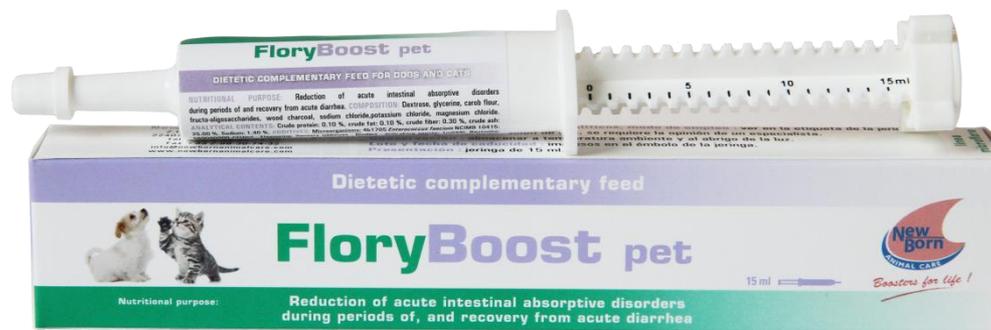


# FloryBoost pet

*Gut conditioner*  
*For dogs and cats*



*Gut line*

# Contents



1. FloryBoost target
2. FloryBoost uses
3. How does FloryBoost work?
4. FloryBoost packaging
5. Direction for use
6. Taking home message
7. To know more: diarrhea physiopathology



# FloryBoost target



- Gut conditioner for cats and dogs
  - ✘ Helps to prevent diarrhea
  - ✘ Supplement medical therapy in case of diarrhea
  - ✘ For dogs and cats of all ages



# FloryBoost uses



Sudden feed transition



Supplement medical therapy in case of diarrhea



Gut protection in case of high infection pressure

Young pets that belongs to a sick litter  
Pets in contact with sick pet

Feed borne diarrhea prevention



# How does FloryBoost work?



- Gut protection

- ✘ Wound dressing effect
- ✘ Toxins adsorption
- ✘ Alleviates pain



- Helps to maintain electrolytes balance:

- ✘ Electrolytes
- ✘ Osmolytes



- Supports gut microflora

- ✘ Brings energy
- ✘ Brings prebiotics and probiotics



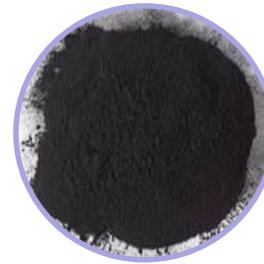
# How does **Flory**Boost work?



- Gut protection:



Montmorillonite clay  
(Bentonite)



