

LifeWise BIOTIC... nutritional care

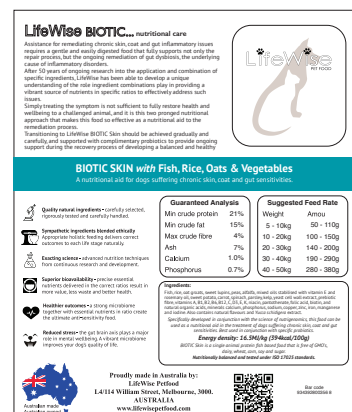
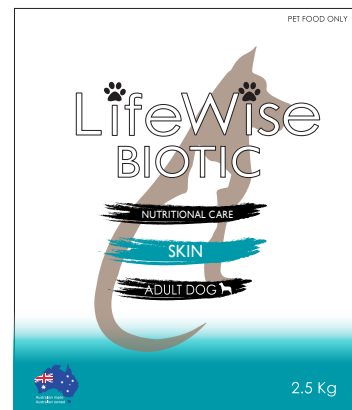
Skin

The overwhelming majority of skin and gut sensitivities in dogs are the result of a reduction in the microbial diversity of the gut. This condition, called gut dysbiosis (*dis-by-o-sis*), triggers an unnatural immune response in the body which creates the inflammation and itching typical of an allergic reaction. Skin sensitivities are also commonly associated with ear infections, anal gland problems, as well as loose stools and other gut sensitivity issues.

Researchers are now in agreement the single largest contributor to this condition is diet, with dysbiosis being the result of inadequate ingredient ratios in the dog's diet, or the inclusion of inappropriate ingredients in the food. Stress, pollution, and chemicals such as parasite treatments and antibiotics all play a role in the reduction of gut microbial diversity.

LifeWise BIOTIC Skin is designed to support the reversal of food based skin and gut sensitivities through the inclusion of appropriate ingredients in specific ratios to encourage gut microbial development and diversity. This complex food, based on highly digestible fish protein, has been shown to assist in the restoration of microbiome balance. More rapid gains in the reversal of dysbiosis can be achieved by feeding a quality probiotic supplement in conjunction with the BIOTIC Skin food.

This gentle and nourishing food should be introduced slowly to affected dogs, and remain the sole source of nutrition for the duration of the restoration. It can also be used in conjunction with veterinary intervention such as the use of corticosteroid or cytokine suppressant medications. BIOTIC Skin contains a minimum of 21% protein, 15% fat, has an energy density of 394 kcal/100g, and is 100% Australian made and owned.



LifeWise BIOTIC Skin is a complete and balanced food that may be fed continuously to all adult dogs. If you are in any doubt as to the suitability of this food for your dog, please consult your veterinary adviser prior to feeding.

Available in 2.5kg and 13kg bags.
Samples available on request



LifeWise Pet Nutrition
is a division of Natural Balance Pet Foods Australia Pty Ltd
9 Military Road, Broadmeadows, Victoria, 3047.
www.lifewisepetfood.com

