

A black dog with long, wavy ears is sitting on a tree branch in a forest. The dog is looking directly at the camera with a calm expression. The background is filled with autumn foliage in shades of yellow and orange. The dog is wearing a purple collar with a gold bell.

**Proflax**  
*natural*

**POWERED BY PROFLAX**  
PREMIUM HERBAL SUPPLEMENT COLLECTIONS



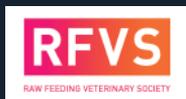
## The Gold Standard in Natural Pet Supplements

At Proflax, we believe that pets deserve the very best in natural healthcare. Since 2016, our British produced, vet formulated herbal & omega-3 superfood supplements have become the most sought after natural supplements in the UK, trusted by pet owners and professionals alike. We have achieved several awards for manufacturing excellence, quality and service, and our thousands of happy, returning customers reflect our commitment to quality and underpin our positioning in the pet sector.

## Our Mission

Our goal is simple: to help as many pets as possible stay healthy, happy, and well - naturally.

We believe in the power of nature over chemicals by using functional ingredients, designed to work in harmony with the body to support long-term wellness rather than masking symptoms. Our holistic approach ensures the best support possible to achieve complete health and vitality.





**Proflax**  
*natural*

## Expanding Beyond Borders

Due to overwhelming demand for Proflax products in Europe, Asia, the Emirates and the US, we are proud to introduce our exclusive Herbal Support Collection – a uniquely formulated selection of powder supplements, available solely for our international customers. With the same unrivalled quality and effectiveness as our UK range, this exclusive global offering is now available for retailers, wholesalers and distributors worldwide.

The Proflax Ultimate Superfood Collection is the UK's flagship range of flaxseed oil & herbal supplements, which are also available to our International customers.

However, placement of this range will be dependant upon climate conditions, more information can be found on page 11 of this catalogue.

## Overcoming EU Objectives

We offer a seamless, hassle-free and cost-effective transaction process throughout Europe via our dedicated EU logistics partners. For our larger distributors, goods are available ex-works, allowing for flexible and tailored export solutions to meet individual requirements.

[www.proflaxglobal.co.uk](http://www.proflaxglobal.co.uk)



# Partner with Proflax - Where Innovation Meets Opportunity

Join the growing number of successful stockists who have chosen Proflax – the UK’s leading natural pet supplement brand that ticks every box for retailers, wholesalers, and distributors alike. We don’t just make supplements – we craft health care solutions for pets, with a comprehensive, all-natural range that speaks to the heart of today’s pet-loving consumer.

## HERE'S WHY PROFLAX IS YOUR NEXT BEST BUSINESS MOVE!

### **Innovative & Inclusive Collections**

Our dynamic and comprehensive product collections are thoughtfully developed to meet the needs of all types of customers with targeted support for specific conditions.

### **A Solution for Every Health Concern**

From digestion and joints to anxiety, immunity and skin health, Proflax covers every aspect of pet wellness – making it easy for you to recommend the right product and for your customers to choose with confidence.

### **Excellent Margins**

Enjoy highly competitive pricing and generous margins to support profitable growth for your business.

### **Vet Approved Formulations**

Proflax Superfood products have been formulated by leading holistic vets, combining traditional wisdom with modern science to deliver proven, effective results.

### **Fast-Acting Results**

Our unique blend of ingredients work quickly, helping pet owners see visible improvements fast – driving trust, loyalty, and repeat purchases.

### **Natural & Consumer Driven**

Tapping into one of the fastest growing categories in pet care, our entire range is 100% natural, chemical-free, and made to meet the high expectations of today’s health conscious consumers.

### **Powered by Functional Ingredients**

Every Proflax supplement is packed with powerful functional ingredients – rich in essential nutrients, vitamins, and minerals that deliver genuine health benefits. From flaxseed oil to powerful herbs, our ingredients don’t just fill a label - they fuel real results.

