

MULTIVA® Hairball



Dermatological and Laxative Supplement Formulated in Highly Palatable Chews for the Prevention and Elimination of Trichobezoars in Cats

Data Sheet

Active ingredients (per chew):

Biotin	13 mcg
Lecithin	60 mg
Omega-3	15 mg
Omega-6	75 mg
Zinc	0,2 mg
<i>Plantago ovata</i>	25 mg
<i>Vaccinium macrocarpon</i>	12.5 mg



Composition (in descending order): Brewer's yeast, chicken liver hydrolyzate, glycerin, safflower oil, whey, soya lecithin, psyllium husk, linseed oil, maltodextrin, calcium sulphate, cranberry extract.

Additives (per kg): Trace elements - E6 Zinc (zinc chelate of amino acids): 133.33 mg. Vitamins - Biotin 8.67 mg.

Analytical constituents: Crude protein 28.60%; crude oils and fats 10.82%; crude fibre 2.61%; ash 9.99%; moisture 12.18%.

Properties and mechanism of action:

- Biotin, Zinc, Omega-3, Omega-6 and Lecithin are key factors for the production of collagen and keratin, the structural proteins in skin and hair.
 - **Biotin** is a water soluble vitamin in the B-vitamin group. Biotin plays a key role in the synthesis of keratin, the main structural protein in the epidermis, present in skin and hair. Long term Biotin supplementation improves the quality and, possibly, the speed of hair growth.
 - **Zinc** is involved in the synthesis of keratin and collagen, which are important for healthy skin and hair follicles.
 - **Omega-3 and 6** are vital for maintaining the structure and function of the skin. Omega-3 have anti-inflammatory properties and are useful for the management of allergic-type dermatological conditions (atopy), dry or irritated skin, etc. Among the Omega-6, linoleic acid is responsible for maintaining the permeability of the cutaneous barrier (hydration) and arachidonic acid regulates epidermal proliferation; prolonged deficiency causes alopecia and other skin disorders.
 - **Lecithin** provides the skin with hydration and elasticity. Healthy skin directly influences the strength and growth of hair. Lecithin deficiencies can lead to loss of skin elasticity, dryness and flaking; in hair they increase knots, discolouration, the hair loss is greater and growth is poorer.
- **Psyllium** comes from the cuticle of the *Plantago ovata* seed, a plant which is very rich in fibre (85% soluble fibre) and mucilage, which give it its digestive properties. This fibre has a unique structure of polysaccharides which makes it resistant to digestion and absorption in the stomach and small intestine, as well as to bacterial fermentation in the colon. Once in the digestive tract, Psyllium absorbs a large quantity of water and forms a gelatinous mass which hydrates and reduces the viscosity of faeces and increases the volume thereof. The viscosity of faeces is greatly affected by the quantity of water in the faecal content. The high water retention capacity of *Plantago ovata*, up to 40 times its weight, greatly reduces the viscosity of faeces. Consequently, there is less resistance resulting in faster transit. Psyllium also increases faecal mass (up to 3.7 g per gram consumed) and, therefore, the tension of the intestinal wall, stimulating peristalsis and thereby reducing constipation. At the same time the mucilage



Features

Multiple action innovative formula:

- Keeps skin and hair in optimal condition, prevents excessive hair loss and the formation of hairballs.
- Laxative action that facilitates the expulsion of ingested hair.
- Improves digestive system function and fights constipation.
- Prevents the frequent urinary tract disorders in cats.

Safe - no side effects from the products based on mineral oils.

Highly palatable chews - Facilitate daily intake.

Suitable for all ages and breeds.



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forms a lubricating layer around the wall of the intestine to facilitate the transit of intestinal contents without irritating the mucosa.

- **Cranberry (*Vaccinium macrocarpon*)** acidifies the urine, thus increasing the solubility of struvite uroliths, thereby avoiding their formation and aggregation. Its acidifying capacity (it contains malic acid, citric acid and quinic acid) gives it additional antiseptic properties. It also contains proanthocyanidins that reduce the ability of pathogenic bacteria to adhere to the epithelium of the urinary tract, thus reducing urinary tract infections. Can also be used as a urinary deodoriser by neutralising the ammonia.

Indications: The main indication is the prevention and elimination of hairballs (trichobezoars) by two mechanisms: 1) Dermatological action, which prevents excessive hair loss, and 2) Laxative action, which facilitates the expulsion of ingested hair.

Also indicated, because of the laxative action of Psyllium, for the management of chronic constipation or in situations where easy defecation with soft stools is desirable (painful defecation after surgery, tears or wounds, etc.).

Additionally, because of the acidifying and antimicrobial action of cranberries, it helps prevent and control lower urinary tract conditions (FLUTD, struvite uroliths and urinary tract infections).

Target species: Cats.

Safety: MULTIVA® Hairball is a very safe product with no side effects.

Other products contain laxatives such as paraffin or Vaseline (petroleum oils) whose frequent use may disrupt normal digestion in cats, decrease the absorption of vitamins A, D, E and K and, in the long term, could lead to a deficiency in these vitamins. High doses of Vaseline or paraffin may cause loose stools or diarrhoea.

Dosage:

- Prevention (trichobezoars, chronic constipation and urinary tract conditions): 2 chews, once a day or divided into two separate doses (morning and evening).
- Elimination of trichobezoars: 4 chews, twice a day for 2-4 days.

Warnings: VetNova is a pioneer in the development of Chews technology to facilitate administration of supplements to cats and dogs. Unlike tablets, capsules, etc. which are administered in a "forced" manner to the mouth to ensure the product is taken, Chews should be administered freely in the pet's bowl and the pet left to take them voluntarily. Some shy cats and dogs may need a longer time to fully accept them, but once they do the daily intake is easier and more satisfactory. The following strategies can be used during the first week to facilitate initial acceptance: 1) Reduce the dose and gradually increase it, 2) Divide the daily dose into two separate doses (morning and evening), 3) Crush the chew and mix it with malt (cats), pate or any food which the pet enjoys, etc.

Keep the container tightly closed in a cool, dry place away from direct sunlight and out of reach of children and animals.

Presentation: 45 Chews.

Supporting materials:

- Owner's brochure.
- Shelf display holder for owner's brochure.
- Compilation of abstracts from published research articles.
- Selling tips (Spanish).



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If you are interested in any of the articles listed, please do not hesitate to request them through the following contacts: vetnova@vetnova.net, +34 918 440 273, or your VetNova or Distributor Sales Representative.



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