



THE HEALTH OF CATS
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 in cats.
A growing concern!

An occasional episode of upset stomach isn't all that unusual in felines. It's one of the most common conditions that veterinarians treat. And most cat owners know what it's like to wake up to the sound of a hairball in the middle of the night. So, at what point do vomiting, diarrhea, or other digestive issues become a concern?

It is essential to maintain an optimal balance and diversity between the "good" bacteria which may promote digestion and intestinal balance and the bad bacteria which can cause digestive disorders.

Domestication generates living conditions for our cats that are very different from those that are innate to them and the use of supplements containing biotics such as **probiotics and postbiotics can help maintaining an optimal balance of their gut bacteria.** In many cases, cats can have biotics. Potential benefits of biotics include digestive health, relief of cat diarrhea, boosting immunity, and stress relief.

Daily use of biotics.
A necessary need
for our cats!



The use of **postbiotics** to improve the health of **our cats**

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® Cat Essentials**

POSTLACTYS® **CAT ESSENTIALS**

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

- Inanimate *L.acidophilus*
- Inanimate *L.rhamnosus*
- Inanimate *L.helveticus*

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

