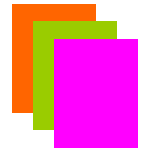




# Pet SUPERJUICE

Hillsboro Company



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## Prebiotic Digestive Aids for Companion Animals

Digestive function is a crucial factor for good pet health and prebiotics play an important role in aiding the digestive process. Prebiotics are food ingredients that improve digestive health by selectively stimulating the growth of certain beneficial bacteria that create the digestive balance necessary to improve health, alleviate symptoms and boost the immune system.

*Probiotics* may be more familiar to the general public, due in large part to the marketing efforts of yogurt manufacturers. A crucial part of the digestive process, they are live microbial food additives intended to aid the digestive system by introducing beneficial bacteria. These beneficial bacteria are a boon to digestive health. However, many do have limitations not experienced by prebiotics, such as their sensitivity to light, heat and ability remain active while traveling through the digestive system.

*Prebiotics* do not have these sensitivities and act as a catalyst for probiotics, increasing the chance for these beneficial bacteria to survive and flourish. They also have the capability to augment viability of probiotics in the colon for greater growth rate of the healthy bacteria that minimize the growth of bad bacteria. The proper bacterial balance within the digestive system means that the beneficial strains can predominate over potentially harmful strains. It is a well-known, scientific fact that the colonic microbiota (digestive bacteria) play an important role in the maintenance of animal health.

Prebiotics fill a health need experienced by companion animals. The benefits of adding prebiotics to the diet of pets are beneficial in two principal areas. 1) Better health through proper nutrient absorption and 2) odor control.

**Proper nutrient absorption** - Awareness has been building on the importance that feeding the right food to pets assures that they maintain good health, prevent disease, prolong life and avoid some trips to the veterinarian. Pet food manufacturers are producing foods that are less processed; contain fewer ingredients that are not a natural part of animal diet and adding vitamins, minerals to enhance health. However, there are numerous factors in modern society that contribute to absorption problems in pets, meaning they don't get the benefit of all the good ingredients. Stress, change in diet, antibiotics – all of these things can upset digestive balances and interfere with absorption. Indicators of poor digestion can be diarrhea, gas, poor weight gain, over-eating, poor immunity, and skin and coat problems. Adding prebiotics encourages the proliferation of beneficial bacteria so a companion animals' digestive system can process food correctly.

**Odor Control** – One of the main contributors to odor is the improper absorption of protein, which passes through the digestive system and ends up in the animal waste. Since prebiotics set the stage for a balanced digestive environment, animals can naturally process food and protein thoroughly, meaning less protein in the waste and much less odor. An added benefit is that the cleaner waste is less appetizing to other animals, helping to cut down on the unappealing habit that some dogs have of dining on their own or other animals' by-products. Additionally, when foods are processed correctly, there can be a significant reduction in waste output over time, a real boon to kennel owners or pet owners that have large dogs confined to small yards. For cat and ferret owners, the results can be nearly miraculous, finally subduing the litterbox issue, while boosting their general well being.

Prebiotics are on the cutting edge of natural health promotion and are gaining awareness in their own right as a dietary factor that has enormous potential for pet health.

Courtesy of Hillsboro Company