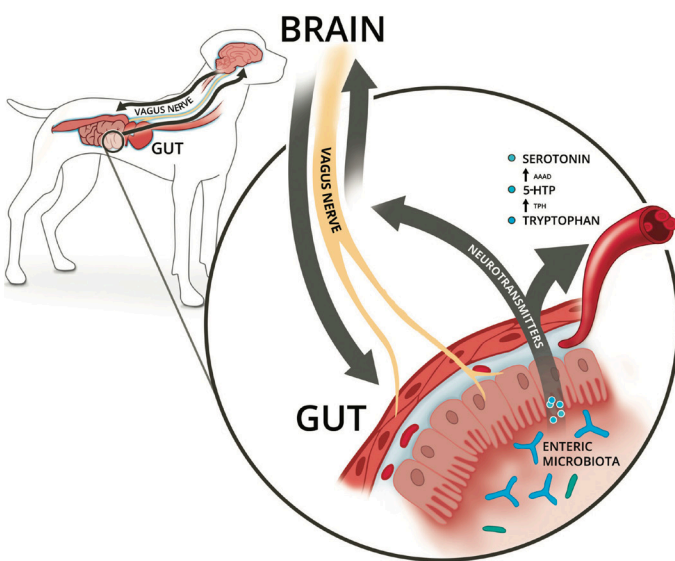


Nestle and Purina lead the way in gut-brain research

With decades of experience and one of the world's largest bacterial strain libraries, Nestlé scientist and Purina® stand at the forefront of innovation in the gut-brain axis and its role in regulating animal behaviour:



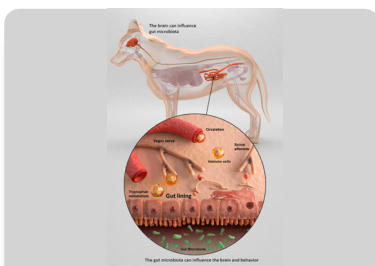
BRAIN

The brain uses the hypothalamic-pituitary-adrenal (HPA) axis to signal the gut and responds to microbiome metabolites that influence brain activity, mood, and neurotransmitters.

GUT

The gut communicates with the brain through the enteric nervous system (ENS) and the vagus nerve; its microbiome supports immunoregulation, produces key metabolites, and influences neurotransmitters that affect mood and cognition.

Access expert resources from the Purina Institute to deepen your understanding of the gut-brain axis and microbiome science.



SCIENCE OF NUTRITION

The Gut-Brain Axis



CONVERSATION STARTERS

How to help your puppy adjust to being alone



MONOGRAPHS

Understanding probiotics and their impact on pet health



To see all tools and topics in action, scan here or visit [Purina Institute.com](https://www.purinainstitute.com)



PURINA
PRO PLAN
Calming Care



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

References:

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NEW

PURINA®
PRO PLAN®

Calming Care

**FOR
VETERINARY
USE ONLY**



CALM STARTS FROM WITHIN

A clinically proven probiotic¹ that helps dogs maintain calm behaviour and resilience to stress factors.

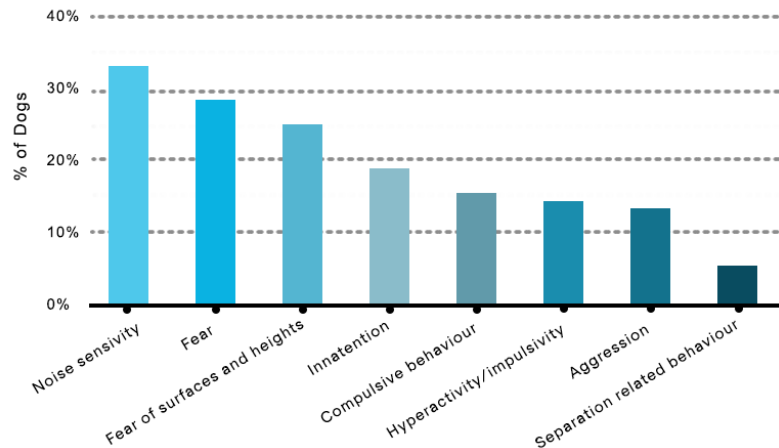


* The first and only probiotic authorised in Europe to help dogs maintain calm behaviour & provide resilience to stress factors.

