

LOOKING FOR GI CONTENT FOR YOUR CLINIC'S WEBSITE OR FACEBOOK PAGE?

We're here to help. We've created a collection of veterinary GI information to share with your clients, and tools to help you integrate it.



- FACTS AND TIPS
- REBATE**
- SUCCESS STORIES
- HANDOUTS

GI FACTS & TIPS:

Click the Facebook Share button to post any of these quick facts to your clinic's Facebook page. (Make sure you're signed in to your clinic's Facebook page, so you don't post it to your personal page.)

POWER UP YOUR PET'S IMMUNITY

Probiotics can help.

VIEW & PRINT SHARE

PROBIOTICS AND YOUR PET

The benefits are plentiful!

VIEW & PRINT SHARE

TRAVELING WITH A SENSITIVE STOMACH

Pack probiotics for your pet.

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REBATE:

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FORTIFLORA \$5 REBATE OFFER

Our FortiFlora Probiotic Nutritional Supplements help promote healthy immune systems and re-establish the intestinal balance of your patients. Share this limited-time rebate with your clients today!

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GI SUCCESS STORIES:

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Click to share these motivational success stories with your clients on Facebook.

FINDING GI BALANCE WITH NUTRITION

Harry, a 2½ year old West Highland Terrier, began to experience GI symptoms. See how Harry got back on track with the help of proper nutrition.

READ FULL STORY SHARE

HOW TINY CALLIOPE OVERCAME BIG DIGESTIVE ISSUES

When Calliope, an 11-year-old domestic short-hair cat, experienced persistent constipation, her owner took her to the veterinarian ...

READ FULL STORY SHARE

GI HANDOUTS:

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Click to download these client education articles in PDF format for your clinic website, or just copy the link to embed it on your page.

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GI ALLERGY INTOLERANCE

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GI COLITIS

VIEW & PRINT COPY LINK

GI DIET INDISCRETION

VIEW & PRINT COPY LINK

GI GASTROENTERITIS

VIEW & PRINT COPY LINK

GI INFLAMMATORY BOWEL DISEASE (IBD)

VIEW & PRINT COPY LINK

GI STRESS DIARRHEA

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LOWER YOUR PET'S GAS



Good bacteria to the rescue.

PURINA
VETERINARY
DIETS

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POWER UP YOUR PET'S IMMUNITY



Probiotics can help.

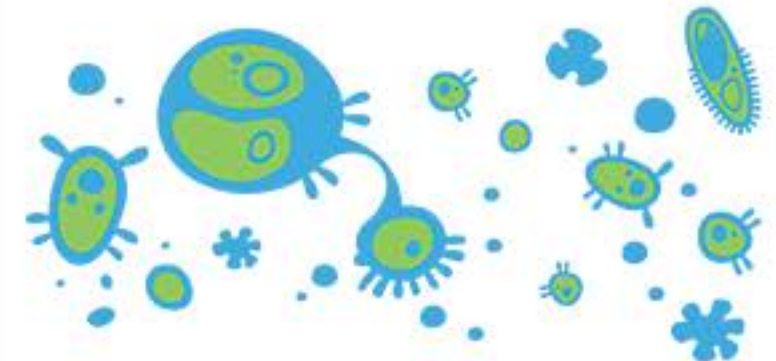
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PROBIOTICS AND YOUR PET



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TRAVELING WITH A SENSITIVE STOMACH



Pack probiotics for your pet.

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YOUR PET'S YARD ADVENTURES.



Controlling the effects of unwanted snacks.

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AN ADDITION TO THE FAMILY



Control the effects of your pet's stress.

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LOWER YOUR PET'S GAS



Good bacteria to the rescue.

SOLVING YOUR PET'S GAS PROBLEM

Flatulence can be a serious issue for some pets (and their owners). Probiotics have been shown to relieve that unwanted, gassy situation in both dogs and cats.

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POWER UP YOUR PET'S IMMUNITY



Probiotics can help.

