

Probiotic News

March 2014

Celebrating 21 Years of Good Health

Issue Number 10

Top News



Protexin Equine Premium launch their Bursary Award

Canine Urinary Tract Infections

Urinary tract infections can be distressing for your pet and upsetting for you to witness. Bacterial infection is the most common cause of urinary disease in dogs with 14% of the canine population experiencing a UTI during their lifetime, and more commonly in females^{1,2,3}.



Our Veterinary Technical Advisor Lindsay Rose discusses how a new product from Protexin Veterinary, CystoPro could help.

Introduction

Lower urinary tract infection symptoms are caused by bacteria triggering inflammation of the bladder and urethra. These symptoms include frequent attempts to urinate which may be uncomfortable or painful. The urine itself may be cloudy with a strong smell and clots or streaks of blood may be seen. You may notice your pet spending more time grooming their perineum and genitals. However, not every urinary tract infection will cause these typical signs. The presence of bacteria in the bladder of your pet may induce a fever, causing them to be tired and have a reduced appetite.

which is most suitable⁴. This approach will not always be followed, particularly if your vet considers the infection to be uncomplicated and superficial. Broad spectrum antibiotics that will effectively treat most bacteria are often chosen.

CystoPro

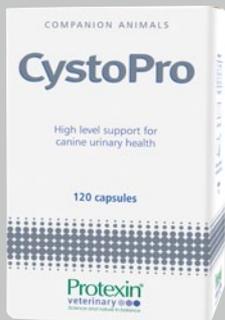
Protexin Veterinary has now created **CystoPro** to support dogs affected by bacterial urinary tract infections. CystoPro may be used alongside antibiotics or on its own to reduce the chances of cystitis from becoming established.



When these symptoms are spotted your dog should be examined by a veterinarian. The gold standard approach to diagnose a UTI is for a urine sample to be cultured and tested against a range of antibiotics to judge

CONTINUED ON NEXT PAGE

Neil Smith 'whisks' away the Lepicol Home Throne Award!



Protexin Veterinary Introduce CystoPro

MORE NEWS INSIDE

A spotlight on Human Healthcare Sales Support



CHARLOTTE BARKER
Brand Sales Executive

Protexin are dedicated to maintaining a strong, dedicated sales team across all of their brands to support retailers. Brand Sales Executive Charlotte Barker discusses her role and the type of support available...

"My role is to provide office based support to independent health food stores and pharmacies, from tasks such as placing orders to discussing a strategic sales plan. It's a bit like holding a surgery, offering advice regarding the best products to stock and organising promotional material for health stores, like point of sale displays and sample packs.

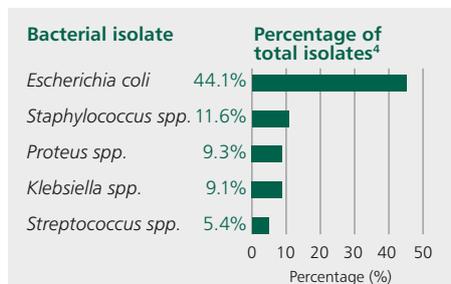
"I work closely with our marketing department, to keep up to speed with our brand and advertising campaigns so I can update our customers. A perfect example, back in January, as part of our Lepicol loo design charity campaign, Bio-Kult and Lepicol posters were displayed in toilets in shopping malls across the UK. We reached out to millions of consumers and increased footfall in many of our independent retailers. We always have an exciting campaign on the go!

"I've been with the company for seven years, and through focusing hard, I have risen from being Office Administrator to Brand Sales Executive. I'm currently studying Holistic Nutrition too, and look forward to sharing my technical knowledge with health stores, pharmacies and practitioners.

"We have had some really positive results on our brands and I have had some really interesting and rewarding conversations. I am looking forward to attending Natural & Organic Products in April, where I'll be able to put faces to all those friendly names and voices I have been speaking to over the phone all this time."

Canine Urinary Tract Infections. *From front page*

Most urinary tract infections originate from the bacterial species living around the perineum and genitals. *E.coli* is the most common canine urinary tract pathogen accounting for approximately 33-50% of canine UTI cases^{3,5,6}.



