

NATURICH'S K★9 FINEST®

The Working Dog's Daily Supplement with the Amaferm® Advantage

While vitamins & minerals are often beneficial in many of these situations, the purpose of this sheet is to highlight the AMAFERM® advantages

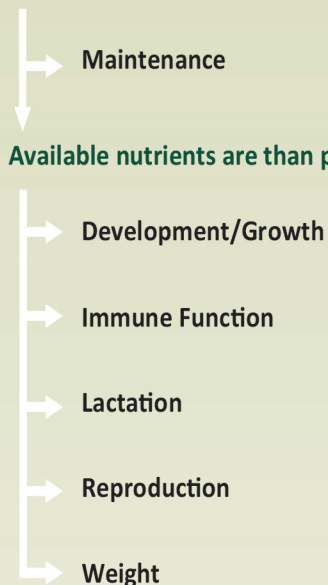
- 1 Natural Prebiotic.
- 2 Increases microbial enzyme production for increased nutrient availability.
- 3 Supports intestinal health for increased nutrient absorption.
- 4 Increases Short Chain Fatty Acid (SCFA) production for optimum energy.



WHEN AND WHY YOUR DOG NEEDS IT.

When you know how nutrients are partitioned, it's easy to understand the beneficial impact increased utilization has on your dog's health, development and performance.

The Nutrient Partitioning Hierarchy



A hierarchy of nutrient partitioning regulates how dogs will utilize available nutrients. They are first partitioned to maintenance, and when maintenance demands are met, additional nutrients are partitioned to development and growth, immune function, lactation, reproduction, weight, and condition.

Antibiotic Therapy

Unlike probiotics, Amaferm® works in the presence of antibiotics. Proven to stimulate beneficial microflora, even in the presence of antibiotics, Amaferm® re-establishes a healthy gut for speedier recovery.

Breeding

Much research shows breeding to be a "luxury" function. This means an animal will only reproduce when all other nutritional requirements are met. Amaferm® increases beneficial microflora in the gut to increase digestion - which, in turn, makes more nutrients available to meet the animal's needs, including reproduction.

Coprophagia (stool eating)

Diminishes stool eating resulting from nutrient deficiencies by unlocking more nutrients to satisfy need.

Daily Prevention

No matter what diet you choose for your dog, Amaferm® maximizes digestion and promotes good health. It unlocks valuable nutrients to help your dog optimize food usage.

Gas

Amaferm® increases digestion leaving fewer components available to ferment in the gut and cause.

Colitis & Diarrhea

Colitis and diarrhea cause an increased rate of passage of the nutrients through the large intestine. Any nutrients that are not digested in the small intestine - then have to be digested in the large intestine. Because of the increased rate of passage through the large intestine there is a decrease in digestion of these food stuffs. Amaferm will not directly help the colitis - but WILL increase total digestion AND rate-of-digestion of these food particles that reach the large intestine. This does two things: An increase in total digestion makes more nutrients available 2) An increase in the rate-of-digestion helps to break up the size of the particles moving through the gut. This is a major benefit because the large undigested nutrients are osmotic, which draw even more water into the intestine - by breaking these down, Amaferm increases digestion which helps to reduce the amount of water for a healthier stool.

Enzymes

Amaferm® is not an enzyme - it is taken up by the microflora already in the gut and stimulates THEM for increased digestion. Supporting the gut in this way keeps everything functioning properly (stimulates what is needed) and in the right ratios (no abundance of any one specie(s)) of microbes that could throw things out of wack.

Exocrine Pancreatic Insufficiency or EPI

Amaferm® is going to help in 3 important ways:

1) Stimulates enzyme production from the microflora (good bugs) responsible for digestion. 2) Stimulates villi health - these are the "fingers that grab nutrients out of the gut. Longer villi create more surface area to absorb nutrients. 3) The villi also produce IgAs, which help to fight off pathogens (bad bugs).

Kenneling

Dogs are pack animals, and when they are at the kennel and away from the "family pack" it can be very stressful for them, not to mention different water or possibly new food. They may not show any outward signs, but these stresses can alter the microflora in the digestive tract and even a small disruption of normal flora can upset normal gut function. By stimulating the beneficial microflora, Amaferm® takes away the ups and downs from the stresses of kenneling.

Parasites

Parasites leave the animal starved for nutrients and also irritate the intestinal tract. Even after normal worming, the intestine can be irritated as parasites die. This irritated lining can result in an intestinal upset or the opportunity for bad bugs to attach and cause diarrhea. Amaferm® stimulates beneficial microflora AND promotes villi health for increased IgA secretion. IgA's fight off pathogens.

Performance Dogs

These dogs are under stress which puts tremendous strain on their intestinal tract to digest and absorb the nutrients necessary to meet their performance demands. Keeping the dog on food and maintaining good digestion is vital for animals striving to reach high levels of performance. Amaferm helps to unlock the needed nutrients to support performance dogs.

Senior Dogs

As a natural part of the aging process, senior dogs have a harder time absorbing and utilizing nutrients. Amaferm® helps seniors by increasing nutrient availability as-well-as increasing surface area in the gut to absorb those nutrients.

Showing

Different water, different environments, different sets of stresses - any time there's a new water source it can change the microflora make up in the gut, which can cause problems. Amaferm® directly stimulates the beneficial microflora to keep dogs on food and help avoid the show crud.

Sickness

Whenever a dog is sick, even when it's not associated with the intestinal tract, appetite can diminish. Reduced intake will provide fewer nutrients to support the immune function. Amaferm® maximizes digestion which is especially important in the sick dog to ensure they are getting the most out of the food they do eat.

Vaccinations

Just because we give a vaccination does not mean that immunization occurs. For immunization to occur we also have to have an immunocompetent animal. This is an animal receiving sufficient nutrients to support the immune system. There is a hierarchy to nutrient partitioning which regulates how a dog's system will utilize available nutrients. They are first partitioned to maintenance, and when maintenance demands are met, additional nutrients are partitioned to development and growth, immune function, lactation, reproduction and weight. Amaferm® increases digestion making more nutrients available to support the immune system and illicit the desired immune response.

**NOT A YEAST OR PROBIOTIC
WORKS IN CONJUNCTION WITH ANTIBIOTICS.**

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