



GASTRO-ENTEROLOGY

Fiberact®: blond psyllium* to support their intestinal transit



A proven activity to facilitate **the evacuation of stools** and promote the **evacuation of hairballs**



Fast and visible effects in less than **4 days for more than 90% of dogs and cats**⁶



Easy-to-give product for **70% of cat owners and 82% of dog owners**⁶

*Blond psyllium integument powder (*Plantago ovata*)



Fiberact®: to support the intestinal tract

Blond psyllium* rich in non-fermentable soluble fibers which regulates intestinal transit

Blond psyllium* can absorb till 40 times its weight in water¹

Soluble fibers which:

attract water, dissolving into a gel-like substance, that is not absorbed during digestion which enables animals to:



Regulate bowel movements in the small and in the large intestine

The increase of the faecal bulk encourages peristalsis²



Ease stools passing

The decrease in the intraluminal pressure increases the colonic contractions and the frequency of defaecations²

Interest in case of slow transit in cats³

Study: 2 sub-groups of cats with difficulties in passing stools (15 cats and 51 cats) have received a diet enriched with psyllium for a 2-month period

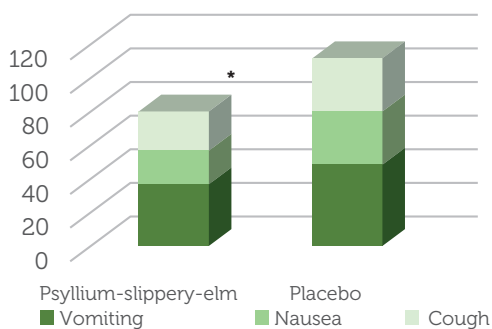
Result: a clinical benefit in the majority of cats (93% and 82%) and a significant decrease ($p < 0.001$) of the stool retention was observed in the 2 sub-groups



Reduce hairballs

Assists in the management of trichobezoars in cats⁴

Number of clinical signs linked to hairballs following 14 days of supplementation⁴



- Study involving 24 cats with hairballs: 12 cats received a diet containing psyllium and slippery elm and 12 cats received a placebo diet for a 2-weeks period

- Statistically significant decrease of clinical signs in the psyllium-slippery elm group is observed versus the placebo group ($p < 0.05$)



The diet containing psyllium enabled a significant reduction of the signs of trichobezoars⁴

thanks to their capacity to bind water, they benefit cases of loose stools⁵ and enhance stool consistency

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1. EMA, J. Wiesner et B. Merz, Assessment report on *Plantago ovata* Forsk., seminis tegumentum, European medicines agency, EMA/HMPC/199775/2012, London, 2013a.

2. Madgulkar A et al. Characterization of psyllium (*Plantago ovata*) polysaccharide and its uses. Polysaccharides. 2014. https://doi.org/10.1007/978-3-319-03751-6_49-1.

3. Freiche V et al. Uncontrolled study assessing the impact of a psyllium-enriched extruded dry diet on faecal consistency in cats with constipation. J Feline Med Surg. 2011 Dec;13(12):903-11.

4. Dann JR et al. A potential nutritional prophylactic for the reduction of feline hairball symptoms. J Nutr. 2004;134(8):2124S-2125S.

5. Alves JC et al. The use of soluble fibre for the management of chronic idiopathic large bowel diarrhoea in police working dogs. BMC Vet Res. 2021;17:100.

6. Muller S et al. Efficacy of organic blond psyllium husk powder to improve digestive transit and stool consistency: a pet-owners survey. 17th International veterinary Congress, Roma, Italy, 2022, August 1-2.

2022
study

Fiberact® reduces the signs associated with difficulties in passing stools in dogs and cats⁶

Materials and methods



Faecal scoring of 4 or 5/5

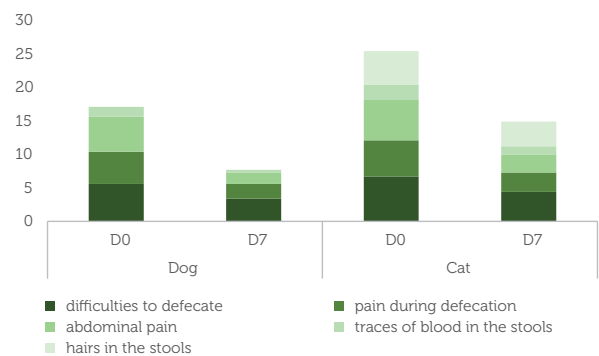
(clearly defined shape with visible cracks or hard, dry, crumbly stool, difficult to pass)

Fiberact® (2 g per 10 kg bodyweight) once daily for 7 days

Results

- visible response in less than 4 days for more than 90% of the animals
- statistically significant reduction of the slow transit signs ($p < 0.05$)
- easy-to-give for 82% of dog owners and 70% of cat owners

Evolution of the clinical signs in dogs and cats with slow transit following the oral supplementation of psyllium



When to recommend Fiberact® ?

- Support intestinal transit in cases of slow transit (low-fiber diet, stress, obesity, lack of exercise, anal sac disorder...) or hard stools
- Help to reduce hairballs, or limit the formation of hairballs during moulting in cats
- Contribute to enhance the consistency of the stools when they are loose



Why to recommend Fiberact® ?



A proven activity

- regulate the intestinal transit in case of hard or soft feces
- help to evacuate hairballs



Convenient

- easy to measure powder
- easy-to-give product



Fast effect

- fast and visible clinical benefit
- no need to change the animal's current diet

Our mission

To promote the health and well-being of pets through innovative **solutions** in harmony with humans and nature.



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