Occasionally these normally benign bacteria develop equipment allowing them to invade areas of the body where they could not normally grow. We call this new equipment, virulence factors, as they make the bacterium virulent and aggressive. These more aggressive bacteria multiply and grow in the normally sterile bladder. The body has many defences to stop this from happening. An aggressive well equipped bacterium may break through these defences, particularly if the animal has a weakened immune system, or another underlying disease which affects this normally robust protection.

Placement of a urinary catheter during veterinary treatment will cause a UTI in 55% of dogs⁷. Rarely the source of urinary tract infection will be from bacteria circulating in the blood.

How does it work?

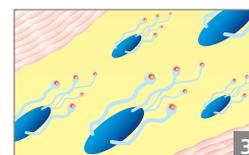
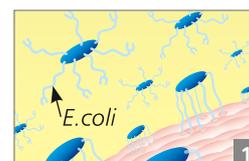
The unique combination of high quality ingredients found in CystoPro work to defend the urinary tract from invading bacteria.

Proanthocyanidins

Type-A Proanthocyanidins (PACs) are the component of cranberries active against bacterial cystitis. A revolutionary new extraction process allows us to

take this active ingredient from the cranberry and condense it into an easy to dose high strength capsule. Type A PACs accumulate in the bladder, here they bind and prevent *E.coli* from holding on to the cells of the bladder. [2] This means bacteria in the bladder are washed away in the urine rather than staying to multiply and establish infection. [3]

In addition, PACs breakdown the biofilm created by bacteria to protect themselves. Breaking down this biofilm means antibiotics and the body's own defence system can work more effectively.



Probiotics and Prebiotics

Most bacteria invading the urinary tract originate in the intestines. Giving probiotics and prebiotics to our pets reduces the number of disease causing bacteria in their intestines. Stabilising the population of micro-organisms reduces the possibility of any one species developing virulence factors.

N-Acetyl D-Glucosamine

A Glycosaminoglycan (GAG) layer is a protective barrier coating the inside of the bladder. This mucus-like layer prevents bacteria and crystals from sticking to the bladder wall. When bacteria invade, this layer responds by becoming thicker. Glucosamine provides the building blocks for this layer supporting its role in UTI prevention.

REFERENCES ON NEXT PAGE



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More News

HUMAN HEALTH CARE

Protexin Grow their Sales Team

We are thrilled to announce the addition of five employees to our successful human sales team. Welcome Clare Millar, Karen Elgar, Clare Daley, Karen Harrison and Carmen Sims.

High Spirits as Whisky Loo Wins the Lepicol Home Throne Award!



Lepicol are pleased to announce Neil Smith as the winner of the Lepicol Home Throne Award for his whisky inspired WC! The award, a category in the Loo of the Year Awards, celebrates the domestic loo, allowing the general public to nominate their own loo for an award. Judges grade the entries based on criteria such as décor and maintenance, fixtures and fittings, cleanliness and quirkiness.

Lepicol Win Two Awards!

Lepicol has been voted Best Alternative Product by CAM and CAM Lifestyle magazine readers.

Thank you to everyone who voted.



HUMAN HEALTH CARE cont...

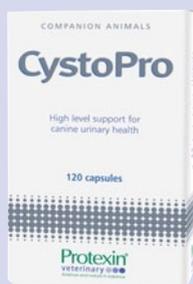
A Successful Wise Traditions for Bio-Kult

Bio-Kult recently attended Wise Traditions 2014 and were thrilled to meet plenty of practitioners who recommend Bio-Kult.

VETERINARY

Launch of CystoPro

Carrying on from our urinary health campaign where we have been focussing on our Feline product Cystophan we were excited to add a brand new product to our range in January!



CystoPro has been developed to aid in the management of urinary tract infections in dogs.

The key feature in CystoPro's effectiveness is the inclusion of Proanthocyanidins (Type A PACs). This active ingredient is derived from cranberries, which works by reducing the ability of *E.coli* bacteria to infect a dog's urinary tract.

Canine Urinary Tract Infections

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EQUINE PREMIUM

Exciting Changes in the Equine Premium range!

For the first time since the launch of the Equine Premium range 6 years ago, we are pleased to announce the arrival of a new product - Gut Bind.

Plus, we've re-formulated Acid Ease so that it's now better value, longer lasting and more concentrated than before. Find full detail of both products on our website: www.equinepremium.com

2014 Bursary Award

After successful South West and South East campaigns we are pleased to announce the bursary award is going National! In 2014 there will be four awards of £200 available for riders to put towards training of their choice.

