



RETAIL TRAINING GUIDE



Thank you for taking the time to read this training guide, which has been specifically created as a support tool for our retailers and their staff.

Here are Proflax our ethos is simple; to provide effective, quality products that will support the health and wellbeing of as many dogs and cats as possible.

Throughout this guide we will help you understand why it is necessary to supplement, why we use the ingredients that we do and how you can effectively match Proflax products to your customers.

We hope you find this guide useful; please remember that we are here to help and if you require further clarification on anything in this guide, please don't hesitate to get in touch.

Thanks
Sam & the Proflax Team

COURSE OUTLINE

LESSON 1

Why supplement?
'Complete foods'
- do I need to supplement?
Benefits of Proflax
What makes Proflax
different to other
supplements

LESSON 2

Fats/Oils

LESSON 3

Herbs

LESSON 4

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Fish Oil Range

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KEEP OFF ME!
All about the bugs

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What makes ours
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FAQ's

Proflax
— natural —

WHY SUPPLEMENT?

DIET ALONE IS NOT ENOUGH!

Supplementing should match your pets' individual needs. The Proflax range with its fresh, natural, raw and unprocessed ingredients ensures optimal health and wellness throughout every stage of your pets' life. Here are just a few reasons that we should be supplementing.

- To provide vital nutrients - foods lack or have a lesser amount of nutrients due to processing/cooking/freezing. Proflax supplements provide these nutrients; essential trace vitamins & minerals from raw unprocessed ingredients
- To support certain breeds who are predisposed to specific health conditions
- To support both emotional as well as physical health, thus applying holistic principles
- To provide essential fatty acids - critical for cell renewal, cognitive function and absorbing food effectively (to name a few benefits!)
- To aid detoxification - pollutants in food and environment can cause problems/conditions
- To maintain core health; being the immune & digestive systems
- To support all life stages; after pups, illness, op, accident, puppyhood, senior years etc
- To provide the extra support necessary for working dogs (gaming/sports)

'COMPLETE' FOODS

IS IT NECESSARY TO SUPPLEMENT?

The question is often asked!

Why would I need to add a supplement to a 'complete' food when it already contains extra ingredients such as herbs/botanicals/oils/added support (for bones/joints/skin/gut)?

Most complete foods, whether dry, tinned or raw, contain only 0.5 - 5% herbs, oils and supplemental ingredients. If you are wishing to support specific aspects of health & wellbeing, a much higher percentage of these ingredients are required to give genuine therapeutic benefits.

Plus, any type of processing reduces the therapeutic effects of herbs, botanicals and oils, so heating, freezing, light or air will affect their integrity by up to 60%.

The main question to ask is does the complete food provide total support of the condition or lifestyle of the dog?

The answer is that most complete foods will not provide the same level of support as adding a quality supplement such as Proflax.



BENEFITS OF PROFLAX

- Offers genuine therapeutic benefits; oil based products contain 75% fresh, human food grade flax or fish oil and 25% vet formulated blend of herbal tinctures. Powder products are 100% natural with no fillers
- The range supports all aspects of health for every life stage
- All oil products contain either flax or fish oil which are essential fatty acids (PUFA's). Critical to be added to dogs diet as they cannot make them themselves or be found in dog foods in the amount necessary to support good health.
- Both our flax and fish oil are human food/culinary grade. Fish oil is FOS approved and third party tested. The mix of ingredients avoids rancidity
- Holistic - supports both physical and emotional health and wellbeing
- All blends include adaptogenic support herbs which means that they will 'support your dog's ability to adjust, adapt and recalibrate itself depending on its emotional and physical surroundings'. You will see some of the same support herbs used in various Proflax products
- Packed with antioxidants which support cellular health, immunity, and help detoxification.

BENEFITS OF PROFLAX

- Herbal blends in all products have been formulated by UK holistic vets
- 100% natural, no chemicals, pesticides, additives or fillers
- British sourced and approved
- Fully traceable ingredients
- Sustainably sourced
- Independently tested and approved by a DEFRA approved laboratory for quality and purity
- **FAST ACTING!** Health benefits seen in as little as 5 - 7 days
- Ready blended so takes the headache out of understanding which oils/herbs to feed to produce the desired result. Just shake and feed over any food type!



PROFLAX

WHAT MAKES PROFLAX DIFFERENT FROM OTHER SUPPLEMENTS?

- Liquid supplements - easy to feed. Just shake and pour over food once daily
- 100% natural - chemical and pesticide free. Ethically sourced ingredients
- Each product supports multiple aspects of health, not just the specific condition
- Whopping 25% concentrated herbal tincture blends go into all oil-based products providing genuine therapeutic health benefits
- Contain trace vitamins & minerals = nutritionally supportive
- Oils contain 75% human grade flax or fish oils; cold pressed culinary grade DEFRA approved flax oil and FOS ethically sourced fish oil. These oils are 'essential fatty acids' and are vital to maintain the health of all biological systems. Oils are vital for good health!
- Fully traceable ingredients
- Holistic formulas supporting both physical and emotional health & wellbeing
- Herbal blends have been formulated with all life stages in mind
- Vet formulated
- Fast acting - see health benefits in a matter of days
- Professionally ready blended - makes the headache out of which herbs and oils are needed to support specific condition
- British made

FAT - WHICH TO CHOOSE?

Fats come in all forms, mainly known as saturated and polyunsaturated fats (PUFA's). The latter are known as essential fatty acids (EFA's), or 'good' fats, which are needed in any animals' diet to maintain optimal health and wellbeing. EFA's cannot be made by the body so need to be supplemented in the diet. Two types of EFA's are plant oils such as flaxseed oil and fish oils. Fats are one of the most important ingredients in a dog's diet. The combination of types of fats a dog needs to keep them in good health is a fine balance and when these fats are out of balance, inflammation and health problems can occur. Fat provides energy. It forms the membranes of all the body's cells and helps the body to absorb fat soluble vitamins A, D, E and K, controls hormones and plays a huge role in keeping inflammation at bay.

PUFAs are divided into two main types: Omega 3 and Omega 6.

Omega 3 fats include alpha-linolenic acid (ALA), eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA). Omega 3 ALA can be found in plant oils such as flaxseed oil and EPA and DHA can be found in fish oil.

