



**ProN8ure**  
Multi-Strain Probiotic

# hidden stress



## 20mls for 5 days stops the effects before the next race

Stress can play havoc with a horse's digestive tract, raising its intestinal PH, creating opportunities for pathogens and affecting the balance and efficiency of natural beneficial microflora (bacteria) essential to its well being.

When a horse is experiencing upset or disturbance to its gut it can't be

right on the day. This could well mean you are picking up on some of the far more subtle indications of stress.

Even when stress is not severe, disturbance does take place in the digestive tract and this can take the 'edge' off the performance you're looking for.

ProN8ure multi-strain probiotic can't

change the causes of stress but it can alter the effect. By flooding the gut with up to 3,600,000,000 natural beneficial microbes daily (made up of seven different bacterial strains) ProN8ure helps re-establish the normal balance of microflora while inhibiting pathogens.

***The result, a calmer, healthier, race fitter horse that isn't running with a hidden handicap.***

If you want to make sure your horse handles the stress of the race well, settles down afterwards, maintains alertness and a good appetite, continue dosing ProN8ure for a further 5 days. Formulated only from natural bacteria and ingredients ProN8ure doesn't swab.

To learn about all the benefits ProN8ure offers call the advice line.

STRESS CAN BE INDUCED BY MANY CAUSES WITH SOME OF THE MORE OBVIOUS SIGNS BEING:

- Loss of appetite/picky eating
- Looseness or scouring
- Lack of willingness to work
- Changes in coat condition
- Abnormal behaviour or
- Changes in temperament

expected to perform at its best! On occasions you've probably had that nagging feeling your horse wasn't quite



**PRON8URE MULTI-STRAIN PROBIOTIC - PRE-RACE PROTECTION WHEN THERE'S A LOT AT STAKE**

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## MULTI-STRAIN PROBIOTIC

## THE WAY TO INTESTINAL GOOD HEALTH IN ALL HORSES

### The digestive system plays a vital role in the health, vigour and performance of horses.

Correct functioning of the digestive system is dependent on the level and balance of billions of bacteria and yeasts called microflora. Microflora are essential for the breaking down of cellulose and other indigestible substances; for the synthesis and absorption of vitamins and minerals; for stimulating the immune system and preventing the proliferation of pathogens like E.Coli and Salmonella (pathogens reduce nutrition absorption, cause infection and disease and even at subclinical levels can affect animal performance).

### ProN8ure multi-strain probiotic is a live microbial feed supplement formulated to establish, enhance or re-establish the essential microflora in the gut.

Seven naturally occurring beneficial strains of bacteria make ProN8ure the most advanced probiotic in the world today. Unlike earlier single strain probiotics, the microbes in ProN8ure have a special protective coating ensuring maximum 'live' survival rates on the hostile journey through the stomach to the gut. All the micro-organisms in ProN8ure are regarded as safe, non-toxic and residue free. There are no risks of overdosing and ProN8ure is compatible with all feeds, feed ingredients like vitamins and minerals, wormers and some antibiotics.

### ProN8ure can be used every day to maintain horses in good health.

The levels of micro-organisms in the gut are constantly changing and affected by many conditions. Ideally ProN8ure should be administered daily at maintenance levels. However, ProN8ure can be used on a short term basis to treat specific problems or introduced at times when difficulties and stress are anticipated. *The common sense approach to using ProN8ure is to stop problems before they start.*

### PERFORMANCE HORSES

The expression 'performance horse' covers a wide range of activities: racing, trotting, endurance, eventing, show-jumping, polo, polocrosse, and many other disciplines.

While breed, age, sex and nature of events may differ, the common factor with all performance horses is dramatically increased levels of stress. This starts in

#### Use of ProN8ure to combat the effects of stress

All animals have a negative physiological reaction to stress and horses are no exception. Disruption to the digestive system is the most immediate response. A sharp increase in pH levels leads to a rapid rise in numbers of pathogenic bacteria which affects the efficiency of the digestive tract and the horse's general health.

STRESS IS EASILY INDUCED WITH SOME OF THE MORE COMMON CAUSES BEING:

FEAR • TRANSPORTATION • CHANGE OF ENVIRONMENT • CHANGES TO DIET • OVERCROWDING • TRAINING/COMPETITION • TEMPERATURE EXTREMES • INJURY • ANTIBIOTIC USE • MEDICATION/VACCINATION • WORMING • CASTRATION • SURGERY • BIRTH AND WEANING

training, continues with floating, during the event and following. Horses with a heavy schedule of competition, like those in racing are prone to very high stress levels.

Stress disrupts the balance and activity of natural bacteria in the gut and a breakdown in digestive function can result. In more severe situations the horse's bowels cease to work efficiently with problems like gas distention, impaction, spasms or paralysis leading to colic. It appears most common stress factors associated with incidence of colic are changes in diet, stabling and activity along with infections, inflammation and Salmonellosis and disease.

Infusion of ProN8ure's natural beneficial bacteria reduces the intestinal impact of stress while suppressing E.Coli and Salmonella pathogens, which cause the infections and disease.

In less severe but just as concerning situations, intestinal dysfunction can lead to a range of problems from loss of appetite/picky eating to aggressive or irritable behaviour and adoption of bad habits e.g. walkers, wind sucking etc.

Among the many causes of stress leading to intestinal imbalance, those common to most performance horses include: training and exercise, floating, new stabling, the race or event, and alterations to diet.

When optimum performance is being sought ProN8ure plays a vital role in countering the effects of stress by maintaining the necessary levels of beneficial microflora for

intestinal good health. ProN8ure also aids in maintaining appetite, improved absorption of vitamins, minerals and electrolytes, improved feed conversion and improved resistance to gut infection and disease.

### SPELLERS

Transition from a high energy diet and cessation of hard training and competition can cause stress as the horse's system attempts to adjust to the new regime. Use of ProN8ure at this time is a sensible protective measure, aiding the horse in its adjustment and helping stimulate faster recovery. ProN8ure should continue to be administered at maintenance levels.

### YOUNG HORSES

Young horses such as two year olds face very high levels of stress, having to cope with both a rapid growth stage *and* the introduction to training and racing.

Not surprisingly, the two year old thoroughbred faces the greatest of challenges to its system, with many of the stress related complaints and problems a common occurrence among this group of youngsters.

With ProN8ure helping maintain a healthy digestive tract, support is given to the young horses' natural immune system, a combined effect essential to face the most rigorous and demanding period of their working lives.

#### Use of ProN8ure for post antibiotic therapy

Broad spectrum antibiotics are in common use as a first line treatment for infections in horses. While effective, they devastate the beneficial microbial population as well as target pathogens i.e. they kill good bacteria as well as bad, leaving horses susceptible to re-infection, disease or other upsets.

ProN8ure multi-strain probiotic should be introduced at stress levels immediately following the course of antibiotics. This re-establishes the levels of essential beneficial bacteria needed to resist gut re-infection and establish a healthy digestive system.

#### Used regularly ProN8ure can stop gut infections before they start

By using ProN8ure on a regular basis the digestive tract is being flooded with beneficial bacteria which rapidly colonise the wall of the gut, dramatically reducing the sites available for potentially pathogenic bacteria.