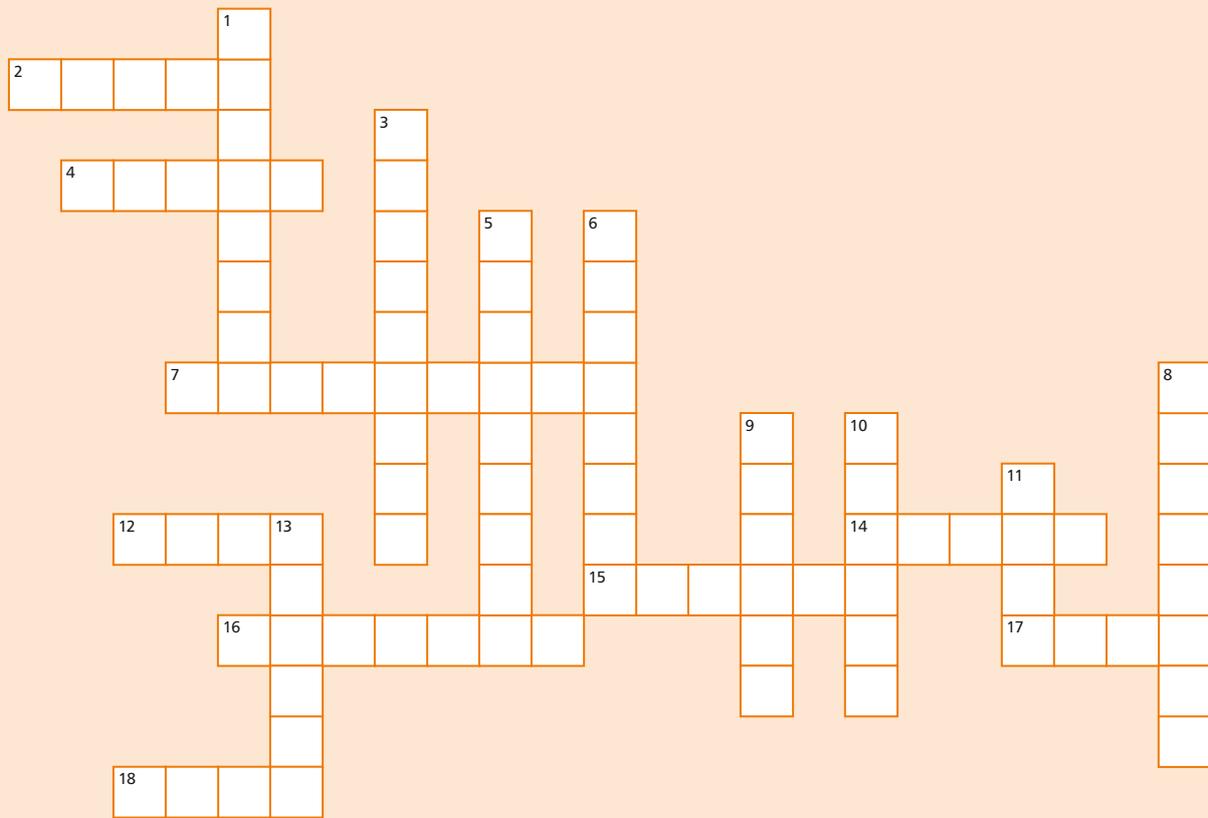


One recipient will be chosen from each of the following regions, Scotland, Wales, the North of England and the South of England.

Applications opened at the start of February and will stay open until June 1st. www.equinepremium.com/bursary

Puzzle time...

Crossword



ACROSS

- 2. Take it easy
- 4. Important part of a balanced diet
- 7. Parsnips, potatoes, carrots etc
- 12. Meditative practice

- 14. Part of the digestive system
- 15. Bathroom fixture
- 16. Belly
- 17. Food Plan
- 18. 'That's ____'

DOWN

- 1. Work out
- 3. Dietitian's forte
- 5. Good bacteria
- 6. English county, where Lepicol is manufactured
- 8. Ward site

- 9. What santé means
- 10. Medic
- 11. Daily intake
- 13. Not idle

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