Omega 6 fats include linoleic acid (LA) and arachidonic acid (AA). Flaxseed oil contains Omega 6 LA. Fish oil does not contain any Omega 6.

Omega 3 & 6 fats have the ability to control hormones. They have different roles and both types of fat are an important part of your dogs diet.

Omega 6 fats produce hormones that increase inflammation, which is an important part of the immune response. They also help with blood clotting and cell growth. Not all Omega 6 is bad it is about balance.

The hormones produced by Omega 3 fats also control the immune system and work alongside the omega 6 fats in an antagonistic manner. So a balance between both is critical for a healthy immune system.

Which PUFA does your dog need?

Your dog needs both types of PUFA's in order to balance hormones, keep the immune system functioning efficiently, aid cell renewal and support the health of all organs and their functions.

HOW TO BALANCE FATS

Different types of protein call for more Omega 3 or Omega 6. Below explains.

Chicken/Pork/any grain fed animal is higher in Omega 6 but contains less Omega 3 so add a fish oil supplement daily. (*Omega range*)

Any grass fed animal i.e. beef, lamb or goat are a better choice as the levels of Omega 3 are much higher (2 to 4 times more than chicken) so feed more flaxseed oil and occasionally feed fish oil. (*Mainly Flax range plus Omega range*)

Fish is high in Omega 3 but contains no Omega 6 so add a flaxseed oil supplement daily. (*Flax range*)

If you feed your dog a commercial dog food, it will likely be quite high in Omega 6 so add a fish oil supplement daily to kibble every time! (*Omega range*)

FLAXSEED OIL

WE USE ONLY THE FINEST FLAXSEED OIL!

- Cold pressed, culinary, human food grade
- Traceable - grown on UK DEFRA, Red Tractor approved farms
- no chemicals or pesticides
- Vegan
- Contains 60% Omega 3 ALA (alpha linolenic acid)
and 16% Omega 6 LA (Linoleic Acid)
- Modulates blood pressure, aids cell renewal (ALA)
- Aids healthy growth and reproduction (LA)
- Aids the absorption of nutrients (A,D,E,K)
- Balances diets high in Omega 6



OMEGA 3 FISH OIL

So when it comes to fish oil there is a vast range available on the market, here at Proflax we have chosen to offer a fish oil that is a little different.

Firstly, ours does not contain salmon oil we use a mix of human food grade Sardine, Anchovy, Mackerel, Herring & Tuna.

Here is a quick guide to our oil.

- Ethically sourced, human food grade
- Traceable
- Contains 15% EPA (Eicosapentaenoic acid) and 10% DHA (docosahexaenoic acid)
- Supports brain & eye function
- Supports a healthy immune system
- Balances diets high in Omega 6 (dried commercial diets/poultry)
- **NOT A SALMON OIL!**



WHY WE DON'T USE PLAIN SALMON OIL?

- **Huge differences in quality**
- **Toxic load - whether wild or farmed. Can contain arsenic, lead and mercury**
- **Cheap versions do not provide an adequate level of nutrients**
- **Good quality salmon oil is unsustainable**
- **Oil alone goes rancid quickly**

HERBS

THEIR EFFECTIVENESS & WHY WE USE TINCTURES

In this section we discuss why we have chosen the specific herbal ingredients that we have and how these herbs are beneficial to your dogs health and wellbeing, both on a physical and emotional level – the truly holistic approach.

We choose to use herbal tinctures over dried herbs because the effectiveness of the phytochemicals found in herbs are much more powerful when in tincture form. All of the blends include 'adaptogenic' herbs which are explained later in this document.

When it comes to herbs it is important to remember that they are not all equal. Quality can vary from herb to herb depending on where they are grown and how they are stored/extracted.



HERBS - DRIED v TINCTURE

Integrative health professional Dr Rawls is an expert in herbal medicine. He states the following.

Dried herbs are generally not standardized, meaning they haven't been tested to determine how much of certain chemical components they contain. This makes it hard to judge their quality and potency.

Dried herbs also have some indigestible plant fiber and less active phytochemicals than herbal tinctures. As a result, you won't absorb everything and it's less potent, so you'll likely need to take a lot more of the dried herb to see a health benefit.

Tinctures are in their natural active state and highly concentrated so only a small amount are needed. They enter the bloodstream immediately so benefits can be noticed quicker than dried, processed herbs.

Proflax only use herbal tinctures in their oil based products which are of human food 'practitioner' grade quality. All herbal blends have been formulated by a holistic vet for their safety and efficacy. The farms we use are cGMP licensed and have wide accreditation, certification and membership (NIMH, EHGA & BHMA)

ADAPTOGENS - WHAT ARE THEY?

The term adaptogen was introduced into scientific literature by Russian toxicologist Nikolay Lazarev in 1957 to refer to 'substances that increase the state of non-specific resistance' in stress. Broadly, an adaptogen must have the four 'N's

NOURISHING

bring nutritive strength

NORMALISING

raise what is low and lower what is high (eg energy, stress)

NON-SPECIFIC

act on multiple parts of the body at the same time (body/mind)

NON-TOXIC

be completely safe when used over extended periods of time.

ADAPTOGENS IN HERBS - THE BENEFITS

Adaptogenic herbs replenish the wellspring of health and vitality. Benefits include.

IMPROVE OVERALL WELLBEING

INCREASE ENERGY & VITALITY

OPTIMIZE ORGAN FUNCTION

REDUCE STRESS RESPONSE

INCREASE INNER STRENGTH

IMPROVE BLOOD SUGAR LEVELS

OPTIMIZE PROTEIN SYNTHESIS

REDUCE INFLAMMATORY CORTISOL LEVELS

IMPROVE CHOLESTEROL RATIOS

REGULATE HORMONE BALANCE

All of the Proflax range contain adaptogenic herbs. This is to allow the products to balance mind as well as body, thus focusing on the holistic principle.

PROFLAX CORE 'SUPPORT' HERBS

We talked earlier about the core range of herbs that we include within our range we include, here is that list.

