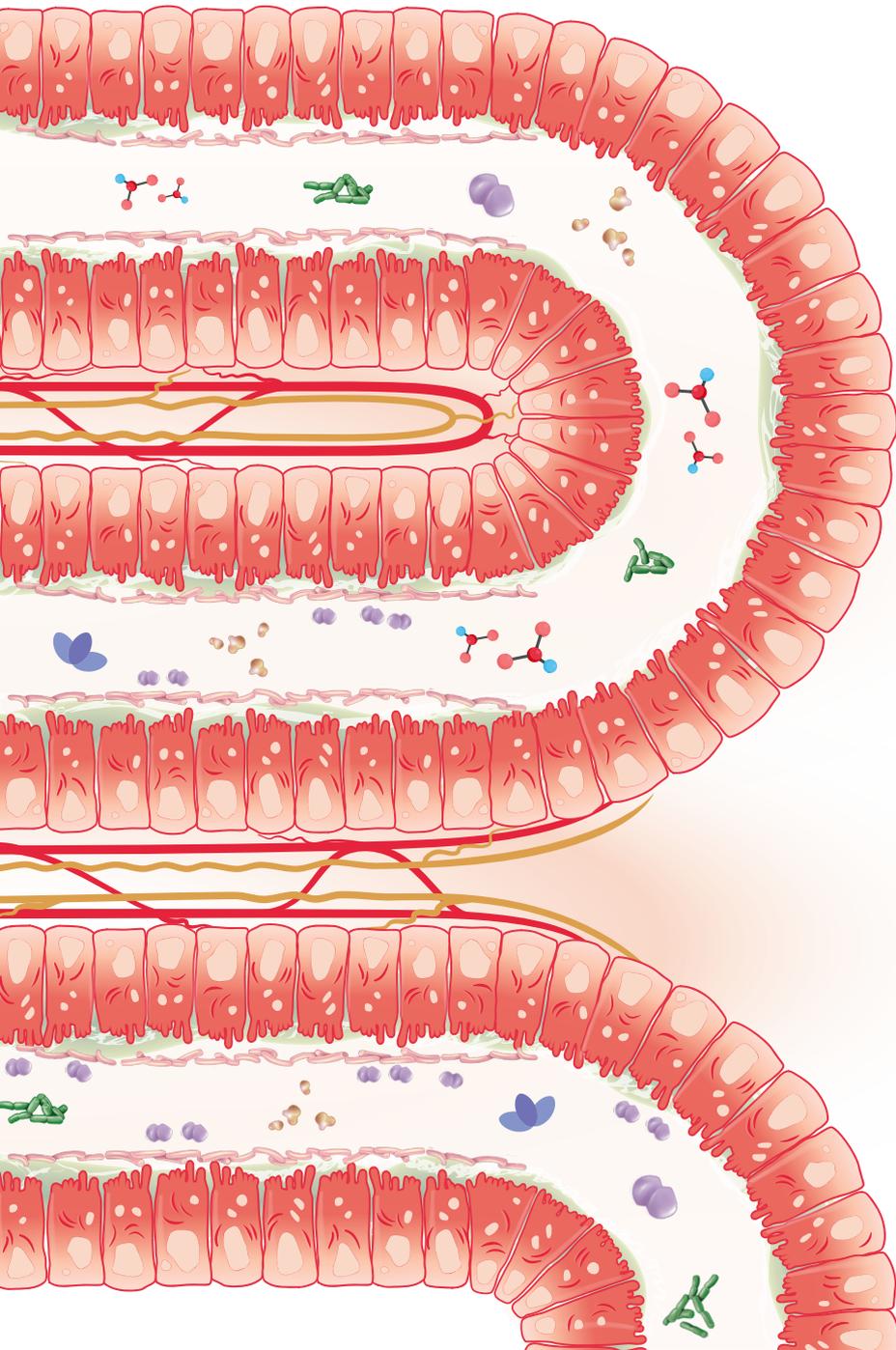


Feeding poorly digestible ingredients or home-cooked meals, with inadequate nutritional profile, could affect recovery³.