Stress-related behaviours: a growing concern in canine well-being

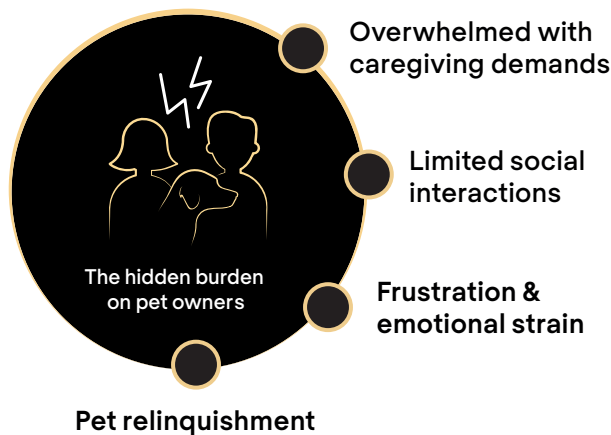
While genetics can influence canine behaviour, it's important to recognise that dogs' responses to certain triggers are also shaped by their owners' lifestyle, daily routines, and living environment².

In an owner-reported survey of 13,715 dogs, **72.5%** exhibited at least one problematic behavioural trait³



When dogs struggle with stress, owners feel it too

Pet behavioural issues can affect quality of life for both pets and owners, placing strain on the human-animal bond and leading to emotional challenges for caregivers⁴:

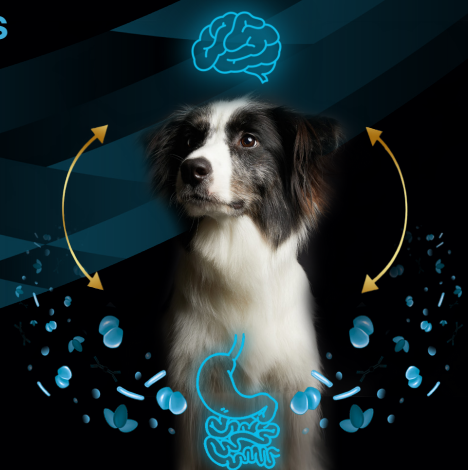


This highlights the need for veterinarians to move beyond short-term fixes and consider long-term, holistic solutions — including **nutrition-based support**.

A new approach through the gut-brain axis

While therapy and guidance from an ethologist are key to behavioural care, emerging insights into the gut-brain axis reveal how the microbiome can influence emotional state^{1,2}.

Support through targeted nutrition can help pets stay calmer from the inside out—because calm starts from within.



Introducing PRO PLAN® Calming Care

A calming probiotic that offers a novel approach to nutritionally managing stress-related behaviours as part of a multimodal approach. **Clinically proven¹**, it supports the natural pathways involved in dogs' responses to external stressors:

Noise sensitivity (e.g. loud noises) | Stress-related to separation | Home alone / Time alone |
Social fear (unfamiliar visitors) | New environments | Vet visits | Kennels | Car travel



The first and only probiotic authorised in EU to help dogs maintain calm behaviour & provide resilience to stress factors.



Contains a strain of beneficial bacteria, *Bifidobacterium longum* BL999^{®*} (1x10⁹ CFU/sachet), shown to help dogs maintain calm behaviour and provide resilience to stress factors¹



Sprinkle 1 sachet daily over a dog's regular food. It is recommended to use for at least 6 weeks



Proven to help dogs cope with external stressors (e.g. separation, unfamiliar visitors, novel sounds or changes in routine and location)¹



Great taste with great acceptance



Helps dogs maintain positive cardiac activity during challenging events promoting a positive emotional state¹

¹*Bifidobacterium longum* NCC 3001 / CNCM I - 5642

Clinically proven to support a natural, calm response

90%

In a blinded crossover study, 90% of dogs showed an improvement in displaying reduced stress-related behaviours after 6 weeks of supplementing with *Bifidobacterium longum* BL999®¹

PRO PLAN® Calming Care has shown efficacy after 6 weeks of daily use and is best given consistently rather than as a short-term solution¹



Scan and learn more

PROVEN RESULTS AFTER 6 WEEKS

Help your clients spot early signs of stress-related behaviour

While veterinarians are trained to identify signs of stress and behavioural changes in dogs, many pet owners may not recognise the subtle cues their pets are showing⁵.

ONLY 24% SPOT THE SIGNS

Pacing, lip licking, yawning, hiding, or changes in sleep and appetite are often missed, leaving stress-related behaviours unnoticed⁵.



A simple question like "Have you noticed any changes in your dog's behaviour?" can open the door to meaningful dialogue and allow you to proactively address behavioural signs during consultations, helping to implement early support before issues escalate.