### **Holistic Health – Body & Mind**

Our formulations don’t just support the physical – they nourish emotional well-being too. Carefully selected ingredients balance mind and mood, delivering a truly holistic health solution.

### **Manufactured In-House**

No third-party involvement here. We proudly formulate and produce everything in-house, giving us complete control over quality, traceability, consistency, and innovation.

### **Established, Trusted Brand**

With a strong and ever-growing brand reputation, Proflax brings instant credibility to your shelves, helping you build confidence with your customers from day one.

### **Hassle-Free Distribution**

With an established EU-based distribution facility, we ensure cost-effective, efficient shipping and easy transactions for all partners.

### **Simple, Stress-Free Ordering**

Our easy-to-use web-based portal allows for fast ordering, real-time stock visibility, and effortless account management – so you can focus on growing your business.

### **Low MOQs to Support Independent Retailers**

We’re passionate about supporting independents. Our low minimum order quantities make it easy for smaller retailers to stock Proflax.

## **Ready to offer your customers award-winning, fast-acting, all-natural supplements that really work?**

Become a Proflax stockist today. Register your interest now, email [michael@proflaxglobal.com](mailto:michael@proflaxglobal.com)

**HEALTHIER PETS. HAPPIER CUSTOMERS. STRONGER SALES**

## Verified Reviews

### USE THESE EVERY DAY!

My dogs are raw fed & these oils are fab for blending with greens as a topper to their meals. I alternate between bottles to give maximum support as they are senior with joint issues. I love this brand!

**Bone & Joint Oil** - *Karen Gibson*

### SUPERFOOD GENIOUS

I have been using immunity and vitality oil and power and revive on my 7yr old staffie cross who sustained a cruciate injury. These products have really helped his recovery, building muscle, strength and putting in the correct nutrients for a healthy heal. Six months post injury we are back to most activities and one very happy dog. Thank you team Proflax.

**Immunity & Vitality Oil** - *Liz Groves*

### SIMPLY AMAZING!

This stuff actually really does work! I only wish I had taken a before and after photo to prove it! My frenchie is almost 5 and has environmental allergies and yeast build up! I actually never knew the dark skin on his tummy was yeast until it went away!

**Liver Love Oil** - *Becky Townsley*

### KEEPING OUR BOY OUT OF CONGESTIVE HEART FAILURE

We have had our English Bulldog puppy on this for 8 months. He was in congestive heart failure at 4 months old. He has 2 heart defects and heart disease. He is now one year old and doing great.

**Healthy Heart Oil** - *Georgie Ratcliffe*

### ALMOST MAGIC

I bought this Kidney Care 3 weeks after my smallest dog was diagnosed with a 6 on the scale of damage and very ill. After receiving her dose for 3 days the improvement was noticeable after 2 bottles. Hoping to buy larger next time.

**Kidney Care Oil** - *Leslee Archer Towers*



# The Herbal Support Collection

An innovative and natural powder collection, designed to provide an optimal level of health & wellbeing support. This exclusive Global portfolio echoes the quality, efficacy, and integrity that Proflax is trusted and renowned for.

## MOBILITY

Supports all aspects of musculoskeletal health, promoting flexibility and joint function.

## SKIN & COAT

Enhances skin nourishment and coat shine for a healthy, glossy appearance.

## DIGESTIVE & ANAL GLAND

A complete formula to maintain gut health and support natural digestive processes.

## HEART, LIVER & KIDNEYS

Provides essential support for vital organs, ensuring optimal function.

## CALMING

A natural and effective aid in alleviating stress and anxiety in dogs.

## FLEA & TICK

A powerful, natural defence against parasites, offering effective protection.

## Key Factors in Choosing this Collection:

- Provides a practical supplement solution that is easy to transport and store, even in warmer climates, without the need for refrigeration or special handling.
- All ingredients are globally compliant: certified and approved on feed additive registers, and free from animal by-products, thus avoiding export/import complexities.
- The products in this collection support all key aspects of health and wellbeing, providing a comprehensive and easy to understand offering to customers.
- EU logistics hub for easy and cost-effective onward distribution to all European countries
- Formulated with International distribution in mind and allowing for all temperature variables, assuring freshness and potency.

