

# HydraBoost pet

*Complementary feed  
Stabilization of water and electrolyte balance  
For dogs and cats*



*Rehydration line*

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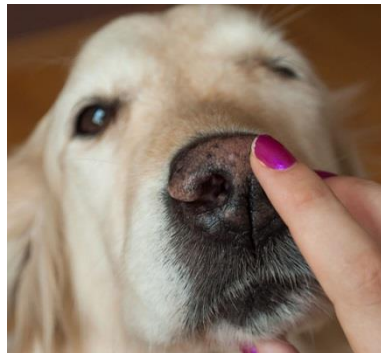


# Dog's dehydration



- Dehydration's symptoms

- ✘ Dry and sticky mouth and nose
- ✘ Shriveled and dry skin that lacks elasticity and doesn't "bounce back" when pinched into a fold
- ✘ Sunken eyes
- ✘ Loss of appetite
- ✘ Sleepiness or tiredness
- ✘ Confusion



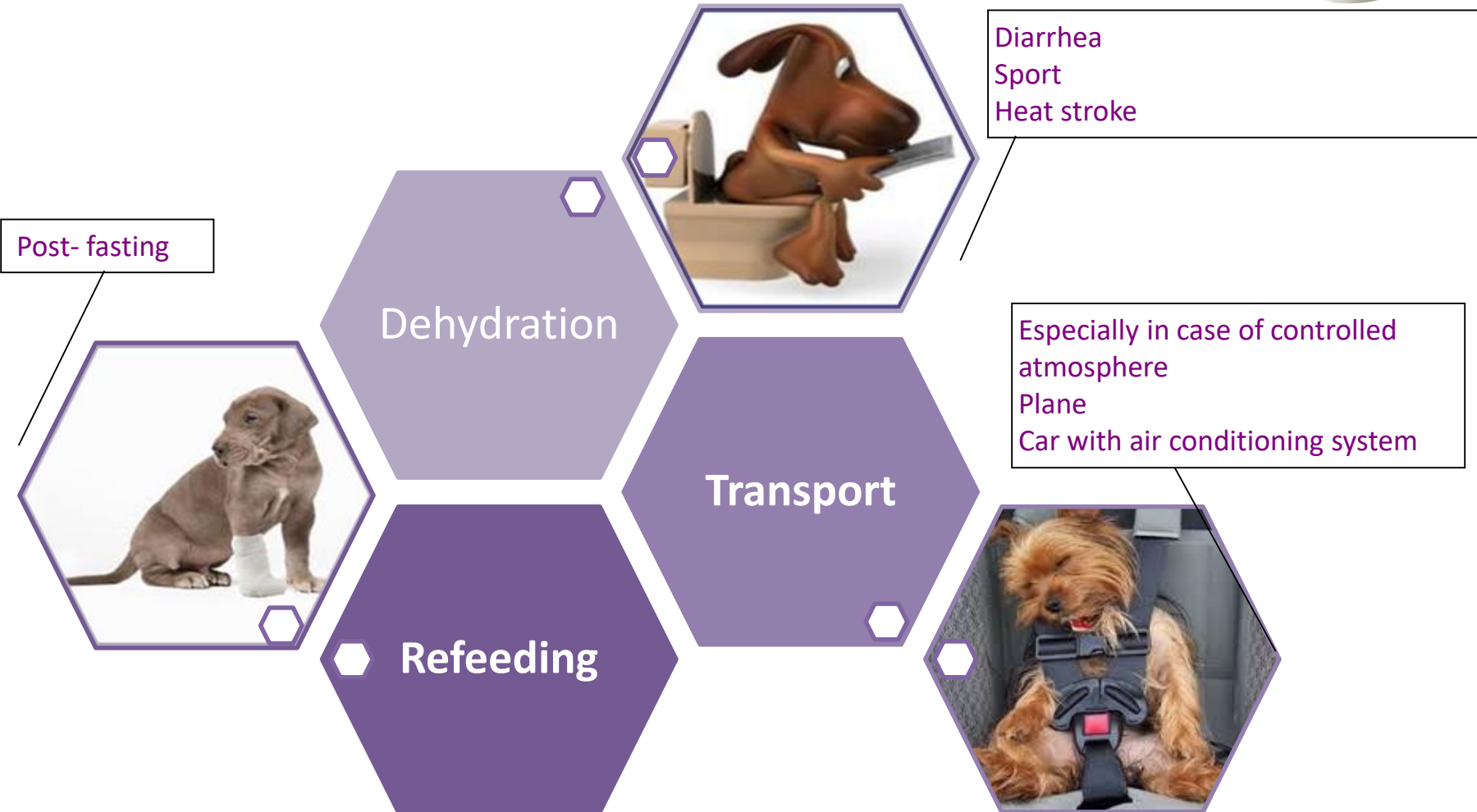