Natural charcoal

- **Toxins and pathogens adsorption**
- **Wound dressing effect**

# How does FloryBoost work?



- Gut protection: toxins adsorption

- ✘ bentonite

- = Montmorillonite clay

- Very high adsorption capacity

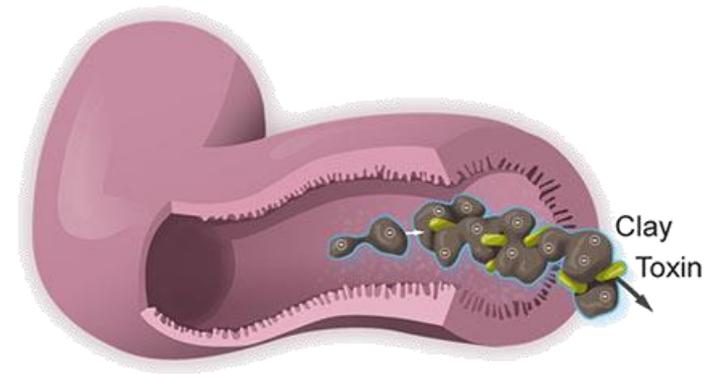
- » 15 x than Kaolin

- ✘ Vegetable charcoal

- Very high capacity of adsorption

- » 1g  $\Rightarrow$  400 to 2 500 m<sup>2</sup> of surface area adsorption

- » Decrease risk of enterotoxaemia



# How does **Flory**Boost work?



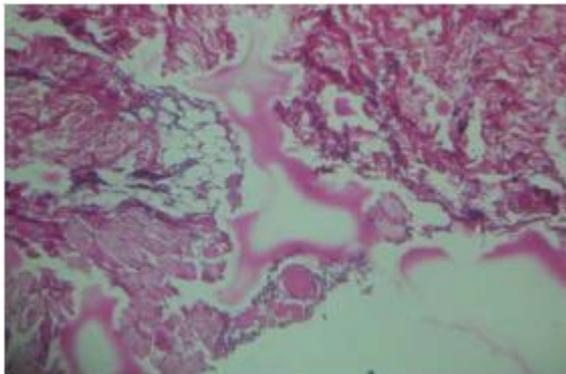
- Gut protection: bentonite

= Clay Montmorillonite

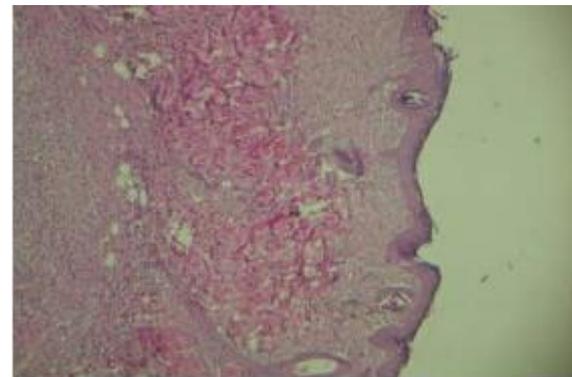
 Cover the gut wall (protective layer)

Microscopic observations of skin wounds  
Higher speed of reepithelialization in the bentonite group.

Control group



Bentonite group



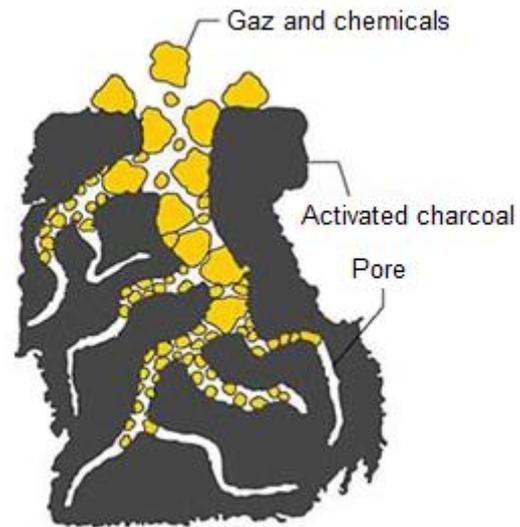
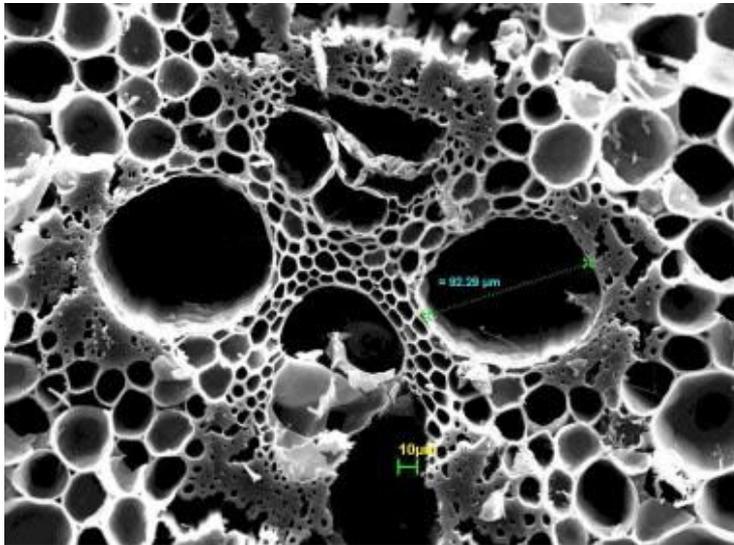
Emami-Razavi, 2006