Liquorice Root - An adaptogenic herb that supports the immune system, helps to reduce stress, aids respiration and digestion. Used in all but one of our flax oil formulas

Withania - An adaptogenic herb that has calming/relaxing properties. It supports the immune system and is a fantastic muscle relaxant thus aids mobility. A powerful anti-oxidant that has a positive effect on blood cells

Gotu Kola (Hydrocotyle Asiatica) - This power house adaptogenic herb aids circulation and collagen production, supports a healthy nervous system, veins and blood vessels. Keeps ligaments and cartilage healthy and strong. Packed with calcium, manganese, potassium, selenium and vitamins B & C

Dandelion - Supports liver, kidney, gallbladder and digestive health. A powerful cleanser. A powerhouse herb with the richest source of β -carotene, from which vitamin A is created. Especially rich in fiber, potassium, iron, calcium, magnesium, phosphorous, K,B & C vitamins (especially thiamine and riboflavin).

Milk Thistle - An adaptogenic herb that has fantastic antioxidant & cleansing properties. Supports the health of the kidneys, nervous system and brain

Astragalus - An adaptogenic herb that supports good energy & stamina & supports a healthy metabolism. Contains flavonoids and polysaccharides

Support herbs are used to underpin core aspects of health aside from the condition the product is designed to specifically help with.

FLAXSEED OIL RANGE BENEFITS

- **75% culinary grade flaxseed oil**
- **25% concentrated herbal tincture blends**
- **Vet approved**
- **High in Omega 3 (60%)**
- **Balances diets low in PUFA's**
(polyunsaturated fatty acids)
- **Ideal for dogs with fish allergies**
- **Vegan**
- **Fast acting**
- **100% natural**
- **British produced**
- **100% pure - no pesticides or chemicals**

There are 10 products in the flax oil range that are designed to support dogs through all life stages and help with all aspects of health and wellbeing, addressing specific health conditions.

This document gives a breakdown of each product to make it easier for you to be able to match the product to your customer and their dogs.

BONE AND JOINT
CALM AND COLLECTED
GOLDEN OLDIES
HEALTHY HEART
IMMUNITY AND VITALITY
KIDNEY CARE
LIVER LOVE
PUPPY POWER
SKIN AND COAT
MOODY BITCH

BONE & JOINT

KEY BENEFITS

Supports bone health

Keeps joints and ligaments strong & healthy

Aids circulation

Promotes relaxation

Natural pain reliever

HERBAL INGREDIENTS

Boswellia: Supports healthy bones & joints. Aids digestion and respiration. A powerful antioxidant. Provides additional support alongside of Turmeric.

Ginger: Supports bone density and circulation.

Turmeric: Contains a mix of phenolics known as curcumin which is a fantastic anti-inflammatory agent Aids bone density and digestion, help to maintain cardio function and is a fantastic cleanser.

FROM THE CORE RANGE:

Withania, Dandelion, Gotu Kola & Liquorice Root

Osteo/arthritis
type conditions

Injury/accident

Sports prep/recovery

Dysplasia/luxation

Reduces inflammation

Breed predisposed
- preventative



CALM & COLLECTED

KEY BENEFITS

Calming and relaxing – non drowsy
Aids concentration & focus
Aids recovery after activity
Supports the musculoskeletal system
Ideal for working/sports dogs

HERBAL INGREDIENTS

Skullcap (lateriflora): Relaxing & calming
Chamomile: Relaxing, calming and soothing, Aids digestion.
Ginger: Supports a healthy circulatory system. Aids bone density and supports joint health.
Turmeric: Contains a mix of phenolics known as curcumin which is a fantastic anti-inflammatory agent Aids bone density and digestion, help to maintain cardio function and is a fantastic cleanser

FROM THE CORE RANGE:

Gotu Kola, Withania, Astragalus & Liquorice Root

Anxiety before
competition/working

Mind fog through
anxiety - gives clarity

General emotional
discord

Low level socialisation
/separation issues



GOLDEN OLDIES

KEY BENEFITS

Musculoskeletal support

Liver, kidney & brain

Nervous, circulatory & immune systems

Aids digestion

Natural pain reliever

Suitable for dogs 7+

HERBAL INGREDIENTS

Bacopa: A powerful adaptogen that aids focus & concentration. Calming. Supports a healthy nervous system.

Ganoderma Lucidum: An adaptogen that supports immune, liver & kidney health. A powerful antioxidant.

Boswellia: Supports healthy bones & joints. Aids digestion and respiration.

Hawthorn: An adaptogen that supports the heart and cardiovascular systems. Aids collagen production for healthy joints. Supports healthy circulation. A powerful bioflavonoid and antioxidant.

FROM THE CORE RANGE:

Withania, Dandelion & Liquorice Root

Osteo type conditions

Lack of memory
/concentration

Lack of energy

Organ support
(liver/kidneys/heart)

Improving appetite

Reduces inflammation

Overall coat condition



HEALTHY HEART

KEY BENEFITS

Supports healthy circulation

Supports the heart & cardiovascular system

Aids relaxation

Promotes energy

Improves respiration

HERBAL INGREDIENTS

Hawthorn: An adaptogen that supports the heart and cardiovascular systems. Aids collagen production for healthy joints. Supports a healthy circulatory system A powerful bioflavonoid and antioxidant.

Motherwort: A fantastic cardio-tonic, sedative and anti-spasmodic. Promotes calmness. Regulates blood pressure.

Tilia: Supports a healthy heart and aids relaxation.

Ginkgo: An adaptogenic herb that promotes calmness and relaxation. Provides energy. Supports nervous, circulatory and respiratory systems.

Yarrow: Supports optimal digestion, appetite, and circulation. Supports optimal liver function.

FROM THE CORE RANGE:

Astragalus & Liquorice Root

Heart conditions/diseases

Accident/trauma
to the heart

Stress/anxiety
affecting to heart

Breed predisposed
- preventative

Blood vessel
flow issues

Aids respiration

Increases energy



IMMUNITY & VITALITY

KEY BENEFITS

Supports a healthy, strong immune system

Improves energy

Relaxing

Regulates metabolism

Ideal for maintaining overall good health in adult dogs

HERBAL INGREDIENTS

Echinacea: A fabulous adaptogenic herb that supports a healthy immune system. Aids respiration.

