

FIBOR[®]

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The new generation
of digestive support
with innovative kiwi fruit
concentrate and six
additional fibre sources



VetPlus A Global Leader in Veterinary Nutraceuticals

FIBOR

FIBOR[®] is the new
kiwi fruit concentra

Loose Stools

- Soluble fibre absorbs water, maintaining normal faecal consistency²
- Provides nutrition for colonocytes, supporting intestinal wall health⁴
- Helps aid a healthy immune system response²

Hard stools/infrequent bowel movements

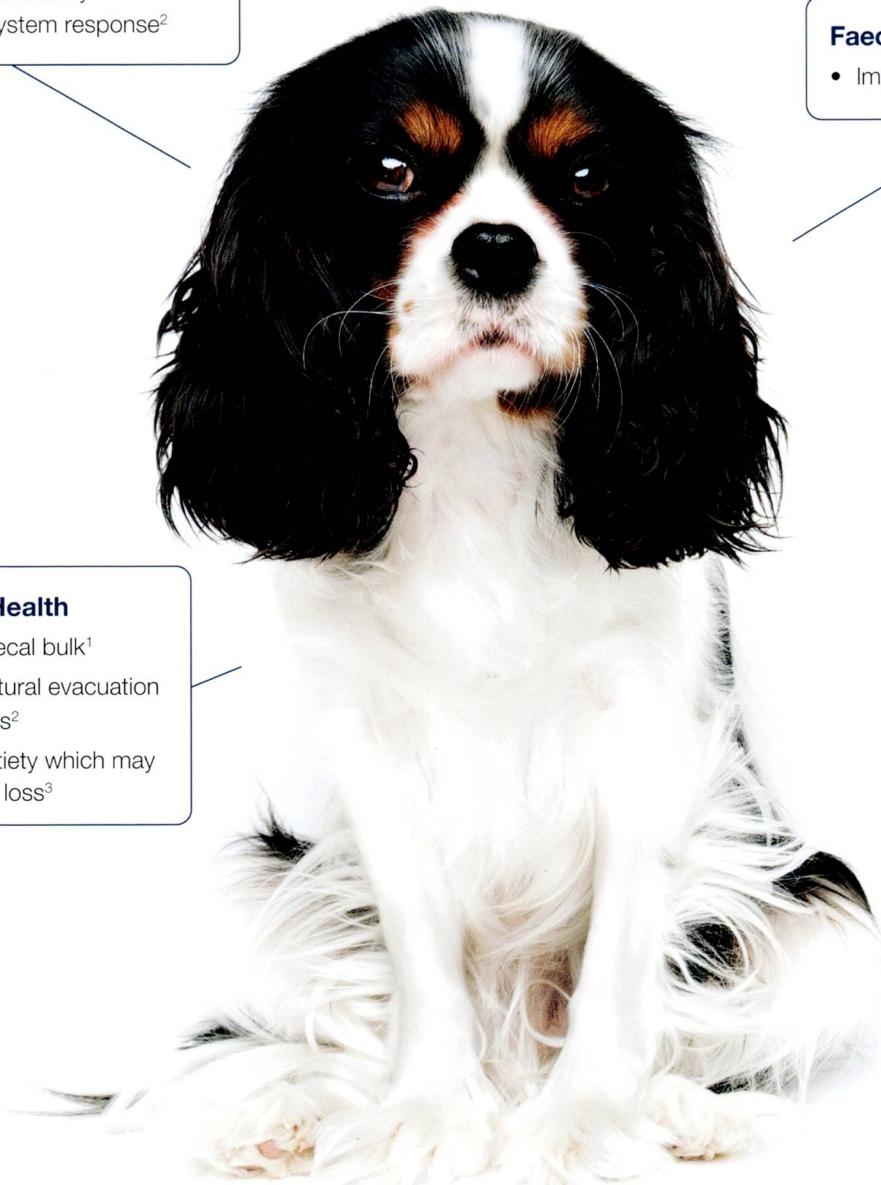
- Soluble fibres draw in water, softening the faeces²
- Increased faecal bulk supports normal motility¹
- Aids healthy bowel movement²