# HydraBoost pet target



- Rehydrating solution for dogs and cats
  - ✘ Helps to rehydrate
  - ✘ Prevents from dehydration
  - ✘ Helps return to oral feeding after fasting



# HydraBoost pet uses



# How does HydraBoost pet work?

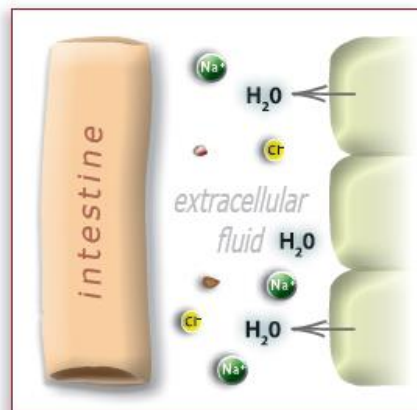
## Hydration



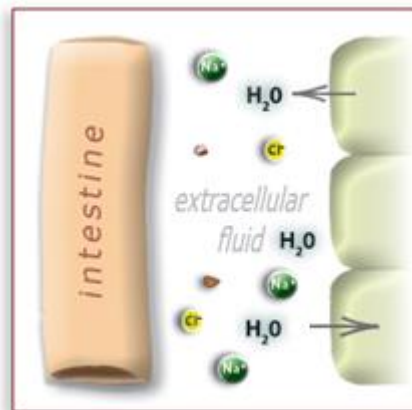
- Electrolytes

- ✗ Stabilization of electrolyte balance
  - NB: cells environment= physiological saline (salted water)
- ✗ Sodium chloride: NaCl
- ✗ Potassium chloride: KCl

