

PROMAX[®]

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Help restore normal
digestive function



VetPlus

A Global Leader in Veterinary Nutraceuticals

PROMAX[®]

PROMAX[®] is a unique triple action nutritional supplement which combines four key ingredients to coat, soothe and protect the gut mucosa.

Superior formulation

- EC-approved *Enterococcus faecium* DSM 10663/NCIMB 10415
- Optimum formulation for enhanced stability and ease of administration
- Manufactured to GMP standards in our UK facility to ensure superior quality and shelf-life

Once daily administration regime

- Ensures high level of compliance
- Specific syringe sizes for ease of dispensing
- Shown to be equally efficacious as more frequent administration

Unique syringe design

- Highly ergonomic design for ease of use
- Pre-calibrated to provide three daily doses
- Advanced material technology ensures easy administration

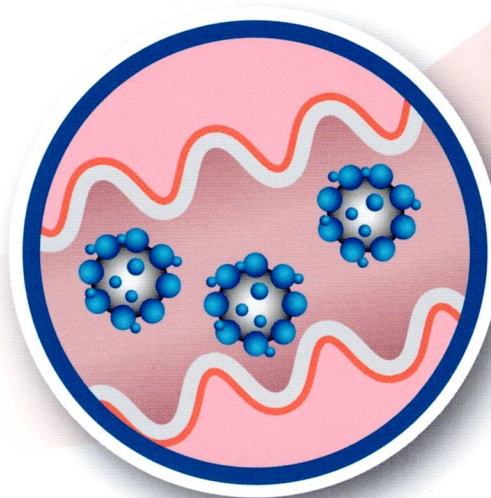
Background

Digestive upsets are one of the most common reasons for veterinary consultations. They can be caused by something quite simple such as inappropriate food, scavenging, a change of diet, stress or possibly a more serious condition.



CLAY

PROMAX[®] contains montmorillonite; a special type of clay that can absorb water and bind bacteria, viruses and toxins, enabling them to be flushed out.



1 Montmorillonite

PROMAX[®] contains Montmorillonite, a smectite clay with excellent adsorptive and coating properties.

Montmorillonite has a huge surface area covered in ionic charges which is ideal for coating and protecting the gut mucosa as well as making it a very efficient binder of toxins and pathogens.

For example, Montmorillonite is up to 20 times more effective than Kaolin at adsorbing pathogens¹.

2 Probiotic

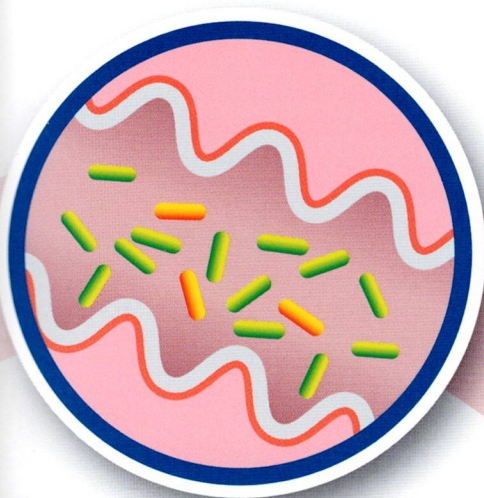
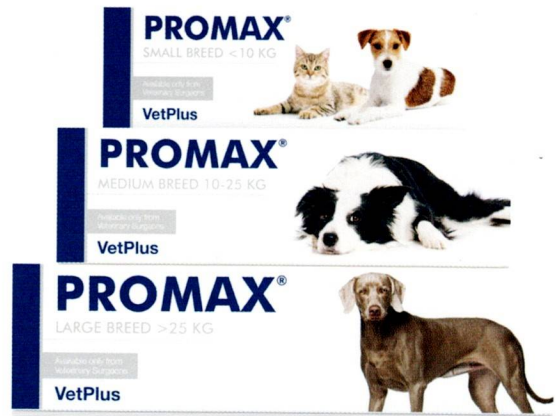
PROMAX[®] contains a high concentration of *Enterococcus faecium* DSM 10663/NCIMB 10415, an EC-approved probiotic strain. It is a lactic acid-producing bacterium with positive effects on intestinal disorders.