# How does FloryBoost work?

- Gut protection: wood charcoal
  - ✂ Super adsorbant\*

Charcoal structure



\* Adsorption

Absorption

# How does **Flory**Boost work?



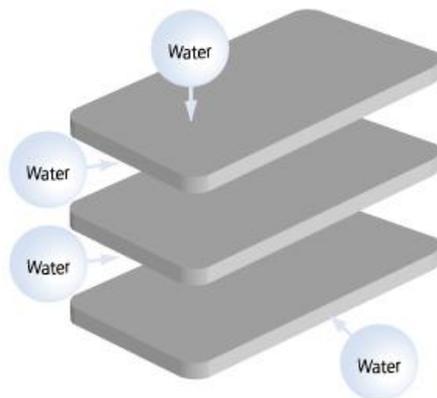
- Intestinal transit control

-  Water absorption

- Mucilage (carob)
      - Substance that absorbs water and make a gel
    - Bentonite



Mucilage



Bentonite inflation  
with water

# How does **Flory**Boost work?



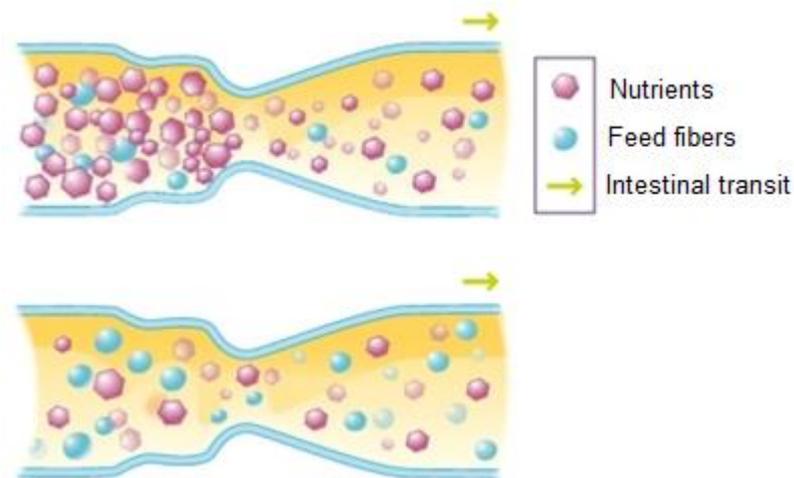
- Intestinal transit control

-  **Fibers:**

- Non digestible part of vegetable



Carob



# How does **Flory**Boost work?

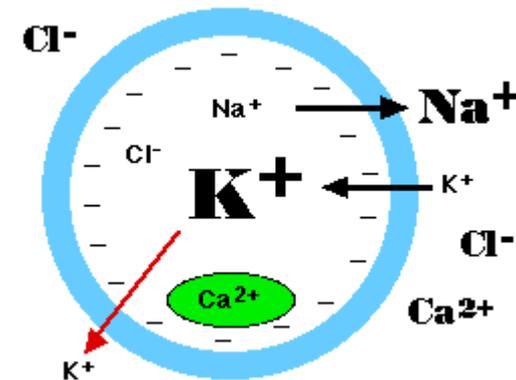


- Intestinal transit control

-  Electrolytes:

- Soluble salts that turn into ions in water
    - Relative abundance of ions in each body compartment (intracellular / extracellular) allow cell function (information and nutrients exchanges)

- NaCl: sodium chloride
      - MgCl: magnesium chloride
      - KCl: potassium chloride



