

EASING THE TRANSITION FOR NEWLY ADOPTED PETS.

FortiFlora® Good Move Program From Purina Veterinary Diets



FREQUENTLY ASKED QUESTIONS

WHAT IS THE FORTIFLORA® GOOD MOVE PROGRAM?

The FortiFlora Good Move Program is designed to help ease the transition for pets from your care to forever homes. Under the direction of the on-site veterinarian, pets can receive Purina Veterinary Diets® FortiFlora® Canine or Feline Nutritional Supplements to support gastrointestinal (GI) health. Our goal is to help you be even more successful in placing pets with adoptive families while helping support long-term GI and immune system health.

WHAT IS FORTIFLORA?

FortiFlora, available exclusively through veterinarians, is a nutritional supplement that contains the probiotic *Enterococcus faecium* SF68, which has been scientifically proven to help restore normal intestinal health and balance. Probiotics are live microorganisms that, when ingested, have a beneficial effect on digestive function by promoting improved intestinal microflora balance.

FortiFlora also contains antioxidant vitamins A, E and C, which have been shown to help support a strong immune system. Sprinkled on a dog's or cat's food once a day, FortiFlora is easy to administer and extremely palatable.

WHY GIVE FORTIFLORA TO PETS?

As you know, pets in your care may be stressed because of an unfamiliar environment or dietary changes, and this can cause the GI system to be upset and out of balance. FortiFlora works by increasing the number of beneficial bacteria, which helps to protect the intestines from harmful bacteria and pathogens. And, antioxidant vitamins work to support the immune health of susceptible animals.

WHAT MAKES FORTIFLORA SPECIAL?

In order for the microorganisms contained in probiotics to deliver what they promise, they must arrive in the intestinal tract alive. FortiFlora utilizes a proprietary microencapsulation process which guarantees that an effective level of microorganisms in each packet are not only alive in the supplement when fed, but they also arrive in the intestinal tract as viable, in order to safely help restore a healthy microflora balance.

HOW DOES THE FORTIFLORA® GOOD MOVE PROGRAM WORK?

When pets come to an animal welfare organization like yours, they are often malnourished, with compromised immune systems. Just one packet of FortiFlora sprinkled on food once a day while in your care can help nutritionally manage GI problems such as diarrhea and soft stools. Pets are kept on FortiFlora throughout their time with you to build up immunity and get their GI systems on a healthier track.

Then, when pets are adopted, your staff members provide adoptive families with the remaining 30-day supply of FortiFlora, along with informational brochures that convey the importance of good GI health and how feeding FortiFlora daily can help maintain it. The brochure also contains a \$5 coupon good toward the purchase of FortiFlora that families can use when they take pets in for a follow-up visit to their veterinarian.

WHERE CAN I FIND OUT MORE?

If you have questions about the FortiFlora Good Move Program and FortiFlora nutritional supplements, email us at info@fortifloragoodmove.com.

At Purina Veterinary Diets, we realize the tremendous satisfaction the staff at your organization experiences upon successfully placing pets in forever homes. In those moments, many lives are changed for the better.

Thank you for partnering with us on the FortiFlora Good Move Program. Together we're helping to ensure continued GI and immune health for pets, improving their lives, and making this happy transition easier for them and for their adoptive families.