Turmeric: Contains a mix of phenolics known as curcumin which is a fantastic anti-inflammatory agent Aids bone density and digestion, help to maintain cardio function and is a fantastic cleanser

FROM THE CORE RANGE:

Astragalus, Liquorice Root, Gotu Kola
Withania & Milk Thistle

Low immunity

Post illness, operation

After having pups

General support
of all biological
systems in adult dogs

Wellbeing (emotional)
support



KIDNEY CARE

KEY BENEFITS

Cleansing & balancing

Repairs & protects

Musculoskeletal support

Balances blood sugar levels

Reduces excess thirst

Provides energy

HERBAL INGREDIENTS

Horsetail: An effective diuretic. Supports the urinary tract, bladder and kidneys. Contains silica so beneficial to support bone health.

Pellitory of the Wall: Supports the urinary tract. Aids efficient detoxification of the kidneys.

Angelica Sinensis: Aids circulation and promotes effective blood flow to the kidneys. Supports renal function.

Reishi Mushrooms: Contain beta glucans (otherwise known as complex sugars) which help to support a healthy immune system. Supports healthy blood sugar levels and blood pressure. Provides immune support. Calming.

Cinnamon: Promotes a healthy appetite and aids circulation.

FROM THE CORE RANGE: Astragalus & Liquorice Root

Kidney related conditions/disorders

Raised protein levels

Accident/trauma to the kidneys

Lack of energy/appetite relating to kidneys

UTI infections

Balancing blood sugar levels



LIVER LOVE

KEY BENEFITS

Supports healthy liver function

Cleansing

Restorative

Improves digestion & gallbladder function

Supports healthy adrenal function

HERBAL INGREDIENTS

Yarrow: Supports optimal digestion, appetite, and circulation. Aids liver function

Yellow Dock: Cleansing and detoxifying. Aids digestion.

Artichoke: Aids bile flow and digestion and supports gallbladder function

Schizandra: An adaptogenic herb that promotes relaxation and calmness. Supports the adrenals, immune, circulatory & digestive systems

FROM THE CORE RANGE:

Liquorice Root, Milk Thistle & Dandelion

Liver conditions/disorders

High ALT markers

After medication/
anaesthetic

Yeast protocol
(alongside of gut repair
with Tummy Tastic)

Allergies relating to
toxic build up

Hot spots

Lymph cleanse thus
improves skin health

Diet transition period
(food allergies)

Periodic cleanse to
eliminate environmental
toxins (every 3-6 months
depending on environment)



SKIN & COAT

KEY BENEFITS

Promotes a healthy, thicker, shiner coat

Reduces moulting

Enhances colour pigment

Calms itching, biting & scratching

Soothes & nourishes sensitive skin

HERBAL INGREDIENTS

Nettle: Anti-fungal & anti-viral. A natural anti-histamine which helps to alleviate allergic symptoms. Improves circulation.

Sarsaparilla: Anti-inflammatory. A natural steroid. Supports the immune & digestive systems.

Chamomile: Promotes calmness and relaxation. Strengthens muscle tissues and reduces itchy inflamed skin.

Skullcap (Baicalensis): Promotes calmness without drowsiness. A natural analgesic and anti-histamine. Helps the efficiency of the liver by reducing toxins so promotes healthy skin.

Ginkgo: Reduces anxiety and increases energy. Aids a healthy nervous system and improves circulation. Reduces inflammation.

FROM THE CORE RANGE: Milk Thistle & Liquorice Root

Dry, flaky, itchy skin

Dry brittle coat

Pigment loss

Loss of fur

Reduces excessive moulting

Environmental allergies

Anxiety due to excessive scratching



PUPPY POWER

KEY BENEFITS

- Suitable for puppies aged 8 weeks to 18 months
- Supports the growth of bones, joints & ligaments
- Supports healthy nervous, digestive & immune systems
- Controls intestinal hygiene
- Keeps skin healthy
- Calming, thus aids training & socialisation

HERBAL INGREDIENTS

Nettle: Anti-fungal & anti-viral. A natural anti-histamine. Improves circulation

Chamomile: Promotes calmness and relaxation. Strengthens muscle tissues and reduces itchy inflamed skin

Turmeric: Contains curcumin which is a fantastic anti-inflammatory agent Aids bone density and digestion, help to maintain cardio function and is a fantastic cleanser

Marshmallow Root: Provides a protective and lubricating barrier in the gut. Keeps digestive, respiratory & urinary tract and skin healthy. Combats viral infections.

Calendula: Repels external parasites. Aids bacterial infections. Supports a healthy GI tract minimising yeasts, leaky gut & IBD. Anti-microbial & anti-viral.

Nervous system

Brain

Bones & joints

Skin & coat

Gut health

Calming; aids socialisation & training

Freshens breath

Fennel: A calmativ herb that improves appetite, expels gas, aids stomach cramping and intestinal colic.

Fenugreek: Supports bone health, aids digestion, keeps skin & coat healthy.

FROM THE CORE RANGE:
Gotu Kola



MOODY BITCH!

KEY BENEFITS

Balances hormone irregularity

Reduces moodiness

Minimises discomfort

Relaxing & calming

Nutritionally supportive

HERBAL INGREDIENTS

Raspberry Leaf: This amazing adaptogenic herb helps to ease whelping and can also help to prevent phantom pregnancies. Acts as a tonic to the uterus to help normalise seasons. Reduces moodiness or anxiety relating to seasons.

Passionflower: A fantastic adaptogenic soothing and calming herb. Helps to minimise anxiety and moodiness around seasons and reduces anxiety relating to pain or discomfort.

Chamomile: Helps to keep dogs calm & settled. Promote a healthy appetite and digestion.

Agnus Castus: Regulate abnormal/irregular cycles or hormonal imbalances. Helps to alleviate symptoms of PMS/ PMT. Increases dopamine activity to help promote a sense of happiness & wellbeing.

Reduces moodiness associated with Seasons

Balances hormone irregularity

Minimises discomfort

Relaxing & calming

Phantom pregnancies

Vervain: Has beneficial effects on abnormal cycles or menstruation. A calming nervine herb that helps to reduce anxiety, nervous tension and depression.

Cinnamon: Promotes a healthy appetite and aids circulation.

FROM THE CORE RANGE:
Dandelion





Proflax
natural

**THE ULTIMATE
OMEGA 3**
SUPERFOOD SUPPLEMENT FOR DOGS

OMEGA BOUNCE
FOR JOINT, LIVER & KIDNEY SUPPORT

Proflax
natural

**THE ULTIMATE
OMEGA 3**
SUPERFOOD SUPPLEMENT FOR DOGS

OMEGA VITAL
FOR SKIN, GUT & IMMUNE SUPPORT

Proflax
natural

**THE ULTIMATE
OMEGA 3**
SUPERFOOD SUPPLEMENT FOR DOGS

OMEGA CALM
FOR FOCUSED CANINE CALMNESS



OMEGA 3 RANGE BENEFITS

The Omega 3 range are fish oil based products. This range has been introduced as an alternative to our flaxseed oil range.

