



**Terry
Naturally.**
Animal Health



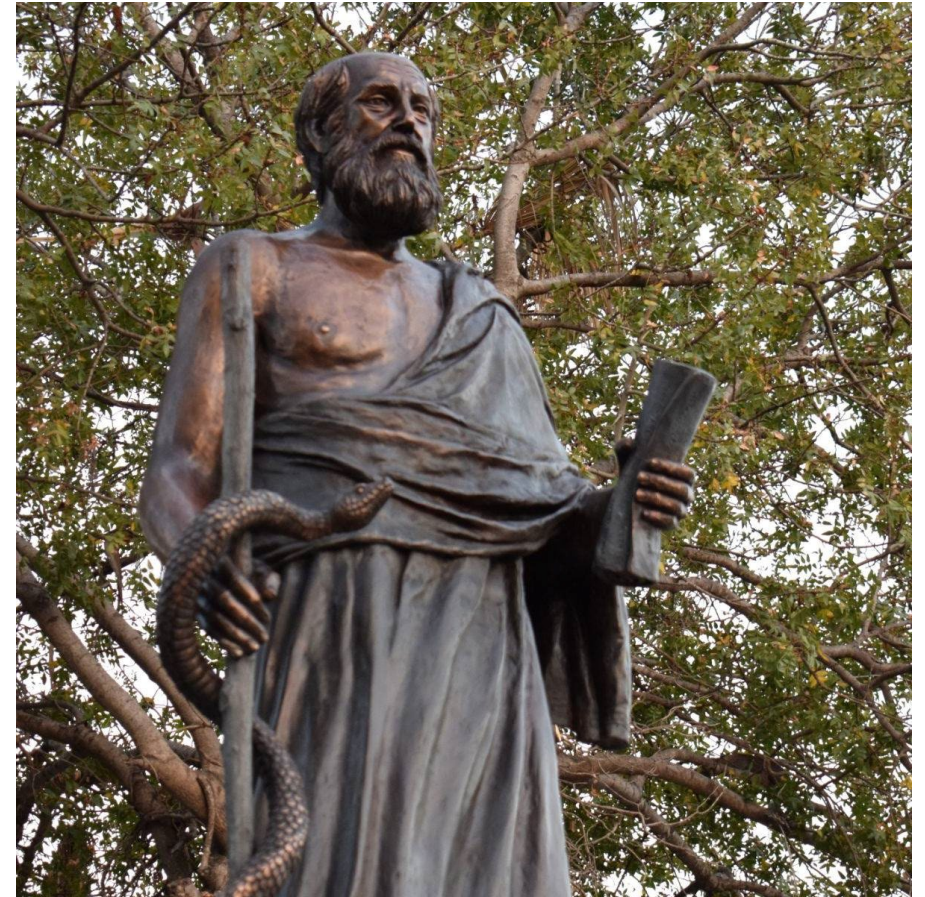
Probiotics: Fortifying the Intestinal Garden



“Bad Digestion is the Root of All Evil”

Hippocrates, known as the “Father of Modern Medicine” also said: Natural forces within us are the true healers of disease.

Did Hippocrates own a dog? The historical record doesn't say, but he believed that “walking is man's best medicine” so maybe he walked with man's best friend...



Statue of Hippocrates in Greece

What is the microbiome?

- A **microbiome** is a community of microorganisms in a particular environment
- **Gut microbiome** = all the organisms living in the intestines of every mammal – humans and dogs included

“Microbiomes are so impactful that some researchers consider them to be a separate organ, which shapes our metabolism, susceptibility to allergic and inflammatory diseases, and even responses to medical treatments.”



Role of the Canine Gastrointestinal Microbiome

- Digestion/Gastrointestinal tract
- Metabolism
- Immune function
- Behavior
- Cardiovascular function

#1 Challenge for Supplemental Canine Probiotics

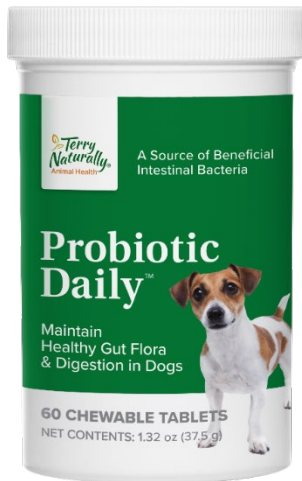
- **Must be able to survive a dog's acidic digestive system**
- A dog's stomach is much more acidic (some sources say **10 times more acidic**) than a human stomach
- Two proven probiotics for dogs that are acid-resistant
 - *Bifidobacterium animalis*
 - Shown to speed dog's recovery from acute diarrhea (reduced recovery time by 40%)
 - *Bifidobacterium bifidum*

What about Probiotics in Dog Food?