Ion concentration in body

# How does **Flory**Boost work?

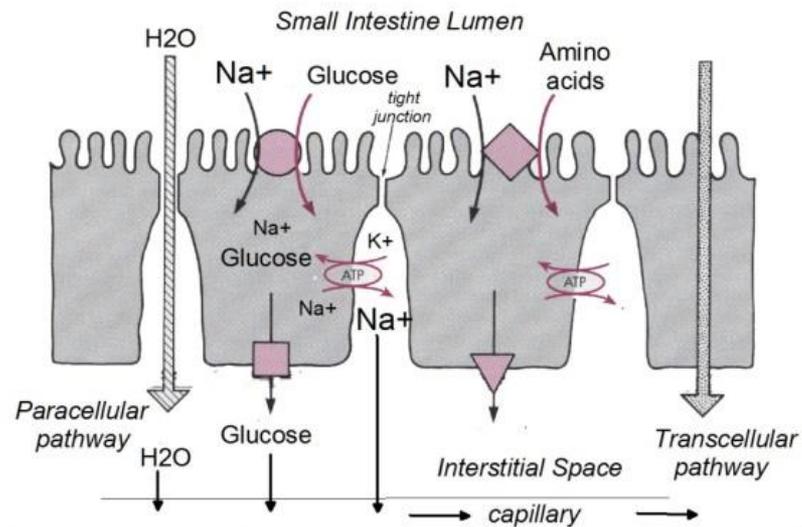


- Intestinal transit control

-  Osmolytes:

- Organic molecules
    - Helps to normalize water exchanges
    - Low energetic cost
    - Glucose

Supply of osmolytes makes water and electrolytes absorption through enterocytes easier



# How does **Flory**Boost work?



- Intestinal microflora restoration

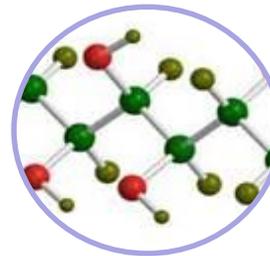
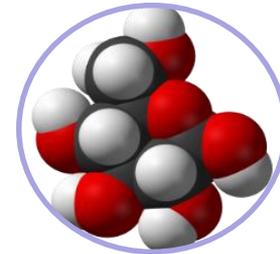
-  Energy

- » Carbohydrate pathway

- Dextrose

- Carob flour

- Glucose and sucrose



# How does FloryBoost work?



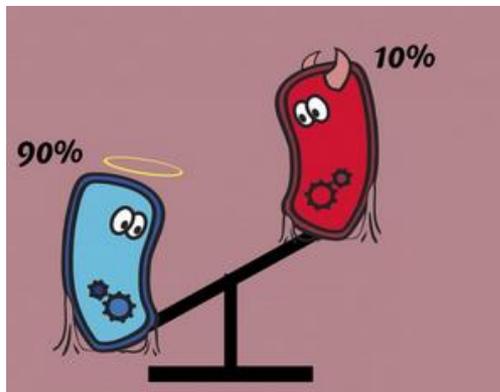
## • Intestinal microflora restoration

### ✂ Prebiotics

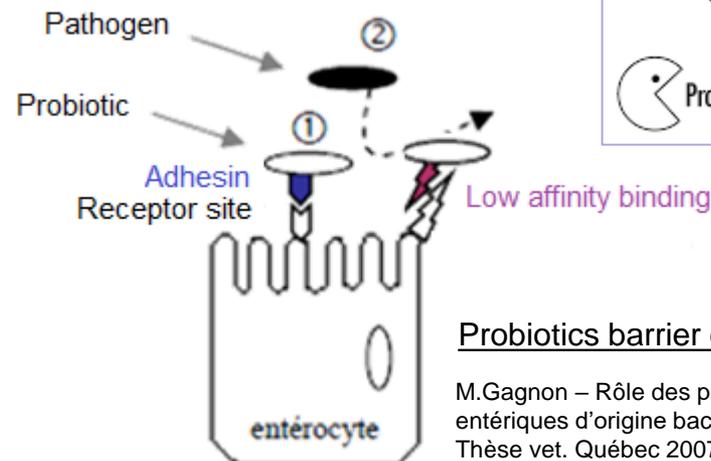
- Short chain FOS (fructo-oligosaccharides)
  - Selective stimulation of colon bacteria (growth and activity)
- Fibers
  - Carob flour