1. Lenox CE (2021). Nutritional Management for Dogs and Cats with Gastrointestinal Diseases. *Veterinary Clinics of North America: Small Animal Practice*, 51(3): 669-684.
2. Keszthelyi D. 2012. "All Disease Begins in the Gut": Elucidating Disease Mechanism Related to Intestinal Barrier Dysfunction. *Purina Companion Animal Nutrition Summit: The Gastrointestinal Tract in health and Disease*.
3. Zoran D. 2003. Nutritional Management of Gastrointestinal Disease. *Clinical Techniques in Small Animal Practice*, Vol 18, No 4, 211-217.
4. Blake AB, Suchodolski JS (2016). Importance of gut microbiota for the health and disease of dogs and cats. *Animal Frontiers*, 6(3): 37-42.
5. Fritz J, Suchodolski JS (2023). The importance of a digestible diet for management of diarrhea. *Today's veterinary practice*.
6. Davenport, D.J.; Remillard, R.L. 2010. Acute Gastroenteritis and Enteritis. In *Small Animal Clinical Nutrition*, 5th ed.; Hand, M.S., Thatcher, C.D., Remillard, R.L., Eds.; Mark Morris Ins.: Topeka, KS, USA; pp. 1053-1064.
7. Lafamme DP. 1998. Use of Medium Chain Triglycerides in Clinical Nutrition. *Purina Research Report*.
8. Slavin J. 2013. Fiber and Prebiotics: Mechanisms and Health Benefits. *Nutrients*; 5, 1417-1435.

Provide nutritional support by improving digestibility^{3,5}

In the management of GI conditions, early nutritional support plays a key role. Highly digestible ingredients can help minimise nutrient malassimilation and reduce gut workload, preventing bacterial fermentation of unabsorbed nutrients and maintaining the mucosal barrier^{3,6}.

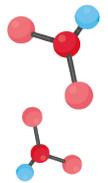


Early nutritional support

Medium Chain Triglycerides (MCTs) require fewer steps than long chain triglycerides for digestion⁷



Selected carbohydrate sources and its processing can benefit diet digestibility¹



High-quality proteins improve amino acid uptake and faecal quality¹



Prebiotic fibre ferments to produce short-chain fatty acids (SCFAs), such as butyrate, which fuels colonocytes⁸.



Probiotics help maintain the balance of gut bacteria¹



DISCOVER HOW TO SUPPORT GUT HEALTH
WITH THE EXPANDED PRO PLAN[®] VETERINARY DIETS
EN GASTROINTESTINAL[™] RANGE

Find the best option for the nutritional support for your gastrointestinal patients