Faecal Quality

- Improved faecal consistency²

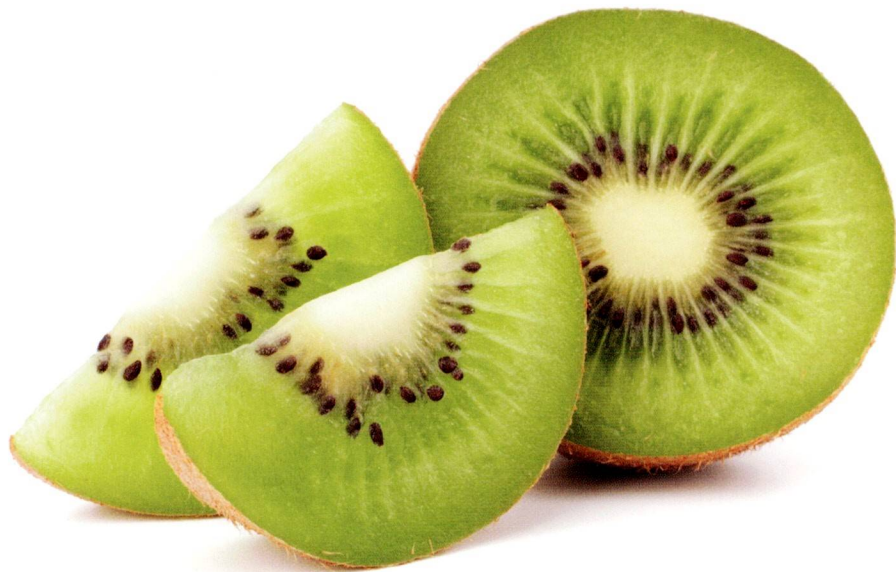
Anal Gland Health

- Increased faecal bulk¹
- Improved natural evacuation of anal glands²
- Improved satiety which may aid in weight loss³



OR®

eneration of digestive support with innovative
e and six additional fibre sources.



Background

A fibre supplement can support the intestinal cells, maintain faecal consistency, encourage the growth of beneficial bacteria and maintain the natural immune system.²

FIBOR® contains...

Kiwi Fruit

The humble kiwi fruit (*Actinidia deliciosa*) is actually a remarkable source of many nutrients with important digestive health benefits.

Containing both soluble and insoluble fibre, kiwi fruit has been shown to support gut motility and faecal consistency thus aiding healthy bowel movements.⁵

Although kiwi fruit is naturally high in fibre, it does not cause the negative side effects commonly seen with conventional sources of fibre.⁵

As a unique source of the proteolytic enzyme Actinidin, kiwi fruit aids protein digestion in the stomach and small intestine.⁵

Kiwi fruit is also a valuable source of prebiotics, antioxidants and vitamin E, which contribute to general digestive health and immune support.^{5,6}

Dietary Fibre

FIBOR® contains a unique combination of seven fibre sources which work together to aid the digestive system. Soluble fibre promotes the maintenance of normal faecal consistency, supporting healthy bowel movements, whilst insoluble fibre can aid in increasing faecal bulk, which promotes motility.²

Natural Prebiotics

The MOS, inulin and β -glucans in FIBOR® work together as prebiotics, increasing the populations of non-pathogenic bacteria such as Bifidobacteria and supporting reduction of faecal *E. coli*.⁷

They also maintain the natural immune response.⁸

Minerals

It is well documented that a high fibre diet can negatively impact on the absorption of zinc and iron.^{9,10} To combat this, FIBOR® contains chelated iron and zinc, which increases the bioavailability of these minerals.¹¹

Amino Acids

FIBOR® contains the amino acids L-arginine and L-threonine. These support the body's immune system, supporting the production of IgA within the gastrointestinal tract.¹²

Feeding instructions:

Measure the correct weight of pellets using the pre-measured scoop provided. One heaped scoop of FIBOR® pellets is equivalent to 10g. Mix with food daily.

Provide adequate water as a high fibre diet can increase thirst.

FIBOR® can be used long term.

| Bodyweight (Kg) | Grams per day |
|-----------------|----------------------|
| <5 | 5 (1/2 Scoop) |
| 5-20 | 10 (1 Heaped Scoop) |
| 21-35 | 20 (2 Heaped Scoops) |
| 36-50 | 30 (3 Heaped Scoops) |
| >50 | 40 (4 Heaped Scoops) |

Composition:

Psyllium Seed Husk, Sugar Beet Fibre, Coarse Wheat Bran, Inulin, Beta Glucans, Mannanooligosaccharides, Kiwi Fruit Powder, Sodium Chloride.

Additives (per kg):

L-Threonine 2100 mg, L-Arginine 3100 mg, Iron 260 mg, Zinc 510 mg, Potassium Sorbate 2100 mg, Bentonite 17,400 mg, Lignosulphonate 20,500 mg, Flavouring



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