



+ GI Support

Microenteral Nutrition and Oral Rehydration Support



NEW

**IMPROVED
FORMULA**

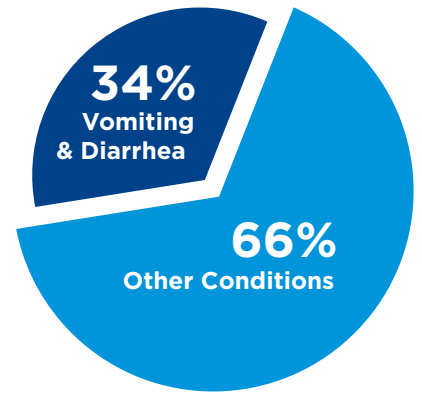


Macahl
ANIMAL HEALTH

Veterinary Exclusive

#feeddontfast

www.oraladevet.com



Oralade Gi support is a highly palatable isotonic formula, containing essential electrolytes, functional amino acids, glucose and prebiotics in purified water, with a natural chicken flavour.

It is a dietetic complementary feed to help in the management of acute intestinal absorptive disorders, such as; recovery from acute vomiting/diarrhoea, pre & post GI surgery, anorexia and critical care.

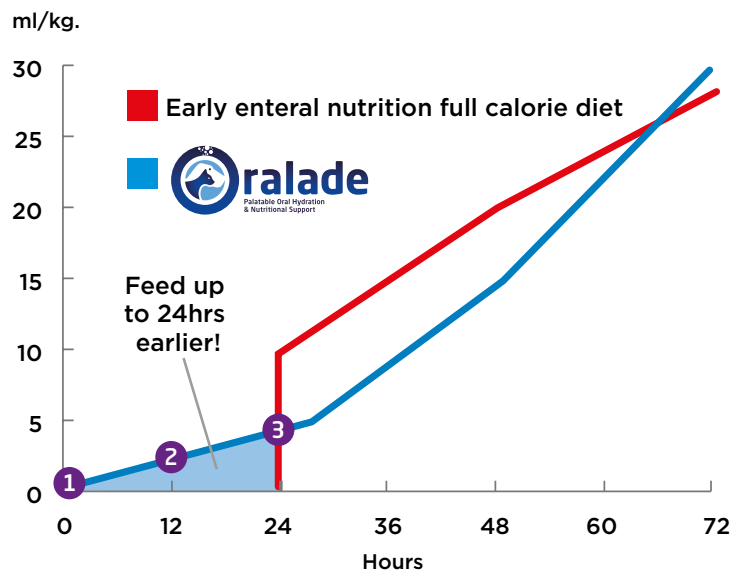
Acute Gastroenteritis - a common condition¹

- Patients may be anorexic 2 to 3 days prior to arrival at clinic
- The GI tract needs constant nutrition to maintain a healthy barrier and motility
- Lack of nutrients and energy results in gut atrophy, and break down of mucosal barrier
- The metabolic rate of the GI tract actually increases with illness

Most gastrointestinal diets are too high in fat and protein for use within the first 24 hours.



Critical care nutrition and oral rehydration support from DAY 1



Microenteral Nutrition

1. Start with small amounts (trickle feed) via syringe or managed feeding tube 0.25ml/kg/hr
2. Increase volume +50% every 2 to 4hrs
3. Mix with complete diets to improve; palatability, absorption, calorie intake

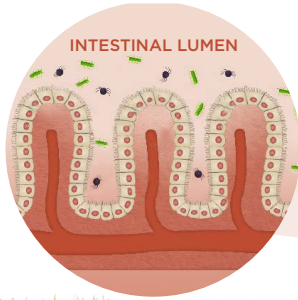
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Stop Gut Atrophy in its tracks!

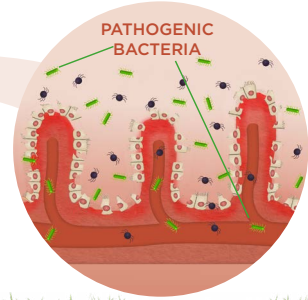
What happens when an animal doesn't eat?

Fasting is not the answer!

HEALTHY GI TRACT



GUT ATROPHY



Sick Animal
stops Eating

Lack of nutrients
to gut wall

Intestinal
mucosa atrophies

Bacterial
translocation

TESTIMONIALS

Anna Richmond - Reading

Dog - Gastroenteritis

Animal drank oralade with no force. Seemed to enjoy the flavour and because it is freezeable the remainder could be stored so was cost effective

Stephanie Watson - Isle of Man

Dog - Intestinal foreign body

Post exlap was anorexic and not eating. Tried oralade for the first time and she loved it. Was really easy to syringe feed. Only needed little amounts which is good for a nauseous patient. After a day of oralade started eating solids again. Really impressed with the product. Non offensive smell and very palatable.

Amy Jennings - Coulsdon

Cat - Was being hospitalised/treated for IMHA


The cat needed some ronaxan tablets but was a nightmare to tablet. We tried everything. He started becoming nauseous when we even just tried to give any kind of medication, as soon as we got him out of the basket. Even water in a syringe in his mouth made him gag and regurgitate. We then tried oralade, he took it syringed into his mouth. Really well. So we mixed all of his medication in with it!





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Microenteral Nutrition

Feeding patients early and proactively with a combination of fluids, electrolytes, functional amino acids and simple sugars supports enterocyte recovery



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Easily digestible, 0% fat, 1% protein 14kcal/100ml
- 


Functional amino acids **Glutamate and Glycine quickly nourish enterocytes, helping maintain the mucosal barrier and improve nutrient uptake**
- 


Prebiotic fibre **Galacto-oligosaccharide stimulates gut microflora**

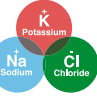
Oral Rehydration Therapy


Oral rehydration therapy provides a balanced increased level of fluids and electrolytes (including, sodium, potassium and chloride) and water. High palatability encourages fluid intake and simple glucose provides needed energy.