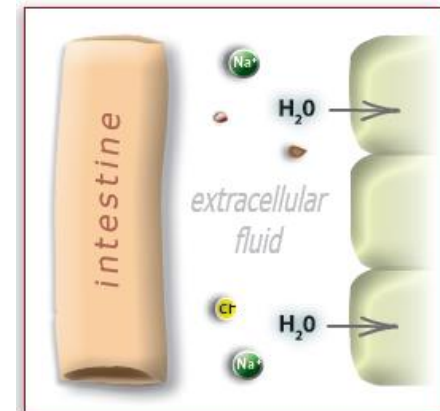
Hypertonic water loss



Cell in isotonic environment



Hypotonic water loss



# How does HydraBoost pet work?

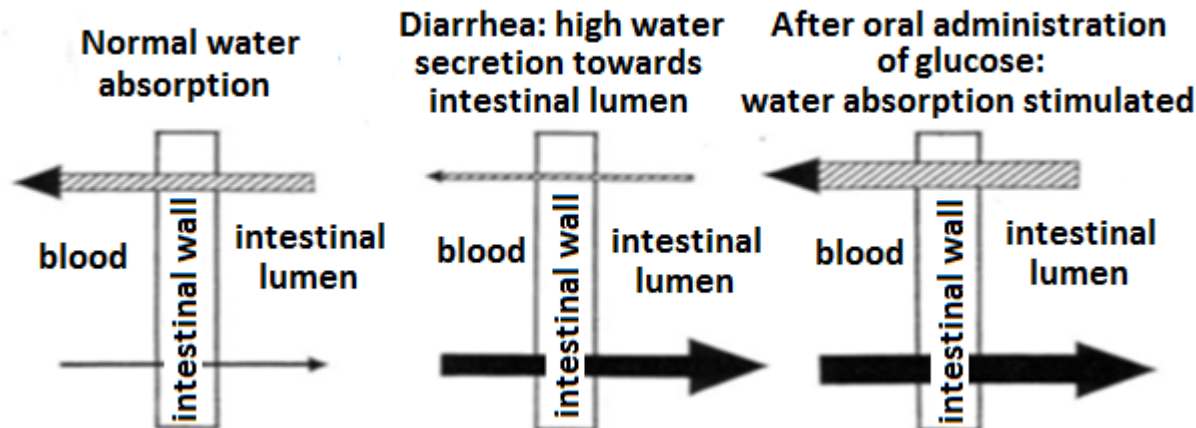
## Hydration



- Osmolytes

- ✗ Small organic molecule that limits effects of osmotic exchanges

- ✗ Glucose



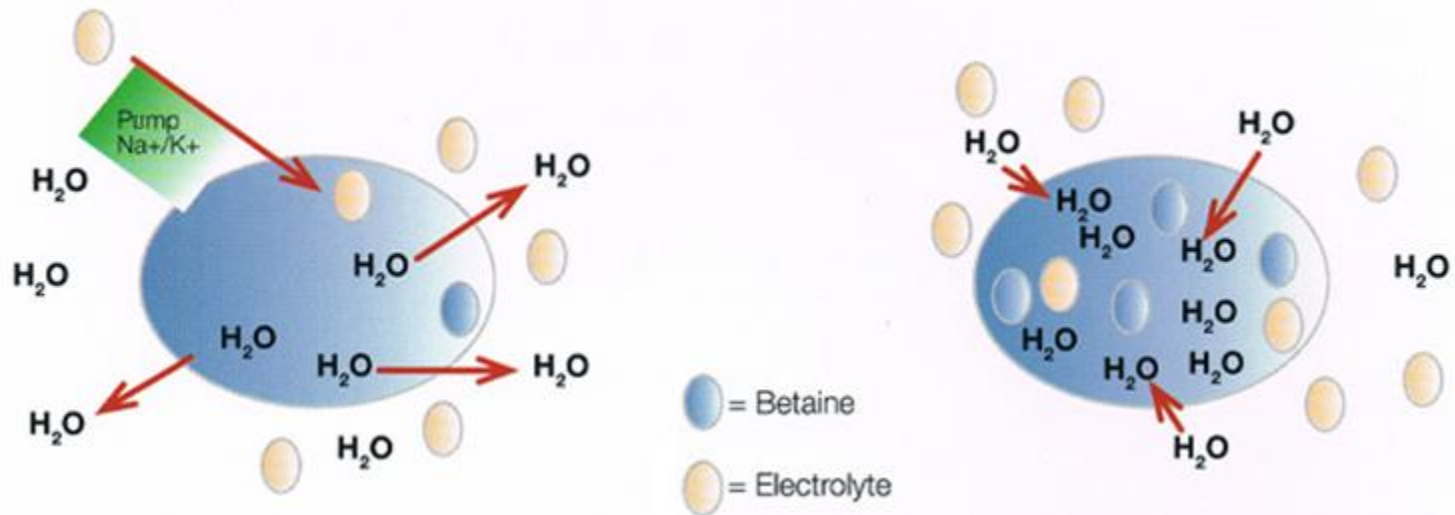
# How does HydraBoost pet work?

## Hydration



- Osmolytes

  - ✘ Betaine



When cell is in hyperosmotic environment, it expels water and activate  $\text{Na}^+/\text{K}^+$  pump to restore equilibrium.

Betaine is entering the cell easily, using few energy. It helps to reestablish osmotic equilibrium and so to keep water in the cell.



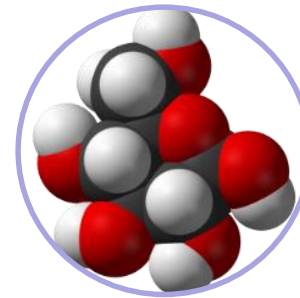
# How does HydraBoost pet work?

## Energy



- ✘ Give easy to use energy that compensate shortage due to lower absorption of nutrients (villi abrasion)
- ✘ Brings energy through two metabolic paths

- D-glucose (carbohydrate path)



# How does HydraBoost pet work?

## Easy to use



- ✂ Easy to prepare
  - Measuring cap
  - Easy to mix to water
- ✂ Appetizing :
  - Liver taste



# HydraBoost pet packaging



- 125 ml plastic can
-  4ml measuring cap



# Direction for use

## HydraBoost pet



- Prepare rehydrating solution

- ✘ Dilute 2 caps (8ml) in 250 ml of water.

