



**THE HEALTH OF DOGS**  
through digestive health and  
the use of **tht-BIOTICS**.

**Humanization of pets explains pet supplement purchasing decisions.**

The pet food supplement market size is expected to grow from USD 2 billion in 2023 to USD 3.20 billion by 2028, at a CAGR of 5.90% during the forecast period (2023-2028)(Source: Mordor Intelligence).



*Pet Dietary Supplements Market*  
Market size in USD Billion  
CAGR 5.90%

**Digestive health of dogs.**  
**A growing concern!**

As a devoted pooch parent, ensuring our furry friend's well-being is a top priority. One of the key aspects of our dog's health is its digestion. Just like humans, dogs can experience digestive issues that can lead to discomfort and other health problems which can be induced by several factors.

From food intolerances to inadequate diet, feeding our dog low-quality and heavily processed food lacking in essential nutrients can hinder proper digestion. Inconsistent stool, frequent bouts of diarrhea and foul-smelling gas are among the symptoms a dog may

exhibit when they experience digestive discomfort, and they might often be successfully alleviated with a biotic supplement. Opting for high-quality, easily digestible ingredients contribute to digestive comfort. In addition, the use of supplements containing biotics such as **probiotics and post-biotics can help maintaining an optimal balance of their gut bacteria. By maintaining the normal function of immune system**, and by fostering regular bowel movement, biotic supplement help reduce issues like diarrhea or constipation.

**Daily use of biotics.**  
**A necessary need for our dogs!**

# The use of **postbiotics** to improve the health of our dogs

**The most referenced definition of postbiotics has been established by the Internal Scientific Association for probiotics and Prebiotics (ISAPP)**

## ■ Use of inanimated microorganism & their components:

- Solve stability issues of the final product.
- Reduce safety concerns for risky consumer's markets.



**POSTBIOTICS ARE PREPARATION OF INANIMATE MICROORGANISMS AND/OR THEIR COMPONENTS THAT CONFERS A HEALTH BENEFIT ON THE HOST**

## ■ THE USE OF POSTBIOTICS IN PET FOOD IS BOOMING

Some specific inactivated microorganisms are regulated in Europe as feed materials in accordance with the provisions laid down in the Commission Regulation (EU) No 68/2013.

**tht** recommends the postbiotic formula **Postlactys® Dog Essentials**

### **POSTLACTYS®** **DOG ESSENTIALS**

**15 BN CFU/g - 45 BN per serving/3g**

- *Inanimate Lactobacillus acidophilus*
- *Inanimate Lactiplantibacillus plantarum*
- *Inanimate Lacticaseibacillus casei*
- *Inanimate Lacticaseibacillus rhamnosus*
- *Inanimate Lactobacillus helveticus*
- *Inanimate Limosilactobacillus reuteri*

**Our dog:  
A full member  
of our family**

