



Pet Health & Wellness Digestion

Soft Chew and Sachet Powder
Ready-to-use Solutions



Our soft chew and sachet powder supplements are formulated to provide a variety of digestive benefits.



DIGESTION

PRODUCT CLAIMS:
*Digestion Support
Supports Gut Health*

As a market-ready solution, these tri-biotic products offer digestive benefits to help normal canine gastrointestinal function and provide microbiome support. Key ingredients include ADM's science-backed Gut Health Postbiotic (heat-treated *Bifidobacterium longum* CECT 7347), shown to support gut barrier function, as well as the probiotic *Bacillus velezensis* DSM 15544, to support the microbiome and gastrointestinal health. ADM's Fibersol®, included in both formulations, is a source of dietary fiber that may support balanced levels of beneficial bacteria and gut health.



What are the main challenges in canine digestive health?

Gastrointestinal disturbances, often presenting as soft or liquid stools, commonly occur in dogs and can be addressed by pet biotic ingredients and solutions. Healthy digestion is crucial for pets directly impacting nutrient absorption, energy levels, and overall health and wellbeing. A review of leading product formulations reveals that microbiome solutions for pets provide ample scope for sophisticated ingredient combinations featuring prebiotics, probiotics, and other functional ingredients. Claims relevant to microbiome support and gut function may successfully deliver products into the market. Pet products for gastrointestinal health with probiotics achieved notably high star ratings in consumer engagement analysis. **We understand pet owners seek products to promote digestive wellness.**



Our soft chew and sachet supplements provide a combination of prebiotics, probiotics and postbiotics, as well as other functional ingredients proven to aid proper digestion, maintain overall gut health, and provide antioxidant support.

Pet parents including **54%** of cat & **56%** of dog owners are specifically seeking products with digestive health claims.¹

72% of pet parents would be interested in buying treats with functional health benefits for their dog(s) and/or cat(s).¹

41% of pet parents have purchased prebiotics, probiotics, and/or postbiotics in the past two months.¹

64% of pet parents would be willing to pay more for treats with functional benefits.¹

¹ADM Outside Voice Consumer Market Research conducted in the U.S.

How it helps?

Both our convenient soft chew and sachet powder products have been formulated to address the unmet needs of pet parents seeking a supplement that offers multiple digestive benefits.

SOFT CHEW

The soft chew tri-biotic formula includes a Gut Health Postbiotic (*Bifidobacterium longum* CECT 7347), a spore-forming probiotic (*Bacillus velezensis* DSM 15544), Fibersol® (prebiotic), MELOFEED™, CITRISTIM™, Yucca schidigera, Ginger Root and Pumpkin.

SACHET POWDER

The tri-biotic sachet powder includes a Gut Health Postbiotic (*Bifidobacterium longum* CECT 7347), a spore-forming probiotic (*Bacillus velezensis* DSM 15544), Fibersol® (prebiotic), MELOFEED™, CITRISTIM™, Bentonite and Turmeric extract.

An extensive scientific dossier of preclinical and human clinical research provides evidence for the gastrointestinal benefits of ADM's **GUT HEALTH POSTBIOTIC**. *In vitro* data suggest that the Gut Health Postbiotic may support gut barrier function² and provide gastrointestinal resilience and reduce oxidative stress³. Clinical studies in humans and cats have also shown efficacy in supporting gut and overall digestive health^{4,5}. The Gut Health Postbiotic is AAFCO accepted for use in animal feed, is classified as a feed material in the EU, and based on ADM feeding guides is used at 1 billion heat-treated cells per day in dogs.

The spore-forming **PROBIOTIC** *Bacillus velezensis* (DSM 15544) is well studied in dogs and has been shown to support gastrointestinal health, increasing short chain fatty acids, reducing ammonia and enhancing nutrient digestibility.^{6,7,8,9}

Fibersol® is a soluble **PREBIOTIC** dietary fiber¹⁰ and has been shown to be a non-digestible fiber in dogs¹¹, while in human clinical trials the ingredient helps nourish the intestinal flora and modulate the intestinal environment¹², as well as increase satiety.^{13,14}

As gastrointestinal disturbance and oxidative stress may be associated with increased inflammation, addition of MELOFEED™ provides a **SOURCE OF SUPEROXIDE DISMUTASE** and antioxidant capacity to improve resilience to oxidative stress.¹⁵

CITRISTIM™ is an ADM proprietary whole-cell inactivated **YEAST** (*Pichia guilliermondii*) shown to support and optimize gut function and gut integrity in animals.

BENTONITE has been reported to act as a detoxifying agent, chelating and neutralizing toxins, in the gastrointestinal tract.¹⁶

²Laparra, JM; et al. (2012) PloS One 7:e30744

³Martorell, P; et al. (2021) Antioxidants 10(4), 536

⁴Srivastava et al., (2024) GUT MICROBES. 16(1), 2338322

⁵Wang et al., (2024) Animals.14(15), 2179

⁶de Lima, DC; et al. (2020) Animal Feed Science and Technology vol. 270

⁷Felix, AP; et al. (2010) Animal Production 40(10)

⁸Schauf, S ; et al. (2019) J. of Applied Animal Nutrition vol. 7(e3), 1-8

⁹Kahraman, O; et al. (2023) Italian J. of Animal Science vol. 22, no. 1:568-577

¹⁰EFSA Journal 2010;8(5):1508 : EFSA Journal 2010; 8(3), 1462, 77

¹¹Flickinger et al., (2000) Nutrient Metabolism (Fibersol specific)

¹²Burns, A (2018) Nutrition Research, 60, 33-42

¹³Ye, Z. (2015). Nutritional Research, 35, 393-400

¹⁴Fernandez-Raudales, D. (2018). J. FNS., 9, 751-762

¹⁵Melofeed Supports Dogs' Antioxidant Status During Intense Physical Activity. Ecole Nationale Vétérinaire de Maison Alfort (EnvA - France), 2018. Susca, DVM PhD F. Primary and Secondary Antioxidantes. Benefits for Pets.

¹⁶MOOSAVI (2017) Iran J Public Health. 46(9): 1176–1183.



Why ADM?

As pet parents continue to prioritize and proactively seek to enhance their pets' health, ADM is leading the way with its expansive portfolio of microbiome solutions to support pet wellness.

Extensive Knowledge

ADM's veterinarians and nutrition scientists possess a deep understanding of the microbiome in pets and the significant role a healthy gut plays in the holistic wellbeing of our pets.

Science-Backed Solutions

Our prebiotic, probiotic, and postbiotics ingredients and enzymes are clinically studied and scientifically proven in both human and animal models to deliver effective wellness solutions for pets.

Understanding Today's Pet Parents

ADM's in-depth market research and analysis provides valuable insights into the preferences and concerns of today's discerning pet parents.

Custom, Turnkey Formulations

Our innovative formulations are flexible for use across a diverse range of applications that focus on pet health - from traditional supplements and soft chews to dental chew sticks and treats.

ADM is your go-to partner for navigating your brand's pet wellness challenges. Contact your regional sales representative to learn more about the products that are applicable to your region.



Let's Collaborate.

Contact us to learn how you can provide pet parents with the science-backed products they desire for their pets. petnutrition@adm.com

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