- ✘ Preparation should be renewed everyday.

- ✘ Dosage:

- 250 ml of rehydrating solution per 5kg BW

- Administer rehydrating solution with an oral syringe or give free access to it.

Puppy

Dog

Kitten

Cat

# Take home message

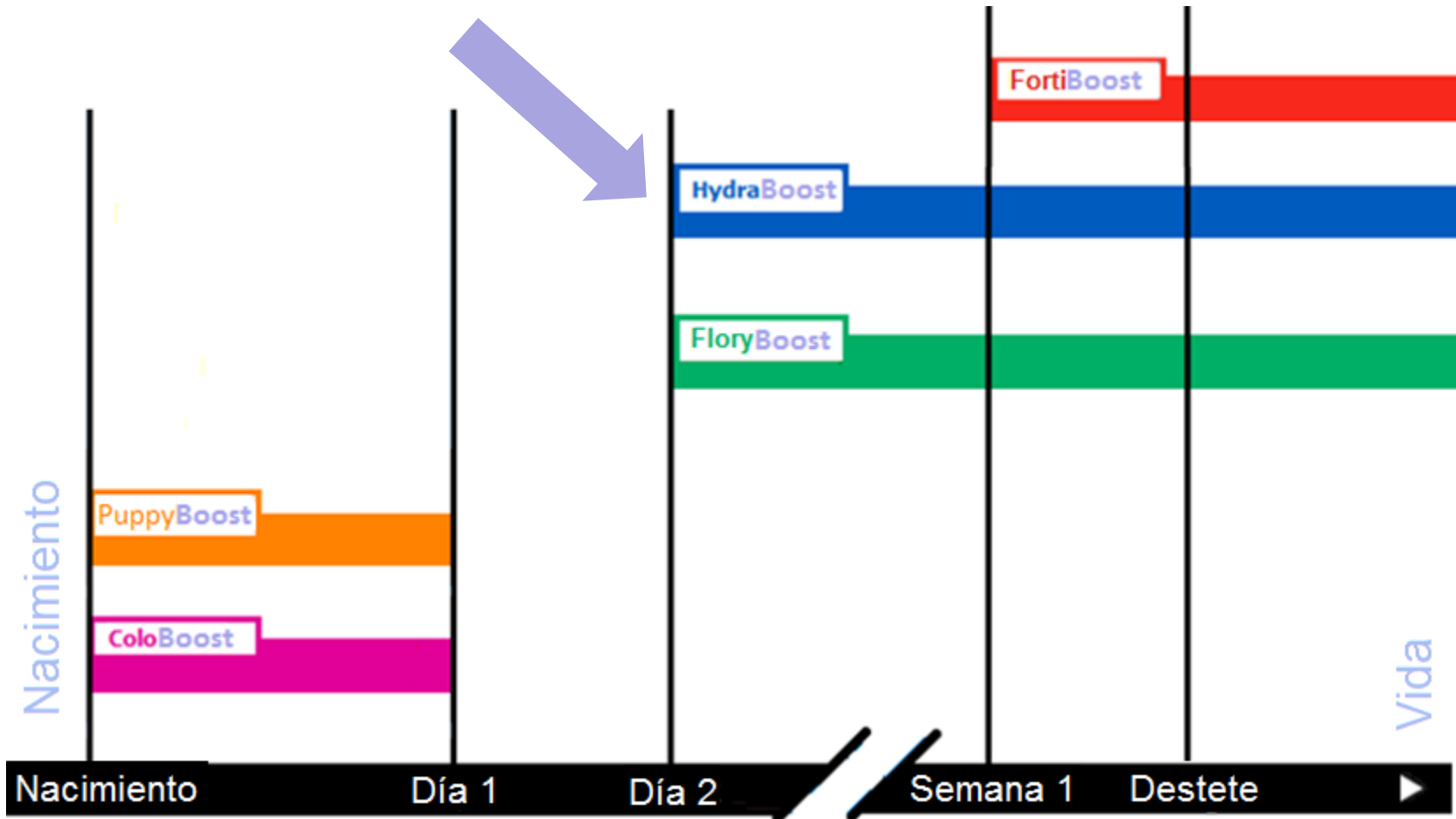
## HydraBoost pet



- Rehydrating solution for dogs and cats
- Easy to use solution
- In case of
  - ✘ Dehydration (diarrhea, heat stroke, sport...)
  - ✘ Risk of dehydration (long duration transport, extended effort...)
  - ✘ Fasting



# Puppy program



# Puppy program

## About diarrhea



- FloryBoost Pet

- ✘ Gut conditioner

- ✘ When ?