Canine gastrointestinal disorders

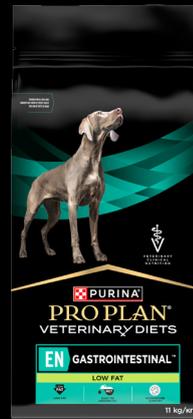
Fat restriction needed

- Hyperlipidaemia
- Pancreatitis
- Protein losing enteropathy
- Lymphangiectasia



Adult

EN GASTROINTESTINAL™
 LOW FAT



NEW

Dry 1.5, 5, 12kg

Not fat restriction needed*

- Gastroenteritis
- Colitis
- Exocrine Pancreatic Insufficiency
- Gastritis



Adult/puppy

EN GASTROINTESTINAL™

*EN Gastrointestinal™ is limited in fat

Large/medium

Small/mini

All size



Dry 1.5, 5, 12kg



1.5, 5kg

NEW



NEW FORMULA

Mousse 400g, 195g

Liver disorders

HP HEPATIC™

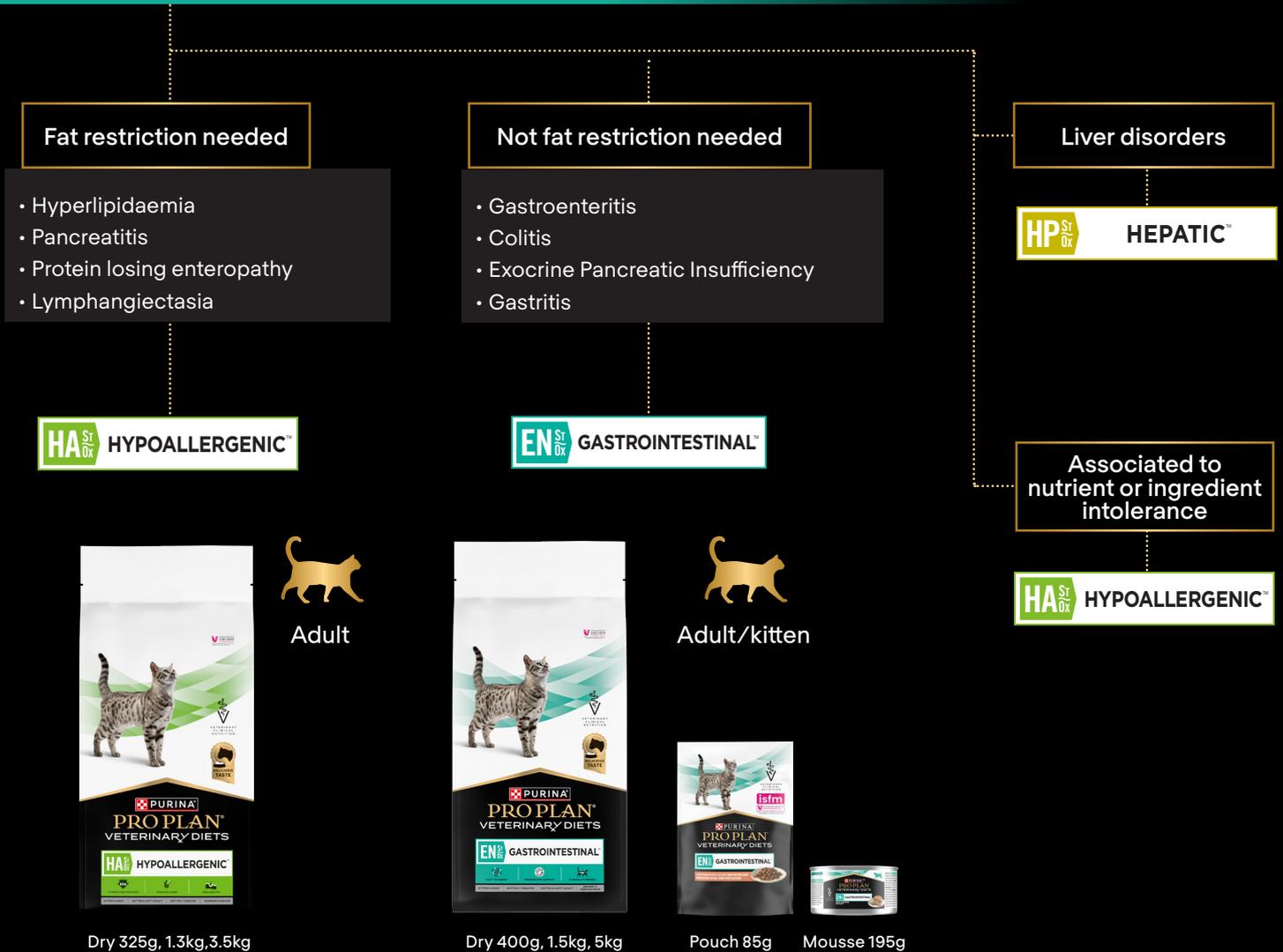
Associated to nutrient or ingredient intolerance

HA HYPOALLERGENIC™



- Small and frequent meals aid nutrient assimilation.
- Mixing dry and wet food or rehydrating kibble helps increase moisture and hydration.

Feline gastrointestinal disorders



Additional gastrointestinal support



FortiFlora®

Probiotic for cats and dogs all ages

Help support intestinal balance and a strong immune system

FortiFlora® PLUS

Prebiotic and probiotic for cats and dogs all ages

Help maintain a healthy intestinal microbiome and long-term health

Harness the power of synbiotics

When your patients need extra nutritional support for GI disturbances, combining prebiotics and probiotics can create a beneficial synbiotic effect.



This combination supports a healthy gut environment, by helping maintain a healthy intestinal microbiome, and long-term health.

