



Fostering Pet Wellness:

Microbiome Solutions
for Healthier
Companions

A new approach to pet health and wellness



There's a significant change underway in how pet owners perceive their animal companions, and the evolution of the pet products consumers seek is a key indicator of that shift. Today's consumers have begun to see themselves less as pet owners, and more as pet parents. And as furry companions become more ingrained members of the family, market trends continue to reflect a special interest in products that can optimize the health of pets and promote their overall wellness.

With consumers taking a more active approach to not only their health but that of their pets, there's a growing belief there's more to be done to better promote the health of their companion animals. This concern has led pet parents to do their own research for finding other treats, supplements, and food that can provide more functional benefits for their furry loved ones.

As a leader in microbiome technology, we've developed science-backed and clinically studied ingredients that can support a healthy gut microbiome for humans as well as pets in a variety of applications. And we can help you tackle the health and wellness concerns consumers have with efficacious products that can promote better health for furry companions.





THE CHALLENGE

A delicate balance

To develop the products that can promote oral, digestive, and metabolic health, it's worth looking at the microbiome and how it affects the health areas consumers are most focused on addressing. With an estimated 100 trillion microorganisms that include bacteria, fungi, protozoa, and archaea living in gastrointestinal tracts—specifically the large intestine—these organisms help complete normal physiological and digestive functions that influence the health of our pets.

A balanced microbiome promotes oral health, digestive health, metabolism, and weight management, which are all areas that can present challenges if pets are experiencing an unbalance. We know that consumers are now looking for preventative care for their pets to stave off unwanted conditions like diabetes, gum disease, stomach issues, and skin problems. To address these concerns, consumers are looking for high-quality and effective products that can support a healthy microbiome.

The challenge is that pets' microbiomes are as unique and complex as their humans. To create products that can promote a balanced microbiome, formulation flexibility is crucial, which requires a diverse range of ingredients and solutions that can perform in a variety of applications. Something ADM has been working diligently to accomplish by developing targeted ingredients and products that can address these issues and by measuring their impact through purposeful evaluations.





MARKET TRENDS

What today's pet parents are looking for



Our industry research and consumer insights confirms that the market is rich with opportunities to deliver on the kinds of products consumers want to purchase for their pets, in fact:



54% of cat and **56%** of dog



owners are looking for digestive health claims

“ These types of ingredients [can] enhance health right from the early stages of life and prevent some of the diseases and conditions from building that are associated with aging while creating robustness in the gut that can assist with the whole-body health. ”

– Dr. Zoe Marshall-Jones

Over 60% of pet owners are specifically looking for branded health ingredients

More than 60% of consumers want multifunctional benefits from the products they purchase

60%

And with **72%** of pet parents interested in buying a type of treat that can offer added benefits for their cats and dogs, we've identified the health support categories consumers care about most, and the formats they prefer to give their pets.





SOLUTION

Where Wellness Begins

The microbiome's impact on health

A diverse and balanced microbiome contains thousands of different types of bacteria and other microbes, such as fungi and phages, and plays a crucial role in the proper function of the body as a whole. When dogs or cats have an unbalance, for instance, if various species are absent or the total environment is not diverse, it prevents the gut from functioning properly. This can lead to uncomfortable consequences like diarrhea, constipation, bad breath, vomiting, gas, and bloating. For this reason, products with functional benefits that can maintain the balance of the microbiome can be especially attractive for consumers.

With our portfolio of microbiome solutions, you can bring to market a variety of pet wellness products that can promote:

DIGESTIVE HEALTH

Better digestive health is a long-proven benefit of a balanced microbiome. As a well-established area of biotics for humans, 58% of pet parents are interested in products like pet food, treats, and supplements that feature functional digestive claims.



METABOLIC HEALTH

With many breeds of canines and felines struggling with weight management, metabolic health is one of the fastest growing overall categories of health benefits for the microbiome.



