

COMPANION



PLASMA FUNCTIONAL PROTEINS:
THE WHOLE BODY HEALTH SOLUTION



Inflammation & Aging

Aging is a natural process for us and our pets and much of the impact on our bodies is caused by inflammation. Inflammation is more than sore joints. When stress or chronic inflammation occurs, the whole body is affected down to the various tissue levels. Common impacts include:

- ✓ Changes in mobility
- ✓ Compromised intestinal health, digestion and absorption
- ✓ Reduced appetite leading to malnutrition and inflammation
- ✓ Reduced cognitive function
- ✓ Loss of muscle mass and strength

Maintaining a healthy diet can support the immune system and healthy aging.

INFLAMMATORY CELLS



Contribute to a cascading of events in other tissues.

BRAIN



Increased immune response stimulates neurodegeneration cascade.

GUT HEALTH



Inflammation reduces absorption & intestinal integrity leading to malnutrition.

LIVER



Inflammation increases liver acute phase protein synthesis.

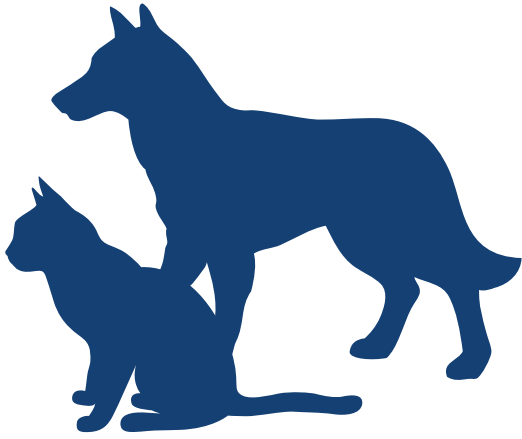
ADIPOSE TISSUE



Chronic inflammation can lead to insulin resistance and obesity.

IMMUNE SYSTEM AGING

Immune system aging is associated with Immunosenescence (insufficiency) and inflammaging (over-reaction), which results in immune dysfunction such as inability to respond to infection, diminished vaccine response, and general immune insufficiency (Thomas et al, 2020). Inflammaging is low-grade chronic inflammation or described as self-reacting in older animals and results in potentially negative systemic or chronic inflammation.



*Demonstrated benefits
for aging pets.*

E



Inflammation
insulin
and

MUSCLE



Inflammation
accelerates muscle
degradation resulting
in reduced muscle
mass.

JOINTS &
BONES



Inflammation speeds
bone loss and
impacts soft tissue
leading to decreased
mobility.

Plasma: A whole body health ingredient

Finding holistic methods to support normal immune and inflammatory responses is important to keeping animals healthy and enjoying a long life.

Plasma is a natural ingredient backed by decades of research that demonstrates a proven whole body effect, attacking inflammation at the source. Consumed orally, the functional proteins in plasma don't interfere with the body's natural immune response to inflammation, but instead they help the immune system to respond more quickly and efficiently.

Plasma contains a complex mixture of functional proteins including:

- ✓ Transferrin = binds iron
- ✓ Lysozymes = attacks bacteria
- ✓ Growth Factors = repairs cells
- ✓ Cytokines = anti or pro inflammatory
- ✓ IgG = binds toxins and pathogens

Plasma has multiple actions on animals, but in simple terms, oral consumption of plasma helps the immune system respond to challenges more quickly and efficiently. The effects of plasma are systemic, meaning it affects the entire immune system and has a broad and sustained effect on efficiency of the total body immune system response to stress.



RESULTS YOU CAN SEE

COGNITIVE FUNCTION



Helps prevent cognitive decline associated with aging

- ✓ Improves both short-term and long-term memory
- ✓ Improves cognition
- ✓ Improves social interactions
- ✓ Improves behavior
- ✓ Reduces anxiety

What you can say: Improves the social interactions and behavior of an aging pet.

DIGESTIVE HEALTH



Reduces malnutrition and improves absorption

- ✓ Helps maintain normal gastrointestinal function and gut barrier integrity
- ✓ Reduces digestive upset
- ✓ Improves digestibility
- ✓ Improves nutrient absorption
- ✓ Reduces fecal output and improves consistency

What you can say: Proven to maintain normal intestinal health during periods of stress.

MUSCLE



Maintains muscle mass and protects against aches and pains that impact mobility

- ✓ Improves lean tissue deposition
- ✓ Improves performance
- ✓ Improves range of motion
- ✓ Improves ease of movement or mobility

What you can say: Aids in mobility for aging pets.

SKIN & COAT



Proper utilization of high quality protein

- ✓ Promotes Healthy Hair Coat
- ✓ Promotes Healthy Skin

What you can say: Promotes a healthy hair coat and skin in aging pets.

For additional information, contact the Sales or Technical Service teams.

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