The powdered composition remains stable, making it a convenient, reliable and effective choice for customers.

*Available internationally to smaller independent retailers or for large-scale distribution.*



# The Herbal Support Collection



## MOBILITY

A powerful powder supplement designed to comprehensively support joint health, improve flexibility, aid circulation and strengthen connective tissues in dogs. This high-strength formula provides essential nutrients for optimal mobility and overall wellbeing.

### Key Benefits:

- **Reduces Stiffness and Inflammation:** Vegan glucosamine, MSM, boswellia and turmeric work in synergy to soothe and support joint health.
- **Enhances Joint Flexibility:** Omega-3 helps lubricate joints, improving mobility and comfort.
- **Builds Strong Ligaments:** Spirulina and nettle provide vital nutrients to strengthen connective tissues.
- **Cleansing Properties:** Nettle supports natural detoxification, promoting overall health.
- **Boosts Vitality:** Enriched with black pepper for improved absorption and essential nutrients for enhanced well-being.

### Composition:

Ground Linseed, Glucosamine, Spirulina, MSM, Nettle, Boswellia, Turmeric, Black Pepper.  
Available in a 350g tub which will last an average 20kg dog 7 weeks. Suitable for dogs over 12 weeks  
Feed according to weight and store in a cool, dry place.  
Shelf life/use by date is 12 months from date of manufacture.



## SKIN & COAT

A multi-functional powder supplement designed to nourish the skin, enhance coat quality and promote overall dermatological health in dogs. This advanced formula provides essential nutrients to maintain a healthy, glossy coat and prevent irritated, dry or flaky skin.

### Key Benefits:

- **Promotes Healthy Skin:** Packed with Zinc and Biotin to nourish and rejuvenate skin.
- **Enhances Coat Quality:** DHA-rich Omega-3 and Vitamin E improve texture and shine while reducing shedding.
- **Soothes Irritation:** Rosehip helps reduce redness, hot spots, and soreness.
- **Boosts Vitality:** Essential minerals enhance overall nutrition, promoting balance and well-being.

### Composition:

Ground Linseed, Dried Algae, Dried Rosehip, Vitamin E, Biotin, Zinc, DHA  
Available in a 350g tub which will last an average 20kg dog 7 weeks. Suitable for dogs over 12 weeks  
Feed according to weight and store in a cool, dry place.  
Shelf life/use by date is 12 months from date of manufacture.

# The Herbal Support Collection



## CALMING

A unique high-powered powder formula created to promote relaxation and emotional wellbeing in anxious, destructive or noise sensitive dogs. This holistic blend offers a ready-made, complete and fast-acting supplement solution, helping dogs stay calm and focused, without causing drowsiness.

### Key Benefits:

- **Natural Stress Relief:** Contains L-Tryptophan, a powerful amino acid that helps balance serotonin levels and promote a sense of calm.
- **Reduces Anxiety:** Includes Chamomile, Passionflower and Lemon Balm to naturally soothe, reduce stress and support emotional balance.
- **Promotes Relaxation:** Helps ease tension during high-stress situations like traffic, loud noises, and social interactions.
- **Nutrient Enrichment:** Fortified with essential vitamins and minerals to boost overall vitality and promote well-being.
- **Holistic Blend:** Formulated with high-quality, natural ingredients known for their calming and soothing properties. Supports the physical effects of stress together with balancing emotions so works in total harmony with the body.

### Composition:

Chamomile, Yeast (inactive), Lemon Balm, Passionflower, L-Tryptophan, Niacin, Vitamin B1, Vitamin B6, Thiamine. Available in a 250g tub which will last an average 20kg dog 5 weeks. Suitable for dogs over 12 weeks. Feed according to weight and store in a cool, dry place. Shelf life/use by date is 12 months from date of manufacture.