ORAL HEALTH

With 80% of dogs and cats over the age of three exhibiting signs of poor periodontal health, it's a major area of concern for pet parents. Through applications like dental chews, pastes and toppers, oral health in cats and dogs can benefit from functional microbiome nutrients that help reduce the formation of plaque and neutralize bacteria associated with bad breath. It's also an emerging application for postbiotics.



INGREDIENTS



A full pantry of science-backed solutions

With our expansive human-grade portfolio of pre, pro, postbiotics, phages and enzymes, ADM is a leader in developing the solutions that can benefit both canines and felines. With our rigorous R&D screening process, we identify and select the bacterial strains that are then developed into probiotics and postbiotics. Once a strain demonstrates its potential benefits, additional research is done in murine models, humans, dogs, and cats to ensure efficacy.

Thanks to this in-depth process and development, we've created science-backed, clinically studied ingredients that can support the microbiome in different ways to deliver various health outcomes:

Gut Health

Bifidobacterium longum CECT7347 is our proprietary microbial strain available as both a probiotic and postbiotic. Emerging data suggests that when used by humans as a probiotic, it may support:

- Overall gut health
- Digestive health
- Gastrointestinal health in gluten-sensitive humans

Weight Management & Metabolic Health

Bifidobacterium animalis is an award-winning probiotic strain and AAFCO listed. It's clinically documented to improve measures of metabolic health in humans, with publication of canine and feline clinicals underway. The heat-treated, postbiotic version of this strain shows similar promise.

Oral Health

Lactobacillus plantarum is an AAFCO-approved, heat-treated postbiotic that's permissible for use in the EU. Clinical trials in dogs show that this postbiotic can reduce the formation of plaque without the support of mechanical action. This corroborates in-vitro findings that show oral health postbiotics can inhibit oral bacteria associated with the creation of plaque biofilms and bad odor in dogs.

DE-CA9 – The Highly Stable Probiotic for Dogs and Cats

Bacillus subtilis DE-CA9™ is a hardy probiotic spore with the ability to germinate in the gut, increase, and then re-sporulate. It's stable in a variety of applications that target pet wellness, and human in vitro data shows that it crowds out undesirable bacteria which may:

- Support immune reaction of intestinal cells
- Help maintain the gut barrier function through its production of short-chain fatty acids
- Positively impact serum and fecal metabolomics in dogs based on exploratory evidence

Application potential:

- Pet foods – dry kibble, wet, raw, freeze dried
- Animal health & supplements – capsules, tablets, sachets
- Food toppers – gravy, wet, dry/powder
- Treats – crunchy, meaty, chewy, dental chews, cold-extrusion treats, and training rewards



WHY ADM

Unleash pet wellness innovation with ADM

Consumers know that the food they feed their companion animals directly impacts their gut microbiome, and it's well recognized that the diet pets consume has a significant influence in their overall health. Clinical and pre-clinical research increasingly shows just how important a healthy gut for digestive and joint wellness, as well as skin and coat health and beyond. As more consumers focus on promoting a healthy microbiome, the more they turn to products that can provide these benefits for their cats and dogs.

Harness our capabilities to create the industry-leading products that can help you stand out as an innovator in the pet wellness space. From traditional food, to toppers, supplements and treats, there's endless potential to what you accomplish when you partner with us.

Contact us to discover how you can give consumers the science-backed wellness products they want for their furry companions.



OUR PORTFOLIO

With our extensive portfolio of microbiome solutions that include prebiotic, probiotic, postbiotic, bacteriophages, and enzymes, you get access to an extensive selection of clinically studied ingredients and solutions that can be used in a variety of applications.

OUR INNOVATIVE APPROACH

We have the formulation expertise to help you develop an unparalleled, consumer-driven range of product offerings. From custom formulations to ready-to-launch turnkey solutions, we support the development of products that are convenient, on-trend, and rewarding for pet parents to give their pets.

OUR RELIABILITY

Our integrated supply chain and global footprint ensures reliable, transparent sourcing and high-quality ingredients for all your products.