



# Ask the expert...

## Joe Flanagan

After 15 years' experience making indoor air cleaner and healthier, Joe Flanagan has worked with Probiotic Group for the last three years to help reduce exposure to chemicals, and improve help pet and human health by swapping chemical products for healthier probiotic alternatives.

## PROBIOTICS FOR THE OUTSIDE OF THE PET? THE TIME IS NOW

**L** eading figures in pet health and life-span report that it has been declining for a number of years. Pets are experiencing more skin allergies, repeat ear infections, dental issues and low-level illness than ever before.

Worried pet owners want help and advice. They want their pet to be healthy – but also to reduce the mounting bills associated with chronic ill-health.

Many are turning to their pet supply store for answers on diet and treatments. And this is where preventative, topical probiotic products are making a difference.

Probiotics are live microorganisms – microscopic cleaning agents or 'good' bacteria – that provide health benefits when used in sufficient quantities. They are widely used in oral supplements to rebalance the gut microbiome.

The microbiome is the community of bacteria, fungi and viruses found in any environment. They exist everywhere – on kitchen floors and surfaces (the homebiome) as well as pet skin, teeth and ears (the skinbiome).

A balanced skin microbiome naturally supports good health, immunity and wellbeing.

But, regrettably until now, hygiene solutions have been brutal to the microbiome.

### Nuclear bomb

Chemical and anti-bacterial products, and antibiotics when not used carefully are a 'nuclear bomb' for the microbiome. They wipe out all micro-organisms indiscriminately, both good and bad. This creates imbalance at a cellular level, and gives the pathogens a field day. A disrupted microbiome makes pets susceptible to all sorts of ill-health – yeast overgrowth, skin allergies, asthma, cancer, obesity and more.

In contrast, probiotic products promote a healthy external microbiome instead of destroying it. Huge quantities of carefully selected probiotics reduce the pathogens by simply outcompeting them for food (called bio-replacement).

Targeted 'direct-to-pet' probiotic sprays and shampoo safely restore and maintain a balanced microbiome for skin, ears, eyes, teeth and minor wounds. This reduces and helps prevent chronic conditions including bacterial infections, yeast overgrowth, recurrent ear infections, conjunctivitis, gingivitis and atopic dermatitis.

### Double benefit

Even better, the probiotics' food source is environmental allergens and organic waste – pollen, dust mite poop, dead skin cells, dried urine and saliva, etc. Reducing these improves pet skin and respiratory allergy symptoms.

In addition, the probiotics keep working for up to 72 hours after application, so results are longer lasting. Unlike chemicals, they do not create antimicrobial resistance (AMR). This is vital because AMR makes antibiotics ineffective – it caused 1.2 million human deaths globally in 2021 alone.

Our LUCAA+ topical probiotic pet care and EVAA+ pet-safe cleaning ranges were developed after years of meticulous research by an awe-inspiring team of microbiologists, scientists



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and vets, and stockists are finding that adding probiotic pet-safe cleaning products to their portfolio provides extra revenue. This is because pet owners are connecting the dots between their poorly pets, cleaning chemicals and certain pharmaceuticals.

In 2008, the Environmental Working Group tested 60 cats and dogs and found 48 industrial chemicals in their blood and urine. This figure is much higher now, especially post-Covid.

Provilan probiotic based cleaning products – EVAA+ (homes) and DENAA+ (commercial) – are sustainable bio-surfactants with added probiotics. They reduce chemical exposure, as well as improving indoor air quality and reducing odours, organic waste and bio-allergens: a healthier homebiome for a healthier pet.

All products are fully researched and documented. They contain only natural, vegan and certified ingredients, with no chemicals of concern.

Talk to us at [www.ingenious-probiotics.com](http://www.ingenious-probiotics.com) about joining our team of stockists. ■



Cleaning chemicals can disrupt the microbiome, making pets susceptible to ill-health