The fish that we use in our Omega 3 range consists of sustainably sourced premium, human food grade Sardine, Anchovy, Mackerel, Herring & Tuna (we do not use Salmon oil in any of our Omega 3 products).

Our Omega 3 range possess the same principles as our core flaxseed range, which is to offer high quality, natural, holistic and effective products which will support specific aspects of health and wellbeing. We have created 3 dog and one cat product to cover broader range of health benefits in the individual oils compared to the flax range which offers a targeted supplement.

The range has been created for customers wanting to feed a fish oil or omega 3 only product, or for those wanting to rebalance the higher levels of omega 6 that can be found in some dog foods, especially commercial dog food. It is also great for those wanting to rotate fish and flaxseed oil, which possess both omega 3 & 6 in the form of DHA, EPA, ALA & LA, all of which are beneficial in supporting optimal health and wellbeing.

We currently have 4 products in the Omega range, 3 for dogs and 1 for cats (*it's about time that cats got a bit of a look in!*)

The Omega 3 range for dogs has been created to offer support of the main key areas being musculoskeletal, calming, gut, skin & immune support.

- 1. OMEGA BOUNCE**
- 2. OMEGA CALM**
- 3. OMEGA VITAL**

The Omega 3 product for cats is called **FELINE FINE** and has been designed to offer general health and wellness support for cats over the age of 12 weeks old, focusing on respiration, kidneys and calming support.

OMEGA BOUNCE

KEY BENEFITS

Supports bone health

Keeps joints and ligaments strong & healthy

Aids circulation

Supports liver & kidney health

Natural pain reliever

HERBAL INGREDIENTS

Nettle: Keeps joints, muscles & cartilage healthy. Supports good circulation and kidney function. A rich source of minerals and vitamins.

Turmeric: Helps to support normal digestion and liver function. Aids mobility. A potent antioxidant.

Celery Seed: helps to cleanse the liver and kidneys and support joint health.

Meadowsweet: Supports the health of the gastrointestinal tract, particularly the stomach.

Ginger: Aids circulation and helps maintain the health of the joints. Aids bone density.

FROM THE CORE RANGE: Astragalus & Milk Thistle

Osteo/arthritis
type conditions

Injury/accident

Sports prep/recovery

Dysplasia/luxation

Additional liver/kidney
support

Breed predisposed
- preventative



OMEGA CALM

KEY BENEFITS

High level of calming support

Aids focus & concentration

Supports healthy immune & nervous systems

Promotes emotional balance

HERBAL INGREDIENTS

Valerian: A potent calming herb which can help to keep the sleep-wake cycle in good order, as well as helping to keep stress and nervousness at bay. It also helps to keep smooth muscles relaxed.

Bacopa: A brilliant adaptogen to help keep your dog calm and relaxed and decrease their response to stress. Supports good memory function and helps to keep the immune system healthy.

Passionflower: A calming and soothing herb which can help to stave off anxiety and improve sleep.

Lemon Balm: helps to support optimal brain function. This combination can help nervous dogs to concentrate and engage more, as well as help them keep relaxed.

Avena Sativa: A nervine herb which helps to keep the nervous system healthy. Helps to maintain optimal cognitive function.

Offer a high level of support for:
Nervous or anxious dogs

Reactive/barkers!

Noise sensitive:
fireworks/traffic etc

Behavioural issues:
destructive tendencies

Socialisation/
separation issues

FROM THE CORE RANGE:
Withania



OMEGA VITAL

KEY BENEFITS

Boosts the immune system

Cleansing

Probiotic to support a healthy digestive system

Supports healthy skin & coat

Calming & relaxing

Aids respiration

Promotes good energy & stamina

HERBAL INGREDIENTS

Nettle: Keeps joints, muscles & cartilage healthy. Supports good circulation and kidney function. Rich in tannins and Quercetin which keeps stools firm and skin itch free.

Skullcap Baicalensis: Supports the gut and skin. Promotes calmness and relaxation. Supports liver health.

Calendula: Repels external parasites. Aids bacterial infections. Supports a healthy GI tract minimising yeasts, leaky gut & IBD. Anti-microbial & anti-viral.

Marshmallow Root: Provides a protective and lubricating barrier in the gut. Keeps digestive, respiratory & urinary tract and skin healthy. Combats viral infections.

Dry, brittle coat

Dry flaky, itchy skin

Low immunity

Allergies due to poor gut & immune health

Eye conditions

Liver cleanse associated with allergies, gut and immune problems

FROM THE CORE RANGE:
Withania, Milk Thistle
& Liquorice root



FELINE FINE



Cats may need a little more encouragement to eat a supplement as they can be extremely fussy and suspicious of new food types.

If you have a fussy feline then we suggest feeding at the lower daily amount to start with and then increase to the recommended daily amount as the cat gets used to the taste and smell.

The daily feeding guide is between 0.5ml and 1ml for every 2 kg of cats weight. This can be split over two feeds per day, eg a 4kg cat would be fed 1 to 2ml per day, dependent upon the cats requirements.

Available in 100ml bottles only.

Supplied with pipette for easy feeding.

FELINE FINE

KEY BENEFITS

Supports the heart, kidneys & liver

Keeps the immune, digestive & circulatory systems healthy

Aids respiration

Relaxing & calming

HERBAL INGREDIENTS

Cordyceps: An adaptogenic herb that supports the health of the kidneys, liver and immune system. Aids optimal respiration. A powerful antioxidant

Angelica Sinensis: An adaptogenic herb that supports the heart, circulatory and immune systems. Supports optimal renal function.

Eleutherococcus: An adaptogenic herb that helps to keep the immune system strong and healthy.

Valerian: Has calming and relaxing properties. Improves palatability

Cinnamon: Promotes a healthy appetite and aids digestion. Contains iron, magnesium, zinc, mucilage and lots of volatile oils that give it its unique aromatic flavour, thus improving palatability.