### ✂ Probiotics:

- *Enterococcus faecium*

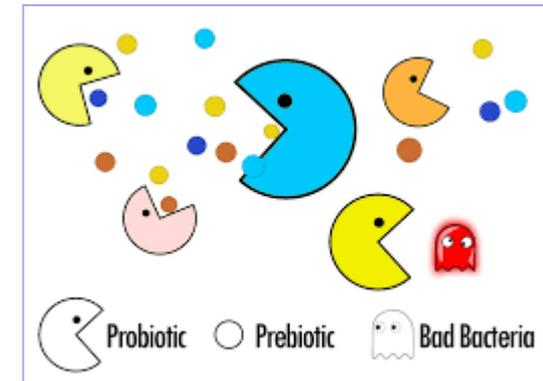


<http://www.plusvet.eu/>



### Probiotics barrier effect

M.Gagnon – Rôle des probiotiques lors d'infections entériques d'origine bactérienne et virales  
Thèse vet. Québec 2007



# FloryBoost packaging



- Adjustable 15 ml syringe
  - ✘ Ready to use product
  - ✘ Gel (no leakage)
  - ✘ Easy to dose (adjustment ring on plunger)
  - ✘ Appetizing (roasted meat aroma)



# Direction for use



- **Timing:**
  - ✗ Per day:
    - 1 dose as soon as possible
    - Renew within the day
  - ✗ Administer orally for 3 days or according to your specialist advice
- **Dose:**
  - ✗ Cats and toy and small dogs (<10 kg BW): 2ml per dose (4 ml per day)
  - ✗ Medium dogs (11-25kg BW): 4ml per dose (8 ml per day)
  - ✗ Tall dogs (26-40 kg BW): 6ml per dose (12 ml per day)
  - ✗ Giant dogs (>40kg BW): 8ml per dose (16 ml per day)
- Double the dose in case of severe diarrhea