## DIGESTIVE & ANAL GLAND

A 2-in-1 concentrated powder supplement designed to support both optimal gut health and effective anal gland function in dogs. This unique dual-action formula provides a comprehensive solution to digestive and anal gland health.

### Key Benefits:

- **Digestive Health:** Contains natural prebiotics & probiotics to promote a balanced gut microbiome, plus a mineral based natural clay to optimise digestion & nutrient absorption and aid intestinal hygiene.
- **Anal Gland Function Support:** Contains soluble fibre psyllium husk and dandelion root, which help keep stools firm, facilitating natural anal gland expression and reducing discomfort.
- **All-Natural Blend:** Formulated with high-quality, natural ingredients such as slippery elm and marshmallow root, known for their soothing and healing properties on the digestive tract.
- **Omega-3 Enrichment:** Includes ground linseed, which provides essential Omega-3 fatty acids known for their anti-inflammatory benefits and which contribute to overall health & a shiny, glossy coat.

### Composition:

Ground linseed, dried chicory root, psyllium husk, slippery elm powder, dandelion root powder, Dried Fennel, Marshmallow root powder, Rapeseed oil 0.1%  
Gut Flora Stabilisers: Bacillus velezensis  
DSM 15544 6.25x1010 cfu  
Available in a 350g tub which will last an average 20kg dog 7 weeks. Suitable for dogs over 12 weeks. Feed according to weight and store in a cool, dry place. Shelf life/use by date is 12 months from date of manufacture.

# The Herbal Support Collection



## ORGAN

A 3-in-1 powder supplement designed to provide a high level of support for the liver, heart, and kidneys in dogs. This powerful formula provides essential nutrients for optimal vital organ function and to promote overall wellness and vitality.

### Key Benefits:

- **Liver Support:** Milk Thistle helps cleanse and protect the liver from toxins.
- **Heart Health:** Fortified with Taurine and Carnitine to maintain a strong and healthy heart.
- **Kidney Function:** Dandelion supports optimal kidney function and urinary health.
- **Omega-3 Enrichment:** A natural source of essential fatty acids to promote heart health and overall wellness.
- **DHA:** Aids mental clarity and supports heart, immune, and optical health.
- **Added Minerals:** Essential nutrients enhance general health and wellbeing.

### Composition:

Ground Linseed, Taurine, Dandelion Root Powder, DHA Gold, DHA, Carnitine, Milk Thistle.

Available in a 350g tub which will last an average 20kg dog 7 weeks. Suitable for dogs over 12 weeks

Feed according to weight and store in a cool, dry place.

Shelf life/use by date is 12 months from date of manufacture.



## FLEA & TICK

This powerful powder blend has been formulated to naturally deter fleas, ticks and mites. It is a fantastic natural alternative to harsh chemical treatments, keeping your pets immune, nervous and digestive systems healthy and strong. The odour of each of the added ingredients is released through your pets skin, deterring pesky parasites from hitching a ride!

### Key Benefits:

- **High Strength Natural Formula:** Contains Brewer's Yeast, which is a rich source of Vitamin B complex, that naturally repels parasites and boosts overall health.
- **All-Natural:** A toxin free, safe, herbal blend that provides effective protection without the need for harsh chemicals.
- **Dual Protection Inside & Out:** Offers external deterrence by releasing a natural odour that repels fleas, ticks, and mites, while its antimicrobial properties support intestinal hygiene by deterring internal parasites.
- **Easy To Feed:** Add once daily: Simply mix the powder into your pet's regular food; no messy applications or additional steps required.
- **Holistic Health Support:** In addition to parasite protection, this formula helps maintain healthy skin, supports digestive wellness, and contributes to overall vitality.
- **SUITABLE FOR BOTH DOGS & CATS!**

### Composition:

Brewer's yeast, Dried peppermint, Dried rosemary, Fenugreek, Dried garlic, Ginger.