Discover two ways to provide synbiotic power with PRO PLAN®:

Combine PRO PLAN® Veterinary Diets EN with PRO PLAN® FortiFlora®



PRO PLAN® Veterinary Diets EN Gastrointestinal™ contains inulin prebiotic fibre

Fortiflora® contains *Enterococcus faecium* (SF68) as probiotic strain

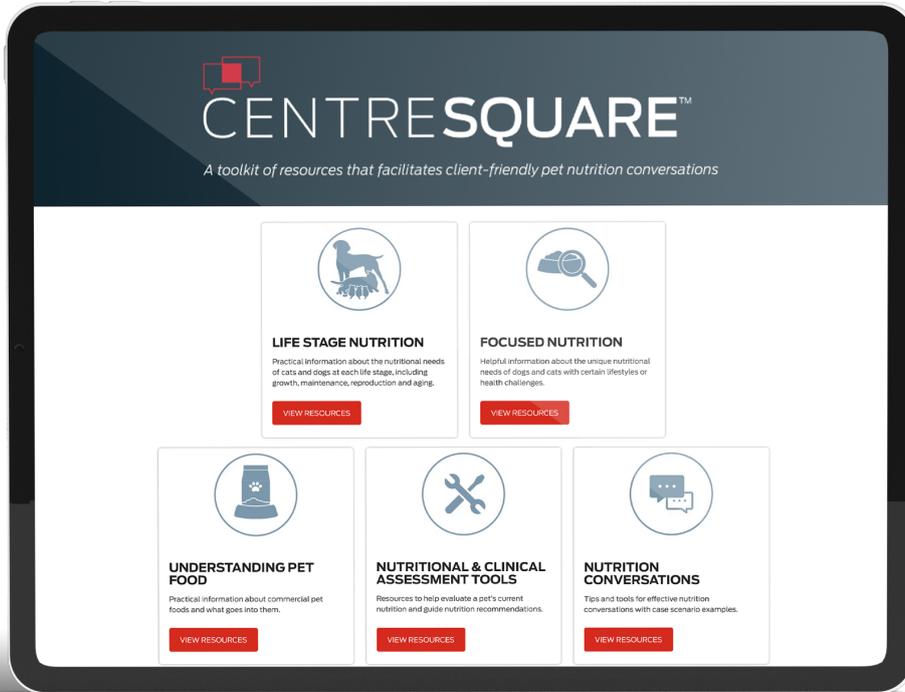
Or add PRO PLAN® FortiFlora® PLUS to their regular diet



FortiFlora® PLUS contains Psyllium prebiotic fibre and the probiotic strain *Enterococcus faecium* (SF68)

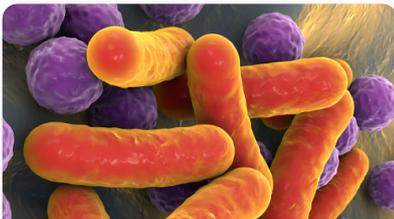
MASTER DIGESTIVE CARE WITH CENTRESQUARE™

CentreSquare™ from Purina Institute offers valuable resources to deepen your knowledge of digestive conditions



Discover science-backed insights, practical tools, and conversation starters to help explain complex digestive issues in ways that pet owners can easily understand.

FOCUSED NUTRITION



Microbiome Managing the Gut Microbiome

Diet, a controllable factor that influences the gut microbiome, offers a daily opportunity to contribute to gut health.

NUTRITIONAL & CLINICAL ASSESSMENT TOOLS



Making a Diet Recommendation Components of Nutritional Assessment

Nutritional assessment uses an iterative process to make specific diet recommendations tailored to individual dogs and cats.

NUTRITION CONVERSATIONS



Nutrition Conversation Tips, Nutritional Assessment How to Make a Dietary Recommendation

Identifying the four key components of an effective dietary recommendation.