Puppy

Dog

Kitten

Cat

# Taking home message

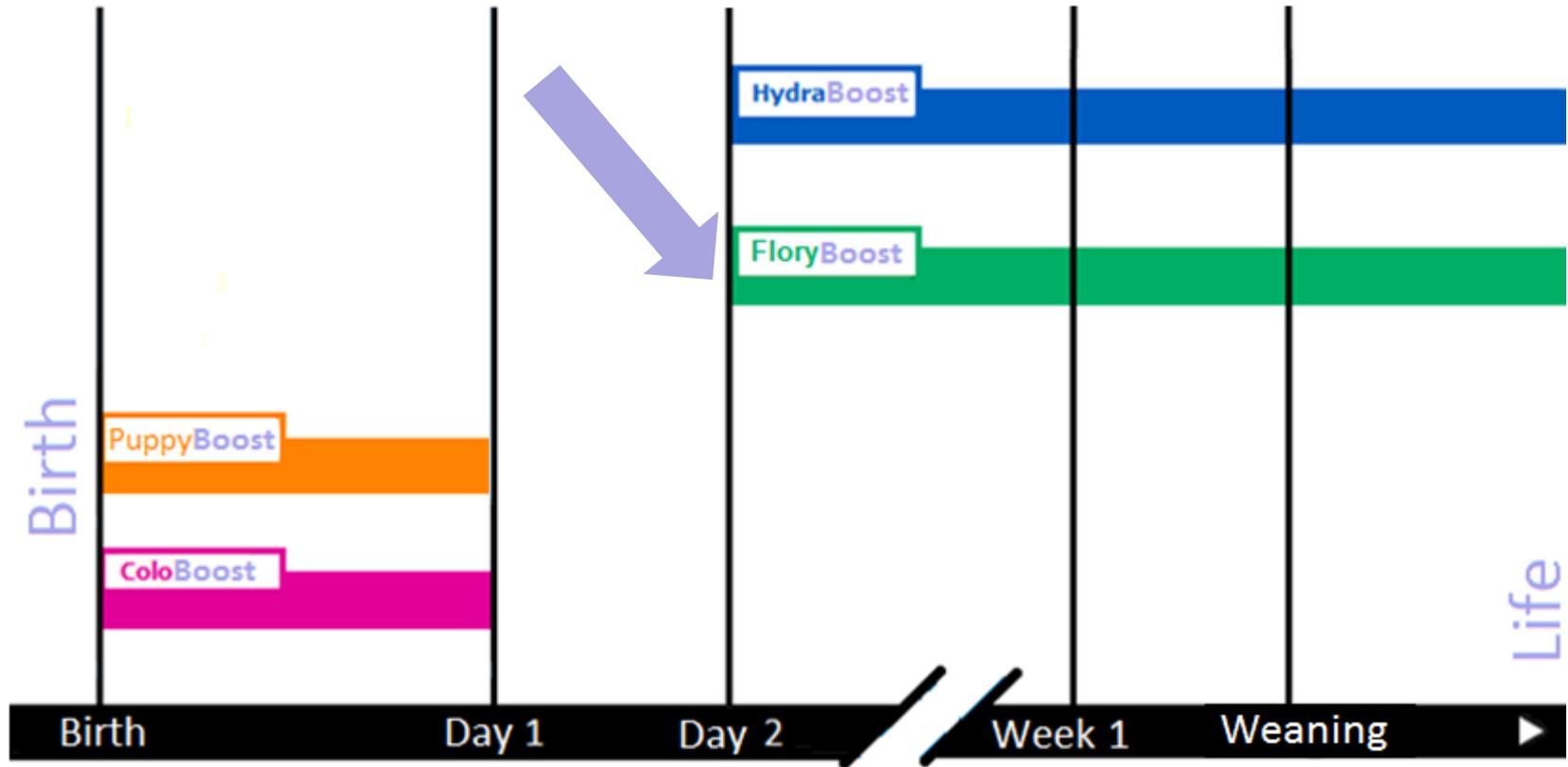
## FloryBoost pet



- Gut conditioner for cats and dogs
- A ready to use syringe to
  - ✘ Helps to prevent diarrhea
  - ✘ Supplement medical therapy in case of diarrhea
  - ✘ For dogs and cats of all ages



# Puppy program



# Puppy program

## About diarrhea



- FloryBoost Pet

- ✘ Gut conditioner

- ✘ When ?

- Moderate to high risk of diarrhea
    - In addition to medical treatment



- HydraBoost Pet

- ✘ Rehydrating

- ✘ When ?

- During diarrhea episode
      - To prevent dehydration
      - To recover from dehydration