Potential benefits of this approach for gastroenteritis in dogs, compared with IV fluid administration, include lower owner-related veterinary costs and decreased staff time associated with treatment⁶.



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Natural chicken flavour, encourages fluid intake even when nauseous
- 

Isotonic formula quickly absorbs replenishing essential fluids and electrolytes
- 

2% Dextrose for simple energy and helps inhibit gastric secretions

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Hypoallergenic and zero contraindications, suitable for all carnivorous animals

NEW

IMPROVED FORMULA

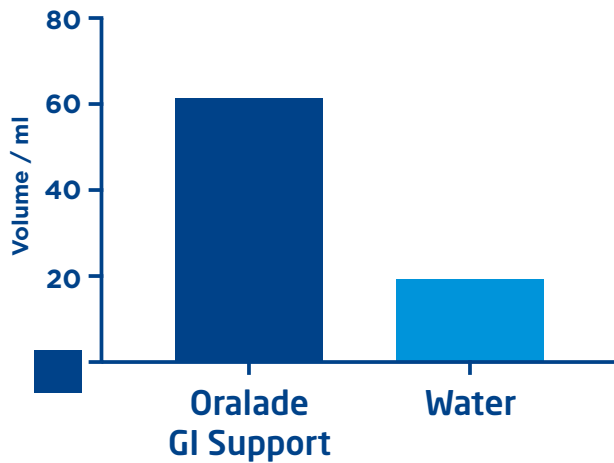


Why Vets Choose Oralade GI Support

- ✓ Tried and Tested Recipe
- ✓ 8 out of 10 dogs prefer Oralade over leading electrolyte brand
- ✓ Up to 70% more fluid intake with Oralade compared with plain water

Outcome of study measuring the percentage of hospitalised dogs spontaneously drinking Oralade in preference to water (2014)

Haemorrhagic enteritis peroral fluid intake first 4 hr. After admission $p=0.01$ (paired t test, non-parametric, $n+14$)



	Oralade GI Support	Water
Total ml	2248	542
Total Number of Dogs	38	38
Average ml/Dogs	59.2	14.3
Number of Dogs that drank	29	20
% of Dogs that drank	0.763158	0.526316

*Ref(7)



**Highly Palatable
Isotonic Formula
Easily Digestible**






**Amino acids &
Prebiotics for gut
health**



**Nourish
Enterocytes
Zero Fat**

Start enteral nutrition up to 24hrs earlier with Oralade GI support. Microenteral nutrition & Oral rehydration support in a palatable ready to serve formula.

Feeding Guide

Use	Size / Weight	Vol/24hrs	ml/kg
Microenteral Nutrition (see below) 	 Cat/SML -  XL	0-4 Hrs Increasing +50% every 4 Hrs	0.25 - 0.5 ml/kg/hr
Oral Rehydration (see below) 	 Cat/SML/Puppy <3kg  Medium <8kg  Large <20kg  X-Large <50kg	150ml 350ml 660ml 1320ml	50ml 44ml 33ml 26ml

Period of use: Up to 1 or 2 weeks while re-introducing normal food. Water should be available at all times. Offer free choice in a bowl, replace unused portion after 12 hrs.

Additional use: Hydration support during hot weather, travel, exercise, whelping.

Direction for use

- ✓ Microenteral nutrition support for; Anorexic or critical care patients, suitable for acute gastrointestinal disorders as first source of enteral feeding. Zero fat and low protein enable fast absorption.
- ✓ Oral rehydration support for mild to moderate dehydration caused by vomiting or diarrhoea or other gastrointestinal disorders. Isotonic formula quickly restores balance of electrolytes and fluids. Palatable chicken flavour encourages intake even when nauseous. 2% glucose for simple energy.
- ✓ Hypoallergenic - made with Hydrolyzed chicken liver. Suitable for all patients; Renal, Urinary, diabetic, (Zero contraindications).



Hypoallergenic and zero contraindications, suitable for all carnivorous animals



Can be frozen, makes perfect tasty ice-cube treats



Satisfaction Guaranteed or your money back

*Terms and Conditions apply see website for more details.

COMPOSITION	ANALYTICAL CONSTITUENTS	ADDITIVES	ENERGY VALUES
Purified Water, Dextrose Monohydrate, Sodium Chloride, Potassium Chloride, Monosodium Phosphate, Chicken Liver Hydrolysate.	Crude Protein 1%, Crude Fat 0.1%, Crude Fibre 0.3%, Moisture 96%, Inorganic Matter 0.5%, Potassium 0.08%, Sodium 0.14%, Chloride 0.20%, Phosphorous 0.027%, Calcium 0.006%.	Xanthan Gum 0.12%, L-Glutamic Acid 0.19%, Glycine 0.4%, Galacto-oligosaccharide 0.1%, Natural Flavouring.	14 kcal per 100ml

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- Evaluation of an oral electrolyte solution for treatment of mild to moderate dehydration in dogs with hemorrhagic diarrhea Erica L. Reineke, VMD, DACVECC; Kárie Walton, VMD; Cynthia M. Otto, DVM, PhD, DACVECC (J Am Vet Med Assoc 2013;243:851-857)
- Outcome of study measuring the percentage of hospitalised dogs spontaneously drinking Oralade in preference to water. Katherine Howie VN VTS(ECC) Katherine Howie VN VTS(ECC)



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