

IS YOUR DOG AN ARTSY-FARTSY?



Natural PROBIOTICS to the rescue!



by Maria Ringo, B.GS, DHMHS

Maria Ringo co-founded Sojourner Farms Natural Pet Foods ("Sojos") in 1986 and has been advocating the feeding of whole and raw foods for over 25 years. She is now a practicing homeopathic medical practitioner, providing complementary health services to people and pets in her Toronto clinic. In addition to speaking and writing on health issues, Maria is now the Director of Healthcare for Carna4 Inc.

First of all, what are probiotics, anyway? Everyone knows they help optimize our gut flora, but really, what are these things? Where do they come from?

Probiotics are living microbes which have a beneficial effect on the host animal by contributing to its intestinal microbial balance. Acidophilus and bifidobacteria are the most common types of microbes used as probiotics, but there are over 30,000 species of microbes that interact to maintain a healthy intestinal environment! Probiotics tip the balance in the gut toward friendly bacteria and away from pathogenic bacteria which can cause gas, bloating, pain, diarrhea, skin and coat problems and other illness. They're great for helping dogs and cats recover from most digestive disturbances, both chronic and acute.

Although there are lots of commercial products on the market in pill and liquid form for high retail prices, probiotics are naturally found in foods

such as fermented vegetables (sauerkraut, and kimchee) and sprouted seeds, for example. These are proven to be, by far, much more effective than the lab-made strains available in bottles.

Why? Because science cannot imitate the naturally complex relationships of all of the species of microbes that interact in the gut to maintain a healthy intestinal environment. Neither has science yet discovered all the ways the body interacts with each of these species to produce the beneficial effect. But most importantly, recent research shows that if the probiotic microorganisms are retained within their own harmonious domain right up to consumption by the body, they are 'hardier', more able to re-establish their dominance, more able to withstand the heat and acid environment of the gut.

And finally, commercial probiotics are created by isolating individual strains of microorganisms which are then artificially stimulated to reproduce in a laboratory. In the final product, the selected probiotics have been separated from their intrinsic supporting microbes that were present in the original natural state. These supporting microbes are critical to the survival of the selected strain, so the absorption and use of the finished probiotic by the body will be greatly and significantly reduced.

This means that when a native probiotic found in food is ingested while still in its natural host environment it remains supported by the full range of original microorganisms that allow it to function. It will stay healthy, viable and be much more bio-available for absorption within the animal's intestine. Now that's something to toot about!





And now Natural probiotics can be easily incorporated into any animal's diet with NEW Flora4™

Most dogs likely wouldn't eat sauerkraut, but they'll gobble up Flora4 Raw Food Topping made by Carna4 Handcrafted Pet Food. Made from a mixture of 100% raw, organic sprouted seeds, Flora4 contains billions of cfu's of live, hardy probiotics and all you have to do is sprinkle it into your dog's food bowl. It's an innovative new product offering pets effective levels of probiotics plus vitamins, minerals and antioxidants in a convenient whole food.

Flora4 can help pet owners solve a number of health issues for their animals:

* inflammatory diseases of the skin and bowel

The natural essential fatty acids and probiotics in Flora4 can help reduce inflammation of all types, giving natural relief of inflammatory bowel and skin conditions.

* during and after a round of oral antibiotics

A common cause of intestinal distress is antibiotics, which kill all the bacteria in the gut, not just the bacteria causing illness. Poor digestion, cramping and soft stools are the result. This can be easily restored with several days of Flora4.

* constipation

As we get older our bodies are not so good at maintaining healthy gut flora, hence we tend to have more trouble having regular healthy stools. Older animals are more likely to need the help of Flora4 to maintain proper growth of beneficial bacteria in their guts so as to avoid these negative health consequences, particularly when they get sick or stressed.

* diarrhea

Dog got into the garbage again? She likely got into some bad bacteria too, and now her gut is reacting violently. The native probiotics in Flora4 can help restore the balance in her gut and end the constant trips to the backyard.

* anxiety

When dogs are in stressful situations, such as being adopted, going off to the boarding kennel or getting a new member of the family, this can cause digestive upset. Flora4 may be helpful in both preventing and reducing any digestive problems due to stress.

* dietary changes

We always recommend that dietary changes be made gradually because it takes a few days for animals' digestive systems and the bacteria in the gut to adjust to the new food. Giving Flora4 can help make this transition shorter and easier.

One 15 oz retail package contains 10 daily servings for a 55 lb dog, sealed in sanitary foil tubes: MSRP: \$17.99