# FloryBoost pet

*Thank you for your attention !*

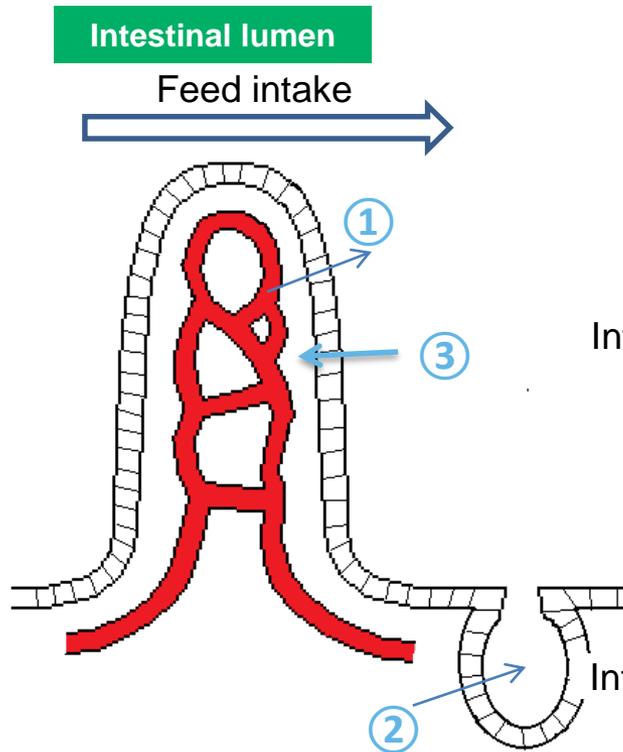


*Gut line*

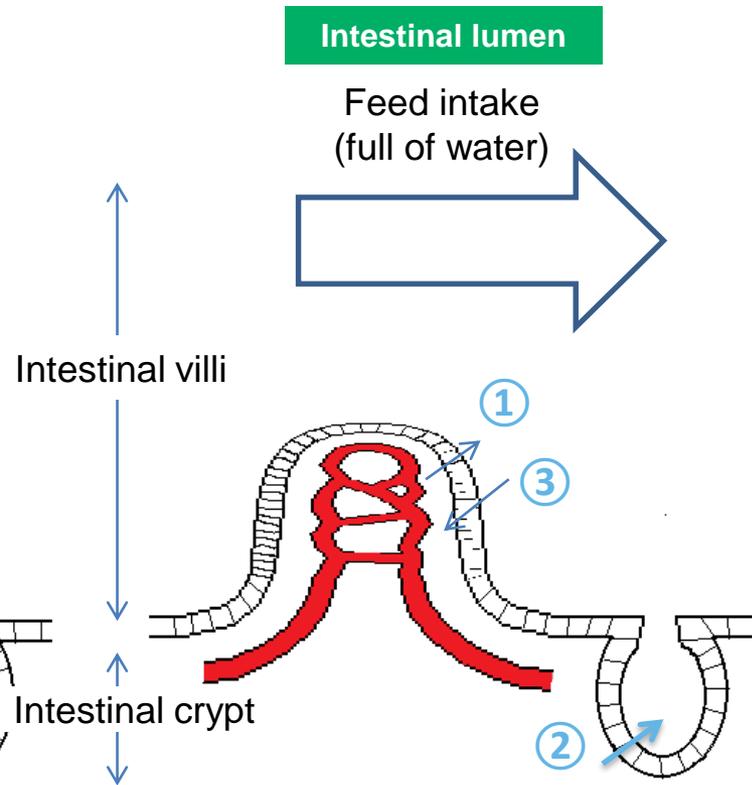
# To know more ... Diarrhea physiopathology



## Healthy gut



## Diarrheic gut



# To know more ...

## Diarrhea physiopathology



### 1. In healthy gut:

- ✘ Normal feed intake moving
- ✘ Water movement toward intestinal lumen :
  - Through villi intercellular channel thanks to osmotic gradient (osmotic pressure stronger in lumen than in blood)
  - Through crypt cells : chloride secretion (pump), drawing sodium (electric gradient) and then water (osmotic gradient)
- ✘ Water movement from intestinal lumen :
  - Amino-acids and carbohydrates are absorbed, drawing water (through villi cells)

# To know more ...

## Diarrhea physiopathology



### 2. In diarrheic gut :

- ✘ Faster feed intake moving
- ✘ Villi abrasion (thanks to pathogens and fast water movement )
- ✘ Water movement toward intestinal lumen increased :
  - Quite unchanged: through villi intercellular channel thanks to osmotic gradient
  - Increased: Through crypt cells : chloride secretion is increased thanks to toxin action (*E.Coli* ...), drawing sodium (electric gradient) and then water (osmotic gradient) => water oversecretion
- ✘ Water movement from intestinal lumen decreased :
  - Absorption area decreased => less water absorption