- Researchers tested 19 commercial pet food products that claimed to contain probiotics
- NONE entirely met label claim – that is, contained every probiotic species claimed on the label
 - 26% of the products had ZERO microorganisms
 - 50% had at least one of the claimed microorganisms
 - 11 products contained microorganisms NOT listed on the label



Probiotic Daily



GUARANTEED ANALYSIS PER CHEWABLE TABLET (625 mg):

Crude Protein (min)	2.0%
Crude Fat (min)	0.6%
Crude Fiber (max)	0.3%
Moisture (max)	3.0%
Total Microorganisms** (min)	2.5 billion CFU (<i>Bifidobacterium animalis</i> , <i>Bifidobacterium bifidum</i>)

**Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

CALORIE CONTENT (CALCULATED):

3,059 kcal per ME/kg
2 kcal/chewable tablet

INGREDIENTS:

maltodextrin, inulin, dried *Bifidobacterium animalis* fermentation product, dried *Bifidobacterium bifidum* fermentation product, magnesium stearate, silicon dioxide.

- Beneficial intestinal bacteria selected for dogs
 - *Bifidobacterium animalis*, *Bifidobacterium bifidum*
 - 2.5 billion CFU
- Chewable tablets
- Shelf stable – no refrigeration necessary, but refrigeration will extend shelf life
- 1 chewable tablet daily



Lucy
Lola
(Regulatory)

Additional Support

Healthy Teeth and Gums



- **CoQ10 and Propolis for dental health**
 - Support healthy gum tissue and periodontal function for healthy teeth and gums
 - Help keep the mouth clean and fresh
- **Chewable, beef liver flavored tablet**
- **1 table daily for dogs under 50 lbs;
2 tablets for dogs over 50 lbs**

PRODUCT FACTS

Active Ingredients per 1 Chewable Tablet (1,400 mg)

Proprietary Blend 500 mg
Beef Liver Powder, Concentrated Bee Propolis Extract (EP300™), Coenzyme Q10 (ubiquinone)

Inactive Ingredients: gum arabic, liver flavor, maltodextrin, microcrystalline cellulose, rice extract blend, silica, sorbitol, sucrose, vegetable source stearic acid.



Dusty
Wendy
(Customer Service)

*A tiny amount of sugar is part of the propolis raw material. 8 mg is 8/1000 of a gram or 32/1000 of a single calorie with no significant caloric or periodontal impact!



Top Selling Product
in the TNAH Line

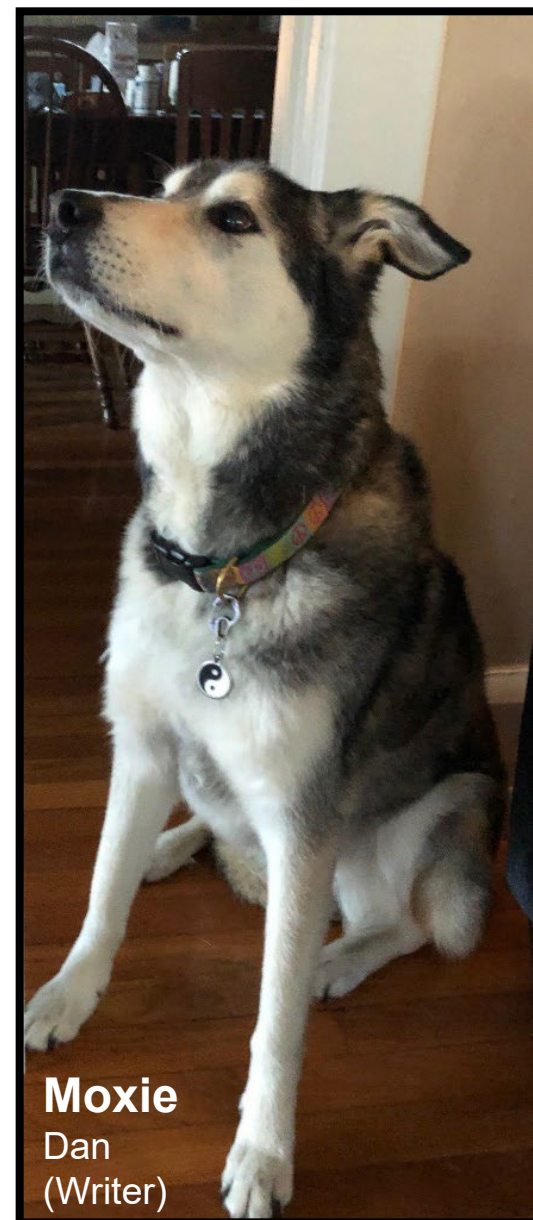


Product Facts

Active Ingredients per 1 Chewable Wafer (1,360 mg)
Proprietary Blend 500 mg
Beef Liver Powder, Boswellia (*Boswellia serrata*) Gum Resin
Extract (BOS-10™/BosPure®) standardized to contain ≥70% Total
Organic and Boswellic Acids with AKBA ≥10%, ≤ 5% beta-
boswellic acids, Curcumin (*Curcuma longa*) Rhizome Extract
(BCM-95®/Curcugreen™) enhanced with turmeric essential oil
and standardized for curcuminoid complex (curcumin,
demethoxycurcumin and bisdemethoxycurcumin)

Joint and Hip

- **Clinically studied curcumin and boswellia combination**
 - Proven enhanced curcumin absorption in dogs – up to 7 times higher versus standard curcumin
- **Beef liver flavored chewables**
- **For the older or athletic dog to ease joint stiffness and maintain joint mobility[^]**
- **Directions: 1-3 chewable wafers daily, depending on the size of the dog**



Moxie
Dan
(Writer)

[^]Joint stiffness due to normal daily exercise and activity