PROBIOPLUS

PROBIOTIC FOR DOGS

EXPANDING MARKET

The global probiotic supplement industry for pets is estimated at USD 780 million in 2024. **It is projected to reach USD 1.1 billion by 2034:** [1]

- Driven by increased awareness of the benefits of probiotics, prebiotics, and other ingredients in pets.
- Growing public awareness of such products drives demand *(American Pet Products Association).*

WHAT PET PARENTS ARE LOOKING FOR

Pet parents are looking for nutritional supplements that go beyond digestive health (immune system) and include multiple ingredients such as prebiotics and vitamins:

- According to a marketplace report, consumer **interest in B-complex vitamins** for pets increased from 12% to 21% from 2021 to 2023. [2]

GASTROINTESTINAL DISORDERS IN DOGS

A very common issue

Gastrointestinal disorders frequently affect dogs. Some form of gastrointestinal disorder has been reported in **30%** of dogs throughout their lives.[3]
Soft stools caused by **acute or chronic diarrhea** are the result of common situations such as stress, antibiotic treatments, changes in diet, or infectious causes.
Moreover, these symptoms can trigger a cobalamin (vitamin B12) deficiency due to poor absorption in the intestines, even during acute phases.
Vitamin B12 is essential for the proper functioning of digestive cells.

PROBIOPLUS, THE NEXT-GENERATION PROBIOTIC

CLINICALLY TESTED · CALSPORIN®

EXCELLENT TASTE THAT ENHANCES APPETITE

30 sachets of **1 g**.

1 sachet/day for dogs of all sizes and ages

Calsporin® *(Bacillus velezensis)* **5,00x10¹¹ CFU/kg**

Prebiotics
Postbiotics

Vit B12

Helps stabilize intestinal flora

Supports a strong immune system

Improves stool quality

FUNCTIONAL SYNERGY

Why is the combination of probiotics, prebiotics, and postbiotics beneficial?

Probiotics provide beneficial live microorganisms that compete against pathogens, strengthen the intestinal barrier, and modulate the immune system.

+

Prebiotics are the food for these probiotics, ensuring their survival and colonization in the gut.

+

Postbiotics (metabolites produced by beneficial bacteria) have immunomodulatory effects and help maintain proper intestinal function by renewing the epithelium, even if the probiotic does not survive.

The combined approach creates a virtuous circle that covers both maintenance and balance as well as the defense of the microbiota.

VITAMIN B12 *(cobalamin)*

Essential for proper functioning of intestinal tract cells

- **Hypocobalaminemia** and **low vitamin B12 levels** are common findings in gastrointestinal disturbances, **both chronic and acute.**
- Cobalamin deficiency leads to various clinical and metabolic consequences, such as anorexia, weight loss, growth delay, central and peripheral neuropathies, immunodeficiency, and intestinal changes such as villous atrophy and malabsorption of other vitamins and nutrients.
- The **vitamin B12 dose** in **Probioplus** is based on the dosage used in an oral vitamin B12 supplementation study in dogs with hypocobalaminemia.(4)

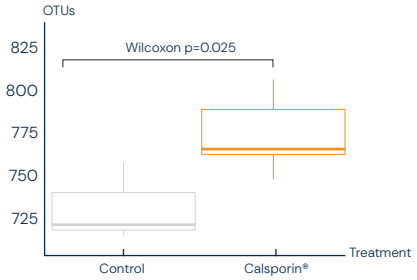
BENEFITS AND SCIENTIFIC SUPPORT

What sets us apart from similar products

Helps stabilize intestinal flora

(Study adapted from Lima et al., 2020)

Calsporin® enriched the microbiota and increased microbial diversity

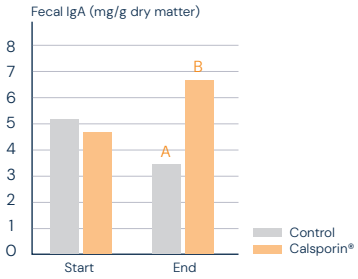


Richness of bacterial communities (number of OTUs per 12,804 reads) in dog feces (p=0.025). OTU = operational taxonomic units.

Supports a strong immune system

(Study adapted from Dr. Balasz Capari, Hungary, Calsporin® EU registration dossier 2017)

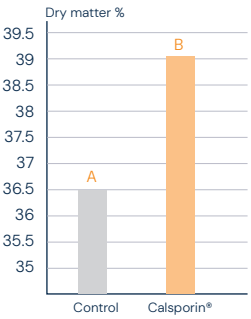
Calsporin® has the potential to produce a beneficial effect in puppies by increasing IgA



Improves stool quality

(Study adapted from Felix et al., 2010)

The use of Calsporin® improves stool texture and odor in dogs



(1) Pet Probiotics Supplements Market Growth & Trends 2024–2034. (2) Future Market Insights. Pet Probiotic Supplements Market – Growth, Demand & Pet Digestive Health. October 2024. (3) O'Brien, J. S., Tolbert, M. K., Dog Aging Project Consortium, & Ruple, A. (2024). Dog and owner demographics impact dietary choices in Dog Aging Project cohort. Journal of the American Veterinary Medical Association, 262(12), 1676–1685. Accessed April 16, 2025, from https://doi.org/10.2460/javma.24.05.0358. (4) Oral Cobalamin Supplementation in Dogs with Chronic Enteropathies and Hypocobalaminemia, L. Toresson, J.M. Steiner, J.S. Suchodolski, and T. Spillmann.)