

ENTERO HEALTH PRO

To help manage recurring diarrhea in dogs and cats.

FEATURE/FUNCTION:

In a study* of Entero-Chronic® Blend, featured in Entero Health Pro, 85% of vets and pet owners saw positive improvement in dogs with chronic enteropathies who did not respond to traditional therapies.

» BENEFIT:

May help manage recurring diarrhea.

FEATURE/FUNCTION:

Entero Health Pro features L-glutamine, zinc carnosine, slippery elm bark, and clinically researched Entero-Chronic® blend.

» BENEFIT:

Proven* to support 3 critical areas of the GI tract: microflora environment, mucin layer and intestinal infrastructure.

FEATURE/FUNCTION:

Duck-flavored chews, formulated for dogs and cats of all ages.

» BENEFIT:

Palatable, affordable, soft chew for both dogs and cats.



Sound
Byte

*Learn more at www.vetriproline.com/entero-health-pro



VetriSCIENCE®
Laboratories

ENTERO HEALTH PRO INGREDIENTS

Entero-Chronic® Blend is a clinically researched blend of four ingredients.

α-glucans — a fermentable polysaccharide resistant to digestion that, when fermented by some bowel bacteria, produces Butyrate. Butyrate is the main energetic source of colonocytes – the epithelial cells of the colon.

β-glucans — non-digestive carbohydrates that are the specific substrate of beneficial bacteria. Various studies suggest that betaglucans may stimulate immune function by increasing the number of T-helper cells, increasing the activity of natural killer cells, or by increasing the levels of interferongamma and tumor necrosis factor alpha.

MPS Protect — a mucopolysaccharide may reinforce the intestinal mucin. Mucin is the main component of gastrointestinal mucus (formed by combining water and mucin). The function of mucus in the intestine is to lubricate the lining of the GI tract, supporting mechanical integrity. Intestinal mucus supports the intestinal barrier from unwanted materials.

MOS — Mannan oligosaccharides. Harmful bacteria contain specific mannose fimbriae used for attaching to the epithelium. MOS attaches to

these fimbriae, blocking the ability of bacteria to attach to the walls of the intestines. The MOS and its passenger are then voided.

L-Glutamine — a key component in the maintenance of healthy intestinal mucosa. A lack of glutamine may lead to a loss of enterocyte (cells in the small intestine) integrity in the lining of the intestines, which may affect digestion and absorption or allow the passage of pathogens into the body.

Slippery Elm Bark — contains a substance called mucilage, which is a polysaccharide that becomes a gel when mixed with water. Slippery Elm Bark supports normal bowel transit time, may absorb toxins from the bowel, and supports the growth of beneficial bacteria in the gut.

PepZinGI® is a unique, patented form of elemental Zinc bound to L-Carnosine. It has been shown to help stabilize small bowel integrity, support a healthy stomach lining and environment, as well as the health of gastric cells, maintain a healthy gastrointestinal environment, and manage occasional gastric discomfort. PepZinGI® is made via a proprietary chelation process and is supported by excellent scientific research.



Sound Byte

CHECK-OFF & ECHO NOTES

Check-Off (Qualify)

Identify if a VetriScience rep has been in recently:

Doctor, have you recently been introduced to Entero Health Pro, a new palatable chew formulated to manage recurring diarrhea in dogs and cats?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe Entero Health Pro will provide an important tool for managing recurring diarrhea in your patients.

Invitation (neutral)

Let's take a look at some basic information about Entero Health Pro...

It's the customer's decision

...so you can decide whether Entero Health Pro is a solution you'll consider for your patients presenting signs of recurring diarrhea.