

GASTROENTERITIS

Gastroenteritis is an inflammation of the mucous membrane of the stomach and intestines. Diarrhea and vomiting are two of the most common signs of gastroenteritis. Other signs may include loss of appetite, excess gas or difficulty swallowing — even weight loss or dehydration.

WHAT CAUSES GASTROENTERITIS?

Some of the more common causes of gastroenteritis include:

- Eating inappropriate food or material (for example, getting into the garbage).
- An abrupt change in diet.
- Food allergy.
- Parasites such as hookworms, roundworms, whipworms or giardia.
- Antibiotic therapy. Some antibiotics kill not only harmful bacteria, as they should, but also the normal, helpful bacteria in your pet's intestine. This imbalance may result in diarrhea.
- Bacterial, viral or fungal infections.

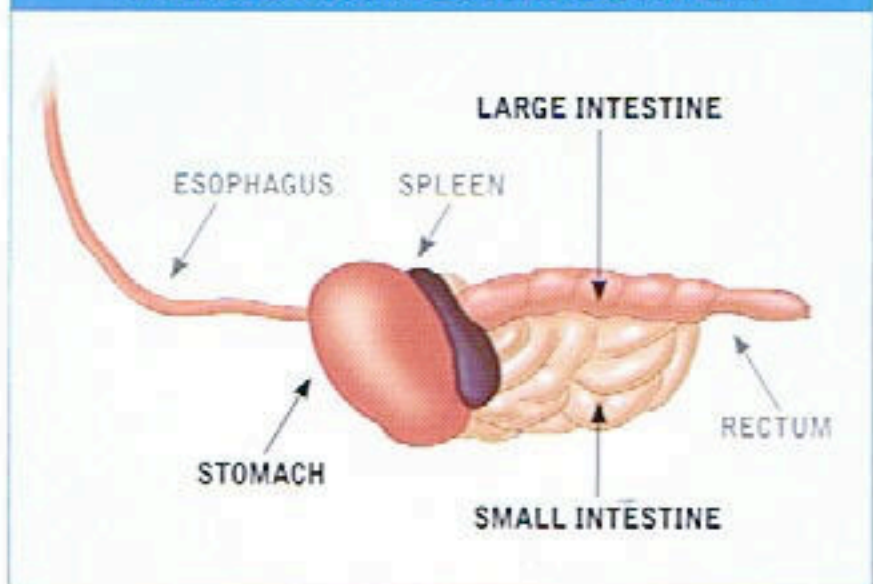
HOW CAN I REDUCE THE RISK THAT MY PET WILL GET GASTROENTERITIS?

- Bring your pet in for regular fecal checkups with your veterinarian.
- Keep garbage and other ingestible materials away from your pet.
- Keep an eye on your pet — and what he or she eats — while outdoors.
- When changing diets, transition gradually by adding increasing amounts of the new diet and decreasing amounts of the old.

HOW IS GASTROENTERITIS MANAGED?

The management of your pet's condition will depend upon its severity. If your pet is dehydrated, fluid therapy may be required. If your pet is vomiting frequently, your veterinarian may recommend withholding food and/or water for 12 to 24 hours. In addition, a therapeutic food specifically formulated to support

THE GASTROINTESTINAL SYSTEM



Gastroenteritis is an inflammation of the stomach and intestines, which can lead to diarrhea and vomiting.

a healthy gastrointestinal (GI) system may be prescribed. **Purina Veterinary Diets® EN Gastroenteric® Canine and Feline Formulas** are formulated specifically to help your dog or cat recover from GI upset and get your pet on a healthier path.

Your veterinarian may also recommend probiotic supplements to help restore the natural balance of microflora in the intestine that is disrupted by GI illness. **Purina Veterinary Diets® FortiFlora® Canine and Feline Nutritional Supplements** provide an easy way to give your pet a daily dose of a probiotic. Simply sprinkle one packet on food once a day to help restore intestinal microflora balance, manage diarrhea and support ongoing immune system health.

Consult your veterinarian about specific questions you have regarding your pet's health, and be sure to follow his or her instructions.

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