- Moderate to high risk of diarrhea
    - In addition to medical treatment



- HydraBoost Pet

- ✘ Rehydrating

- ✘ When ?

- During diarrhea episode
      - To prevent dehydration
      - To recover from dehydration



# HydraBoost pet

*Thanks for your attention !*



*Rehydration line*

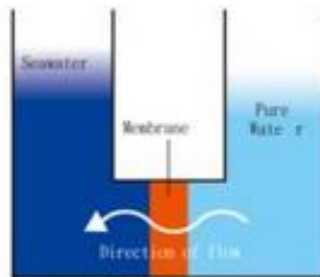


# To know more



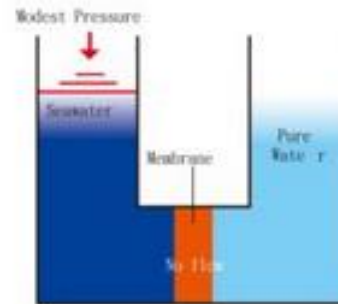
- Osmosis mechanism

Normal Osmosis



Under normal osmosis, water diffuses from less concentrated solution to more concentrated solution through a semi-permeable membrane to achieve osmotic equilibrium.

At Osmotic Equilibrium



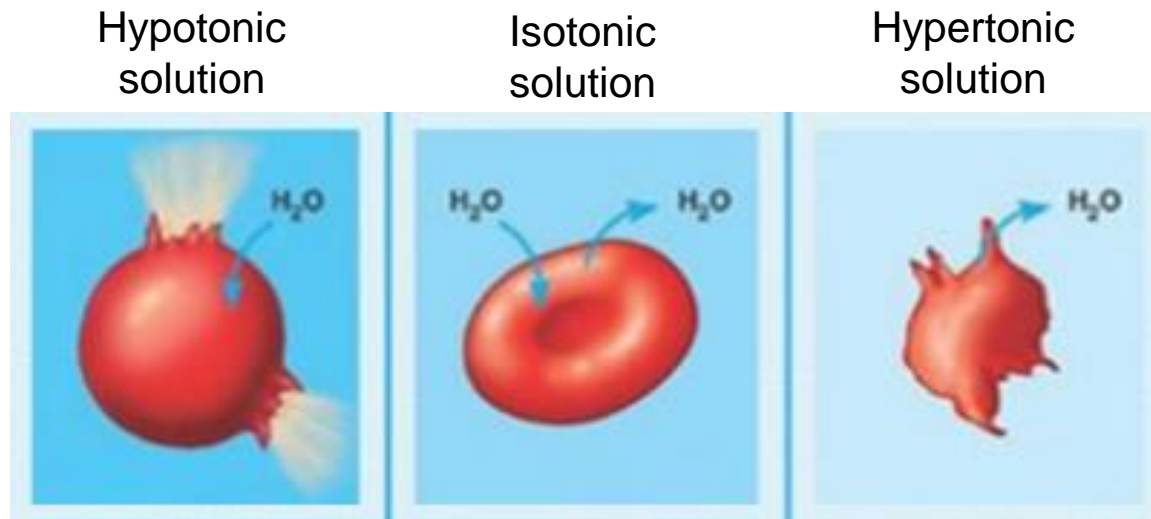
Modest pressure is applied to the seawater side so that fresh water cannot flow pass through the membrane.

Mechanism of Reverse Osmosis – Water supply department  
<http://www.wsd.gov.hk/>

# To know more



- Osmosis mechanism in cells



1. Water enters cell in order to balance ionic concentration. Cell is swelling until it bursts.
2. Water is going in and out. Water movements are balanced.
3. Water is going out the cell. Cell is retracting.