Respiration

Kidney & heart support

Immune & digestive health

Promotes a healthy appetite

Calming

FROM THE CORE RANGE:
Astragalus & Milk Thistle



THE POWDERED RANGE

Whilst we love oil and believe that it should be included in all dogs' diets, there are a few things that just can't be added to an oil.

Proflax Tummy Tastic is a pre & probiotic mix that supports all aspects of digestive health. It contains live cultures and comes in powder form.

Tummy Tastic can be given on its own or alongside any of our oil based products either daily or every other day, depending on the level of support required.

Tummy Tastic is one of the only gut health products for dogs available in the UK that contains both pre & probiotics which doesn't contain animal derivatives. This makes it uniquely suited to all dogs with food intolerances as it is hypo-allergenic. It combines a powerhouse of ingredients to help support gut health and integrity.

The latest research shows that feeding a symbiotic like Tummy Tastic will help to improve the gut microbiome of animals. The microbiome is the largest organism in the dogs' body and has been linked to skin, brain, heart, kidney and liver functions.

For this reason, it is vital to include this in the diet of a dog that is off balance, this could be due to medication, illness or poor nutrition to name a few.



TUMMY TASTIC

KEY BENEFITS

Supports a healthy, balanced gut microbiome

Aids the absorption of nutrients

Supports a healthy, gurgly free tummy

Supports a healthy immune system

Cleanses any toxins from the gut wall

HERBAL INGREDIENTS

Slippery Elm: Supports a healthy stomach lining. High in fibre; keeps stools firm.

Fennel: Calming, keeps tummies gurgly free! A fantastic anti-spasmodic and anti-oxidant

Chamomile: Calming, nourishing and supports optimal digestive function.

Dandelion: A rich source of prebiotic fibre. Supports the liver and aids appetite & digestion. Aids the elimination of waste material.

Dried Chicory root extract (prebiotic fructooligosaccharide): supports the growth of probiotics, which help keep bad bacteria under control in your dog's gut! Prebiotics help to support digestion and nutrient absorption (especially minerals) and keep the immune system strong.

Gut issues: IBD, IBS, Colitis, Leaky Gut, Pancreatitis

Skin conditions

After antibiotics /medication to rebuild gut flora

Stress

Joint issues

After gut related illness/bugs etc

Mannanligosaccharides: Supports gut microflora balance.

ADDED PROBIOTICS:

Enterococcus faecium & Bacillus subtilis: aids digestion and helps to maintain a healthy mix of bacteria in the stomach.

100% Natural Clays: Montmorillonite & Sepiolite clays to aid the removal of toxins from the body. The clay acts as a great detoxifier and cleanser of the gut walls.



BOTTOMS UP

KEY BENEFITS

Soluble fibre to keep anal glands clear

Additional pre & probiotic support

A good source of Omega 6

Supports a healthy immune system

Cleansing

HERBAL INGREDIENTS

Psyllium Husk: High in soluble fibre. Aids optimal bowel health. Provides prebiotic support. Removes toxins and waste so has great cleansing properties.

Ground Linseed (flaxseed): A good source of soluble fibre and protein. Provides energy and keeps the immune & digestive systems strong. Contains lignans which support a healthy cardiovascular system. A good source of omega 6.

Dandelion Root: A fantastic prebiotic. Helps relieve upset stomachs, improves digestion and aids liver & gallbladder function. A powerhouse herb which is especially rich in fibre, potassium, iron, calcium, magnesium, phosphorous, K, B & C vitamins.

Supports healthy anal gland function

100% natural powder blend.



Marshmallow Root: Helps to heal and repair the gut by reducing inflammation and irritation. Anti viral and anti bacterial. Modulates blood sugar. Supports a healthy digestive and immune system.

KEEP OFF ME! Powder

KEY BENEFITS

Natural alternative to chemical treatments

Effectively repels fleas, ticks, mites and other external parasites

Aids digestion & respiration

Supports a healthy immune system

Keeps skin clear and healthy

Provides nutritional support, specifically Vitamin B complex from Brewers Yeast

Fast & effective

HERBAL INGREDIENTS

Brewers Yeast: rich source of Vitamin B complex (including niacin, riboflavin, thiamine and biotin), beta glucans, probiotics, protein & minerals.

Neem: Keeps bacteria, viruses and parasites away. Aids digestion. A fantastic blood detoxifier.

Garlic: aids digestion & intestinal hygiene, repels external parasites, supports a healthy immune & cardiovascular system.

A fabulous natural flea and tick repellent

No nasty chemicals

100% natural powder blend.

Powder alternative to Proflax Keep off Me! Tincture

Ginger: Aids digestion and packed with vitamins B5 & B6, potassium and manganese.

Lemon Balm: powerful citrus herb that repels parasites. Calming. Aids digestion.

Peppermint: Repels external and internal parasites. Supports healthy skin & circulation.



THE TINCTURE RANGE

Herbal tinctures by themselves are highly concentrated. Tinctures are much more efficacious than extracts which are diluted forms of tincture. Only a very small amount is needed to provide therapeutic effects.

Proflax currently have one tincture, Keep off Me!, which is a natural flea, tick & mite repellent.

A very small amount of 0.2ml to every 2kg of dogs weight is needed per day, which can be added to your dogs regular food, alongside of any other of the Proflax oils or powders.



KEEP OFF ME! Tincture

KEY BENEFITS

Natural alternative to chemical treatments

Effectively repels fleas, ticks, mites and other external parasites

Aids digestion & respiration

Supports a healthy immune system

Keeps skin clear and healthy

Provides nutritional support

Fast & effective

HERBAL INGREDIENTS

Neem: Keeps bacteria, viruses and parasites away. Aids digestion. A fantastic blood detoxifier.

Fenugreek: Supports intestinal hygiene and effectively repels parasites. Has antibiotic, antiseptic and anti-viral properties.

Garlic: aids digestion & intestinal hygiene, repels external parasites, supports a healthy immune & cardiovascular system.

Ginger: Aids digestion and packed with vitamins B5 & B6, potassium and manganese.

A Fabulous Natural Flea and Tick Repellent

No nasty chemicals

Only need a small amount

100% Herbal Tincture

Tincture alternative to Proflax Keep off Me! Powder

Lemon Balm: powerful citrus herb that repels parasites. Calming. Aids digestion.