Harness the power of synbiotics

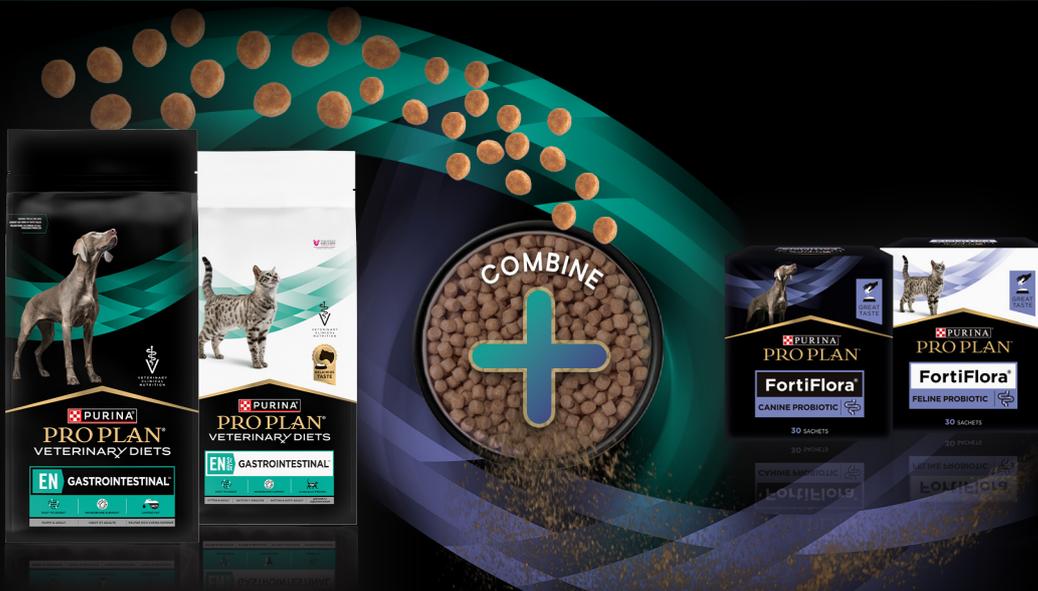
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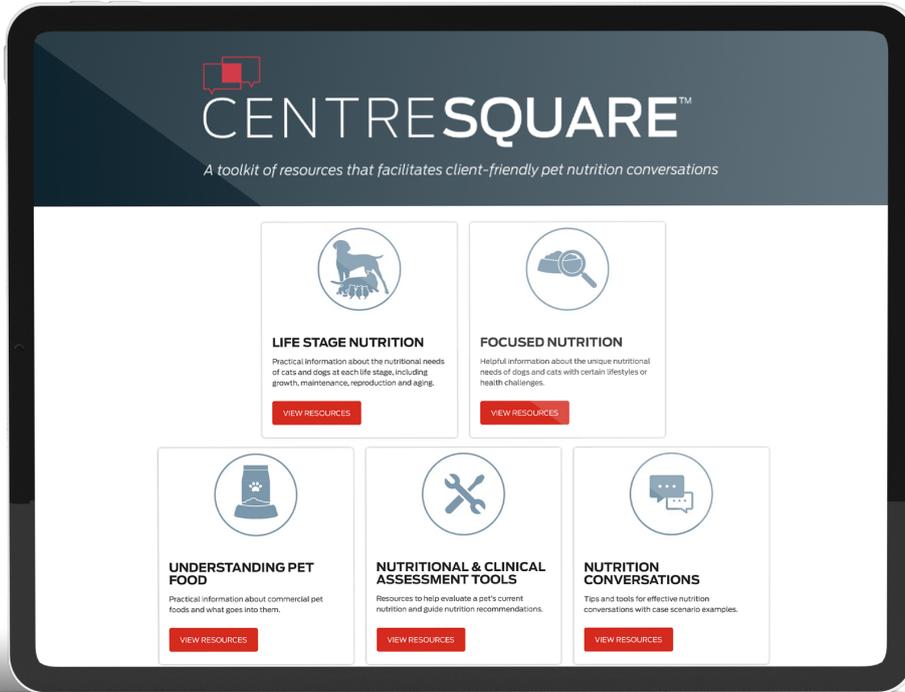


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Fortiflora® contains *Enterococcus faecium* (SF68) as probiotic strain

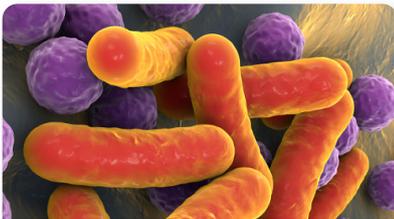
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Please contact your PURINA[®] representative or visit
<https://www.vet-center.eu/eu> for more information