PROMAX[®] helps to re-populate the gut with beneficial bacteria by introducing *E. faecium* into the intestinal tract.

Enterococcus faecium DSM 10663/NCIMB 10415...

- Has a very short generation time (18-20 minutes) and so rapidly populates the gastrointestinal tract

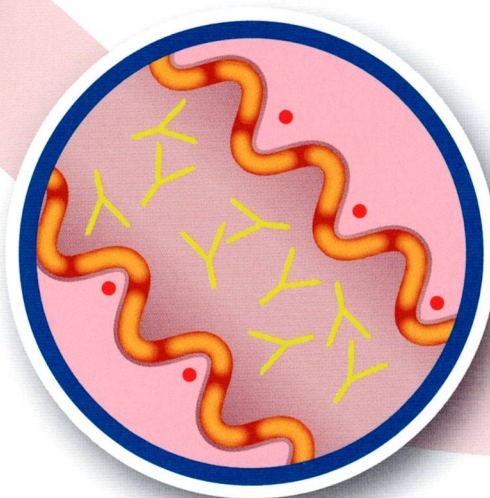
A triple action nutritional supplement delivered once a day



2

PROBIOTIC

PROMAX® contains a veterinary specific probiotic called *Enterococcus faecium* DSM 10663/NCIMB 10415. These bacteria can help by competing with pathogens and stimulating the immune system.



3

INTESTINE AND IMMUNE SUPPORT

PROMAX® contains both prebiotics and specific nutrients to aid the health of the small intestine and support the immune system.

PROMAX® contains...

- Produces lactic acid which lowers the intestinal pH and has an inhibiting effect on pathogenic bacterial growth
- Produces anti-microbial substances
- Adheres to the small intestinal epithelium and inhibits the binding of pathogenic bacteria by competitive exclusion

3 Natural Immune Stimulants

PROMAX® also contains two natural products which help to stimulate the immune system.

Glutamine

PROMAX® contains Glutamine which is a key source of nutrition for enterocytes in the small intestine².

Under conditions of stress and catabolism, mucosal cells in the gut utilise glutamine to help maintain the integrity of the mucosa³ and reduce bacterial translocation to the mesenteric lymph nodes⁴. Glutamine stimulates both B and T lymphocyte function and increases immunoglobulin synthesis⁵.

Mannan Oligosaccharide (MOS)

PROMAX® contains MOS, which preferentially binds to pathogens, blocking their attachment to the intestinal wall⁶.

MOS has been shown to have a prebiotic effect in maintaining normal gut microbiota in dogs, by increasing the populations of non-pathogenic *Lactobacilli*⁷ and is effective in the control of pathogenic *E.coli*⁸.

MOS has been demonstrated to enhance local immunity in the gut by stimulating the proliferation of B lymphocytes and IgA production⁷. This provides greater protection against pathogenic invasion.

PROMAX[®]

When should PROMAX[®] be given?

For cats and dogs suffering from digestive upset, for example, following a change in diet, stress or antibiotic therapy.

Composition




Refined Sunflower Oil, Porcine Liver Powder, Pectin, Inulin, Yeast Products (source of beta glucans & mannanoligosaccharides).

Additives (Per kg)

L-Glutamine 60000mg, L-Threonine 50000mg, 1m558i Bentonite 169500 mg, *Enterococcus faecium* (NCIMB 10415) 2×10^{11} cfu, Antioxidants 7350 mg, Flavouring.

Feeding Instructions

The unique PROMAX[®] syringes provide a three day course which should be administered orally once daily.

Breed-size specific syringes		
		
CAT AND SMALL BREED DOG (<10 kg)	Amount: 3 ml once a day	Size: 9 ml syringe
		
MEDIUM BREED DOG (10-25 kg)	Amount: 6 ml once a day	Size: 18 ml syringe
		
LARGE BREED DOG (>25 kg)	Amount: 10 ml once a day	Size: 30 ml syringe

Summary

- Once-daily administration regime
- Unique advanced ergonomic syringe design
- Advanced formulation with EC-approved probiotic strain, montmorillonite clay, glutamine and mannanoligosaccharide
- Manufactured in the UK for superior shelf-life and stability

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