Peppermint: Repels external and internal parasites. Supports healthy skin & circulation.

Seaweed (Fucus Ves): Provides nutritional support. Packed with trace minerals. Helps to keep skin clear & healthy.



STORAGE AND FEEDING



THESE ARE PROBABLY OUR TWO MOST ASKED QUESTIONS! “HOW DO I FEED AND HOW DO I STORE?”

Proflax oils have an 18 months entire shelf life. Powder products have a 12 months entire shelf life and tinctures have a 24 month entire shelf life. This gives plenty of time to sell the products without worry they will go out of date. Please note that products **must not** be stored/displayed in direct sunlight due to the nature of the ingredients.

Your customers may need to know the following:

- Oils - once the bottle is opened store in the fridge to maintain freshness. Recent testing (2022) has confirmed that the oils are now certified fresh for up to 12 weeks, providing storage conditions are adhered to.
- Shake the bottle of oil vigorously before adding to food to allow the herbs and oil to mix well.
- Recommended daily feeding amount for the oils is half the dogs weight in kg, e.g. 5ml for a 10kg dog. If the dog needs a little more support then the daily amount to feed can be increased to the same ml as the dogs weight, e.g. 10ml for a 10kg dog. This double dose can be given for approximately 5-7 days.
- Use one oil-based product per day. If using more than one oil product, alternate each product and feed on different days.
- Feed once daily, mixed with food or given orally just before food.
- Powders can be fed in the same day in a different meal to the oils. Powders must be stored in a dry, moisture free environment.
- Tinctures can be fed on the same day as either the oils or powders, in either meal.
- We recommend a 5 to 7 day break every 3 months for a single product, this is a great chance to swap out to another product. We recommend this to reduce the chance of the dog building up a tolerance to the product and therefore making them less effective.

MATCH PRODUCTS TO YOUR CUSTOMER

EVERY DOG IS DIFFERENT SO FIND OUT A LITTLE MORE ABOUT THE DOGS' HISTORY FIRST TO GET A PROPER ANALYSIS OF WHICH PRODUCT WILL SUIT BEST.

Here are a few key questions to ask your customer. Also, we are here to help if you have a more complicated case.

1. Have you ever thought about using a supplement to support your dogs' overall health or any specific area of concern? What is the area of concern? Or reason for supplementing?

This is probably the most important question, by listening to the concern it may point you to a different product then first though. Don't forget that even raw completes need supplementing. Don't forget to use the quick reference guide to help you.

2. What are you currently feeding?

Earlier we talked about fats and oils, within this section we talked out omega 3 and 6, it is important to consider this when chosen which range to look at first whilst both will benefit all dogs. In the next section we give you a quick breakdown to help you.

3. Is your dog taking any medication?

It is important to understand that some medication may react with other products and if the dog is on medication, you should advise them to check with vet before use. Whilst we have formulated the full range to have limited interaction risk and worked with a holistic vet to minimise any risk it is always better to be safe and check first.

4. Any intolerance you are aware of?

For example, If the dog has a fish allergy the ultimate omega range would not be suitable.



FRESH FOOD DIET v STANDARD KIBBLE/TINNED

Diet can play a massive role in a dogs health. When we are looking at supplementing to support dog health/wellbeing it is important to take their current feeding habits and lifestyle into consideration to direct to the owners to the most suitable choice of products. Also remember that we discussed this in the oil section too.

So here are the basics to consider:

FRESH FOOD IS:

- Higher in moisture
- Greater range of omega fats
- Fish usually included in diet

Therefore, the Flax oil range is generally a better option (with some Omega fish oil) to support this type of diet, providing additional source of EFA's to balance out the diet.

STANDARD KIBBLE OR TINNED:

- Higher in omega 6
- Can be low moisture
- Limited variety in diet

The Omega 3 range has been designed to support these types of diets as it contains Omega 3 only.

Proflax
— natural —

OTHER FAQ's

Q: Are Proflax products approved by a qualified vet?

A: Yes. All of our unique herbal formulas have been approved by an independent UK conventional and holistic vet who specialises in herbal medicine.

Q: Why are fresh, natural products better for my dog?

A: Most commercial pet foods contain only small amounts of bioavailable nutrients, even those that are diet/breed specific. Most commercial dried foods have been through heating processes and so lose nutrients and vital essential fatty acids. They also contain lots of carbohydrates such as potatoes, peas, wheat, oats or rice which are high in starch and sugars, akin to refined foods that we eat. Feeding a fresh diet to your dog will support better health in your dog. Although labelled as a supplement, Proflax is a food additive that will support all aspects of your dogs health.

Q: My dog is really fussy? How will I know if he will like Proflax?

A: 98% of dogs do! Flaxseed oil has a nutty flavour and one of the herbs that we include - liquorice - has a very sweet taste so this combination offers great palatability. Fish oil is loved by most dogs too.

Q: Can any of the herbal ingredients that are listed in the blends be harmful to my dog?

A: Caution should be taken if your dog is taking blood thinners or modulators or is pregnant or nursing. Some of our formulas aren't recommended if your dog is taking certain medication. Each product page under the 'Ingredients & Suitability' section will give this information where applicable. If you are at all concerned about giving Proflax then please ask your own vet for advice, giving them the full list of the herbal ingredients from your chosen formula.

Q: Can I give Proflax together with other supplements that my dog is taking?

A: If your dog is taking another herbal based supplements that contains the same ingredients as your chosen Proflax formula then we do not suggest feeding them all on the same day. If you are feeding herbs that differ to your chosen Proflax formula then we suggest feeding them at a different time of day, i.e. in your dogs second meal of the day. If your other chosen supplements are not herbal they should be completely safe to be fed together. However, if you are unsure then please give us a call or ask your own vet for advice.

OTHER FAQ's

Q: You state that each bottle contains between 20-25% active herbal ingredients. Why is this important?

A: Any supplement that has been through a manufacturing process generally loses a percentage of its nutritional composition and so doesn't offer the same benefits as pure, natural unprocessed ingredients as those found in our products. We add between 20 - 25% of concentrated active herbal extracts to each bottle to ensure that your dog is getting plenty of those vital, beneficial ingredients and nutrients; vitamins, minerals, antioxidants and phytonutrients. Our active herbal extracts are of practitioner grade quality with a ratio of 1:1 or 1:2 which means that they are powerful, but safe for your dog.