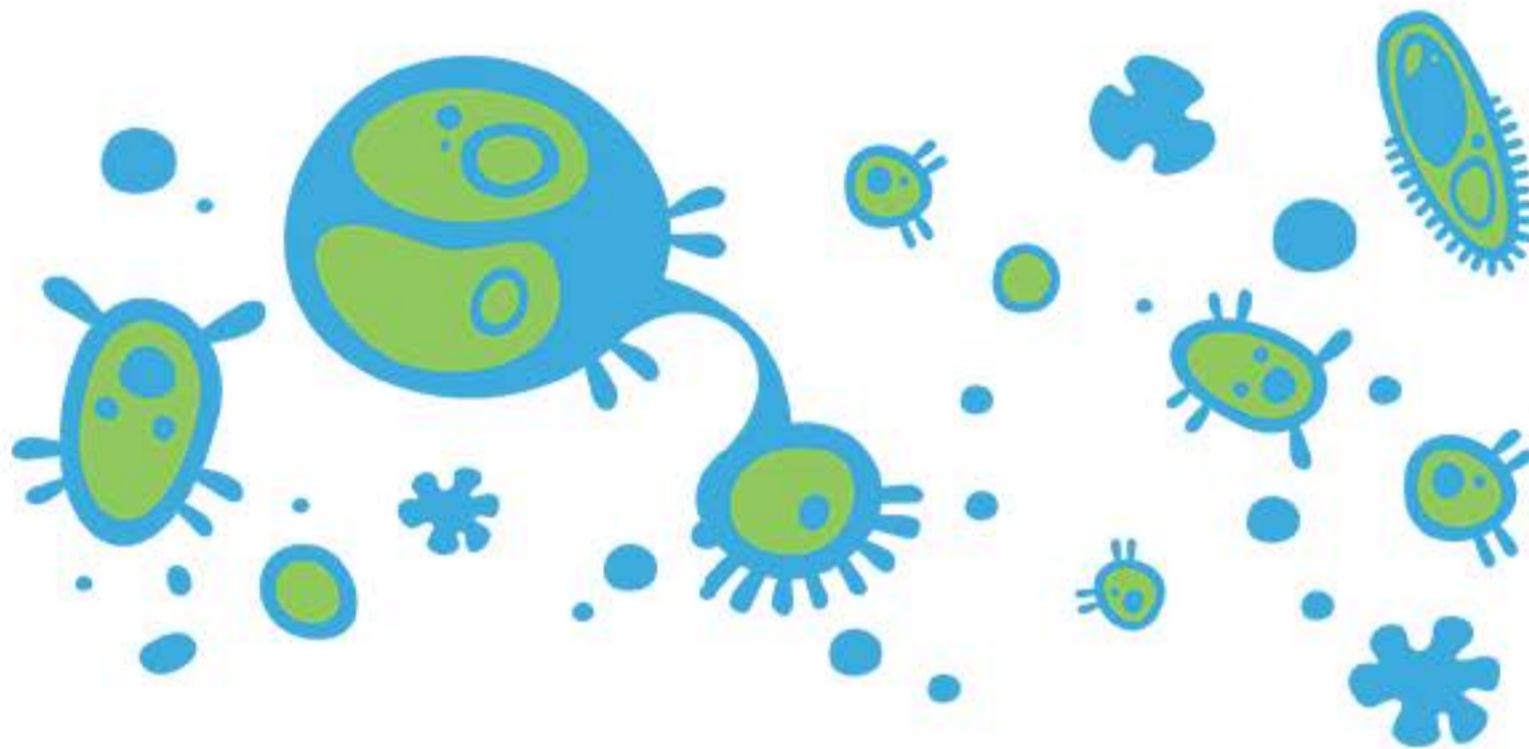
A STRONGER IMMUNE SYSTEM FOR YOUR PET

It's very important to strengthen your pet's immune system, especially when they're still developing. Live bacterial supplements in your pet's food have been shown to help promote a strong immune system.

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PROBIOTICS AND YOUR PET



The benefits are plentiful!

PROBIOTICS ARE IMPORTANT FOR YOUR PET

Probiotics promote the intestinal balance to help minimize any digestive issues in your pet, leading to better gut health and an improvement in fecal quality.

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TRAVELING WITH A SENSITIVE STOMACH



Pack probiotics for your pet.

HANDLE YOUR PET'S ROAD TRIP STRESS

Pets can sometimes feel stressed when traveling, which can lead to diarrhea. When you're on the road, know the necessary steps to get your pet's digestive system back on track.

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YOUR PET'S YARD ADVENTURES.



Controlling the effects of unwanted snacks.

BALANCE YOUR PET'S UNWANTED DIET

With the warmer weather your pet may be spending more time searching in the yard for food. Probiotics are a great way to protect your pet from the effects of any unwanted additions to their diet.

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AN ADDITION TO THE FAMILY



Control the effects of your pet's stress.

A PET'S STRESS CAN GROW WITH THE FAMILY

Whether it's a new pet or a new family member, any addition to the family can cause stress in a pet's life. If you recognize that your pet's GI tract may be having issues, a simple probiotic supplement can help.

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FORTIFLORA,

the #1 veterinarian-recommended probiotic, can help restore balance to your pets' digestive tracts and boost their immune systems. And right now, we're offering this \$10 rebate!

\$5 REBATE OFFER

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HOW TINY CALLIOPE OVERCAME BIG DIGESTIVE ISSUES

When Calliope, an 11-year-old domestic shorthair cat, experienced persistent constipation, her owner took her to the veterinarian for help. There, she was treated for constipation with enemas and medication. For two years, Calliope received daily medication to prevent constipation problems. But eventually, her sensitive digestive system relapsed.

This time, Calliope's constipation required more drastic measures. After a series of veterinary visits, diagnostic tests, treatments and a short stay in intensive care, it was discovered that Calliope had an abnormal colon. Two days later, a portion of it was removed.

After six months of healing, Calliope developed diarrhea. Her veterinarian recognized that her delicate digestive system needed help to restore its normal balance of good and bad bacteria. To help achieve this balance, she recommended sprinkling Purina Veterinary Diets® FortiFlora® Feline Nutritional Supplement, a probiotic, on Calliope's food each day. Within one week, she was eating more and her diarrhea was better. With the continued use of FortiFlora, Calliope was eating well and doing great.

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HOW HARRY FOUND HIS GI BALANCE WITH NUTRITION

SITUATION

Harry, a 2 ½ -year old West Highland Terrier, began to experience gastrointestinal (GI) symptoms at about 6 months of age. Harry's owner called Jason White, DVM, to report Harry's problems. The young dog was experiencing increased frequency of defecation, was straining to defecate, and had small stools containing mucus and sometimes blood. Stool consistency was variable. "Harry was having accidents in the house, with frequent episodes of diarrhea," said White. "His owners were frustrated and wanted to help him."

STRATEGY

Fecal tests were negative for Giardia, and no other parasites were seen in the sample. White determined that Harry's symptoms were consistent with colitis and recommended Purina Veterinary Diets® DCO Dual Fiber Control® Canine Formula. DCO contains a blend of soluble and insoluble fiber to help normalize GI transit time, allowing greater water absorption. "I recommended DCO as a nutritional solution," said White, "knowing it could be fed indefinitely if it helped manage Harry's symptoms."

RESULTS

Two days after starting DCO, Harry's owner reported that his GI signs were improving, White said. "Harry's owners were very happy with DCO. There were no more accidents in the house; Harry's colitis was being managed; and he loved eating the food," said White.

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