Available in a 250g tub which will last an average 20kg dog/cat 7 weeks. Suitable for dogs & cats over 12 weeks

Feed according to weight and store in a cool, dry place.

Shelf life/use by date is 12 months from date of manufacture.

# The Ultimate Superfood Collection

A premium range of multi-functional supplements formulated to support key areas of health in dogs. Omega-3 & 6 rich flaxseed oil is combined with unique herbal tincture blends, supporting general health and specific areas of concern.

These pourable oils are a fantastic condition-specific addition to any pet health portfolio, where a liquid supplement is preferred.

## SKIN & COAT

Enhances skin nourishment and coat shine for a healthy, glossy appearance. Promotes colour pigment, reduces shedding.

## BONE & JOINT

Supports all aspects of musculoskeletal health, promoting flexibility and joint function. Supports arthritic type conditions.

## CALM & COLLECTED

Effective aid in alleviating stress and anxiety in dogs. Aids focus and concentration.

## LIVER LOVE

Aids effective detoxification of the liver and lymphatic system, promoting a healthier digestive and immune system.

## IMMUNITY & VITALITY

Supports the immune system and aids recovery. Provides energy

## HEALTHY HEART

Supports all aspects of heart health, aiding optimal respiration and blood vessel flow

## KIDNEY CARE

Cares for all aspect of renal/urinary health. Balancing and cleansing

## MOODY BITCH

Promotes calmness and balance for bitches in season and throughout phantom pregnancy

## GOLDEN OLDIES

Supports all aspects of general health and wellbeing in dogs aged 6/7+

Feed 1ml to every 2kg of dogs weight. Available in 250ml & 500ml.  
A 250ml bottle will last a 20kg dog 25 days.  
18 month shelf life from date of manufacture (storage conditions apply)



# The Ultimate Superfood Collection

## Key Factors in Choosing this Collection:

- Targeted health support, each blend is formulated to support specific areas of health, ensuring tailored relief.
- Flaxseed oil base products with high levels of Omega 3 & 6 underpin general health; digestion, mobility, skin & coat health, cognitive & immune function and metabolism.
- Food-grade ingredients; include only premium quality, DEFRA approved oils and concentrated herbal tinctures
- Easy-to-use pourable oils make it simple to add to food. Simply shake and pour!
- Rapid absorption & fast results - liquid formulas ensure quick digestion and utilisation.
- All ingredients are globally compliant: certified and approved on feed additive registers, and free from animal by-products, thus avoiding export/import complexities.
- Holistic benefits, thus support both physical health and emotional well-being - a unique USP!
- British made: proudly manufactured in the UK under strict quality standards.

**EU logistics hub for easy and cost-effective onward distribution to all European countries**

## Available Internationally - Product Storage & Suitable Retail Environments

While **The Ultimate Superfood Collection** is primarily a UK range, we are happy to supply international clients. However, Proflax UK's oils must be stored in cool environments, as heat exposure can compromise the products quality and freshness. To maintain product integrity and shelf life, we recommend placement only in the following outlets:

- Smaller independent pet retailers with controlled storage conditions.
- Larger pet stores or distributors with temperature-regulated storage facilities.
- Specialist veterinary and holistic wellness stores where premium supplements are prioritised.

## **IMPORTANT** - Please note Disclaimer for Clients in Warmer Climates

Due to the sensitive nature of flaxseed oil, it is critical that all distributors and retailers in high-temperature regions (in excess of 25 degrees) ensure proper temperature control throughout storage and transportation. All parties involved must adhere to the appropriate storage conditions in order to prevent spoilage or leaking and Proflax cannot be held responsible for product degradation or spillage. It is the responsibility of the buyer to relay this information to onward stockists/end-user customers. A compulsory signed disclaimer will be required for all international orders of this Collection.



**#thepowerofproflax**

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