Q: Can I feed Proflax to support their current good health

A: Yes. We have a range of products that support all aspects of your dogs' health and wellbeing.

Q: Can Proflax be taken alongside prescribed medication?

A: We always suggest that you check with your vet before giving Proflax if your dog is taking any type of prescribed medication. This is because on occasions, herbs can affect the absorption of certain drugs, so it may mean giving your dog Proflax at different times of the day (which is our recommended approach). There are also occasions where medication can change blood pressure or have an affect on the central nervous system or organs so it is imperative that your vet approves your chosen formula taking into account your dogs specific medication. Veterinary professionals will know all contraindications to the medications that they are prescribing.

Q: Is it safe to give Proflax to my dog who has an underlying health condition?

A: Your own vet will have a complete history of your dogs health and any underlying conditions. Although natural, herbs are powerful remedies that contain thousands of powerful bioactive compounds, so we would always suggest that you check with your vet before giving Proflax. They may ask for a list of the ingredients which can be found under the 'more information, ingredients and feeding guidelines' tab on each of the individual product pages.

Q: Can oil-based products be given to a dog with pancreatitis?

A: We would always suggest that you consult your own vet or qualified animal nutritionist if in doubt whether to feed Proflax natural supplements to a dog with pancreatitis. Our Tummy Tastic powder provides gut and pancreas support so is ideal to feed.

OTHER FAQ's

Q. Is Proflax safe for pregnant or nursing dogs or puppies?

A: *No. We do not recommend that you give our supplements to dogs who are pregnant or nursing or puppies under the age of 8 weeks old.*

Q. My dog is about to have an operation under anaesthetic. Can I continue feeding Proflax before and after the op?

A: *We suggest that you stop feeding Proflax for one week either side of an operation. We would also suggest discussing your dogs care plan with your vet who will be able to offer specific guidance regarding feeding pre and post op.*

Q: Is it safe to give Proflax to my dog who has an underlying health condition?

A: *Your own vet will have a complete history of your dogs health and any underlying conditions. Although natural, herbs are powerful remedies that contain thousands of powerful bioactive compounds, so we would always suggest that you check with your vet before giving Proflax. They may ask for a list of the ingredients which can be found on the bottle.*

Q: When can I expect to see health benefits?

A: *As our ingredients are fresh, concentrated, active and in liquid form ready to add to food, they are absorbed immediately which means that the supportive health benefits can be seen in a matter of days in some dogs, but in others, it may take a little longer. However, from day 1, your dog will benefit from the specific support of your chosen product.*

Q: I just give flaxseed or fish oil to my dog. What benefits do the addition of active herbal tincture blends provide?

A: *Herbs, especially those in their active state, have some great health benefits. The bioactive compounds found in herbs help with the assimilation of nutrients and will support various aspects health, depending on your choice of formula.*

Q: Have the Proflax range been independently tested for assurance that they contain no additives or chemicals?

A: *Yes. An independent DEFRA approved laboratory intermittently tests our formulas using strict protocols. They are tested to ensure that the essential fatty acids in our flaxseed oil remain rancid free and that the complete formulas are free from pesticides, bacteria (E. coli/salmonella), fungi or any other chemicals. This independent testing is ongoing in order to maintain our quality and service standards.*



QUICK REFERENCE A-Z

CONDITION	FLAX RANGE	POWDER RANGE	OMEGA RANGE	TINCTURE
Aggressiveness		Tummy Tastic	Omega Calm	
Allergies	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Anal Glands Support		Bottoms Up		
Anxiety	Calm & Collected	Tummy Tastic	Omega Calm	
Appetite	Immunity & Vitality	Tummy Tastic	Omega Vital	
Bad Breath	Immunity & Vitality	Tummy Tastic		
Behavioural Issues	Calm & Collected	Tummy Tastic	Omega Calm	
Coat Condition	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Destructiveness		Tummy Tastic	Omega Calm	
Digestive Issues	Immunity & Vitality	Tummy Tastic	Omega Vital	
Ear Issues	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Fleas, Ticks & Mites		Keep Off Me!		Keep Off Me!
Focus	Calm & Collected	Tummy Tastic	Omega Calm	
General Health (adult)	Immunity & Vitality	Tummy Tastic	Omega Vital	
Heart Health	Healthy Heart			
Hormones/Seasons/Phantom Pregnancy	Moody Bitch!	Tummy Tastic		
Immune Building	Immunity & Vitality	Tummy Tastic	Omega Vital	
Infections	Immunity & Vitality, Liver Love	Tummy Tastic	Omega Vital	
Joint Support	Bone & Joint, Golden Oldies (7+), Kidney Care		Omega Bounce	
Kidney Conditions	Kidney Care, Immunity & Vitality	Tummy Tastic	Omega Bounce	
Liver Support	Liver Love, Immunity & Vitality	Tummy Tastic	Omega Vital	
Mobility	Bone & Joint, Golden Oldies	Tummy Tastic	Omega Bounce	
Nervousness	Calm & Collected	Tummy Tastic	Omega Calm	
Pigmentation	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Post Illness	Liver Love, Immunity & Vitality	Tummy Tastic	Omega Vital	
Post Pregnancy	Immunity & Vitality	Tummy Tastic	Omega Vital, Omega Calm	
Post Surgery (general)	Liver Love, Immunity & Vitality	Tummy Tastic	Omega Vital	
Post Surgery (joint)	Bone & Joint, Liver Love, Immunity & Vitality, Golden Oldies	Tummy Tastic	Omega Vital	
Puppy/Adolescent General Health	Puppy Power	Tummy Tastic	Omega Vital	
Senility and Old Age	Golden Oldies	Tummy Tastic	Omega Bounce	
Separation Anxiety	Calm & Collected	Tummy Tastic	Omega Calm	
Skin Conditions	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Socialisation Issues	Calm & Collected		Omega Calm	
Tear Stains	Skin & Coat, Liver Love	Tummy Tastic	Omega Vital	
Travel Issues	Calm & Collected	Tummy Tastic	Omega Calm	
Urine Conditions	Kidney Care, Immunity & Vitality	Tummy Tastic	Omega Bounce	
Yeast Concerns	Liver Love, Immunity & Vitality	Tummy Tastic	Omega Vital	