

OPTIMA 365™

Flavored Oral Solution



***Optimal nutrition for optimum health
may not always come from their food.***

Nutritional supplementation may play an important role.



PRN
PHARMACAL®

Demonstrated Benefits of Proper Nutrition

In 2017, the #2 and #3 medical conditions in dogs were allergies and skin infections, respectively.¹ And in cats, upset stomach was #2 with diarrhea being #4.¹



Many common reasons for veterinary visits can be traced back to an underlying area of consideration: proper nutrition. And many common treatments, such as steroids, can leave the patient susceptible to other infections.²

Essential fatty acids (EFAs), which are classified as essential since the body cannot manufacture them, must be derived solely from an animal's diet.

EFA supplementation has been found to provide many benefits, including those shown in the adjacent graphic.^{2, 3, 4, 5}

Whole body benefits of Essential Fatty Acids



GUT HEALTH/CENTRAL NERVOUS SYSTEM

In one study alone, felines consuming diets rich with omega-3 and omega-6 demonstrated support for nervous system and retinal function.⁶



BRAIN FUNCTION

In a 2-year-old great dane with idiopathic epilepsy in which phenobarbital failed to adequately control recurrent seizures, fish oil was added, which resulted in a marked decrease after 50 days.⁷



SKIN & COAT HEALTH

Several clinical studies documented efficacy in reducing steroids and cyclosporine doses in dogs with atopic dermatitis.



ENERGY CONVERSION

In a double-blinded, controlled study of 127 client-owned dogs, a higher serum concentration of omega-3 fatty acids indicated significant improvement rising from a resting position to play at six weeks.⁸



OVERALL HEART HEALTH

In a retrospective study of 108 dogs with heart failure, those receiving omega-3 fatty acid support had a longer survival time.⁶

To read more about these clinical studies and EFA supportive protocol suggestions, visit PRNPharmaceutical.com/education.



Approximately 25% of dog visits to the veterinarian involve problems with the skin and coat.⁴ EFAs have proven to be beneficial in up to 20% of allergic dogs.²

When seeing patients that present with signs related to the graphic above, you may consider inquiring with the pet owner about the animal's diet and evaluate the need for additional supplementation.

Vitamins, Minerals & Amino Acids Working Together with Essential Fatty Acids

If a fatty acid deficiency exists; vitamins, minerals and amino acids are also likely inadequate

Vitamin A deficiency shows signs of reproductive failure and impaired growth. A deficiency in the mineral zinc can lead to a deficiency in copper and ultimately cause liver disease.⁵



Along with fats and carbohydrates, amino acids are energy sources. Just as fatty acids, vitamins and mineral balances are "essential" to overall health, amino acids must conform to a perfect pattern or the quality of the entire protein is lowered. Taurine, a continual requirement for cats from outside sources, is an amino acid that activates bile acids in the liver and enables them to break down fats.³




All of these components work synergistically to maintain optimal health. And luckily, quality products exist that contain a harmonious combination of all of these important ingredients – at the right amounts – making it easier to provide a single recommendation to the pet owner.




Vitamins & Minerals	Deficiency	Excess	Sources
VITAMIN A	Impaired growth, reproductive failure, loss of epithelial integrity, dermatoses, vision and motor impairment	Skeletal abnormalities, hyperesthesia	Fish liver oils, milk, liver, egg yolk
VITAMIN D	Rickets, osteomalacia, nutritional secondary hyperparathyroidism	Hypercalcemia, bone resorption, soft-tissue calcification	Liver, some fish, egg yolk, sunlight
VITAMIN E	Reproductive failure, pancreatitis in cats, muscle breakdown	Non-toxic, may increase vitamins A and D requirements	Wheat germ, corn and soybean oils
BIOTIN	Dermatitis	Non-Toxic	Eggs, liver, milk, legumes
ZINC	Dermatoses, hair depigmentation, growth retardation, reproductive failure	Causes calcium, copper deficiency and anemia	Beef liver, dark poultry meat, egg yolks, legumes
COPPER	Hypochromic microcytic anemia, impaired skeletal growth	Inherited disorder of copper metabolism causes liver disease	Organ meats

Dietary Fats and Their Sources



Fats are an important component of companion animal diets. They provide a concentrated source of energy for both storage and utilization. They also supply the essential fatty acids of omega-3 and omega-6. Let us take a closer look at fatty acid sources and the health areas each supports.

Omega 6	Source(s)	Support areas
Linoleic acid (18:2)	Corn, safflower, soybean, sunflower 	<ul style="list-style-type: none"> • Cell membrane integrity • Growth & reproduction • Skin & coat
Gamma-linolenic acid (18:3)	Blackcurrant, borage seed, evening primrose, olive pomace 	<ul style="list-style-type: none"> • Nervous system • Skin & coat • Reproduction
Arachidonic acid (20:4)	Animal fats, fish 	<ul style="list-style-type: none"> • Joint support • Reproduction

Omega 3	Source(s)	Support areas
Alpha-linolenic acid (18:3)	Flaxseed and vegetables, including canola 	<ul style="list-style-type: none"> • Cell membrane integrity • Eye health • Skin & coat
Eicosapentaenoic acid (20:5)	Fish 	<ul style="list-style-type: none"> • Heart health • Immune function/ allergy support • Reproduction
Docosahexaenoic acid (22:5)	Fish 	<ul style="list-style-type: none"> • Brain function • Nervous system • Retinal health

Numeric formula in parenthesis is the fatty acid identifier for the chain length and number of double bonds.

It's important to consider the pet's lifestyle and diet when determining the proper supplement dosing. Grain-free and/or protein diets, for example, require different supplement ingredients and at different ratios.³ If the proper ratio is not maintained, it may lead to an inflammatory response; counterproductive to the benefits of fatty acids.



OPTIMA 365™

PRN® Pharnacal's flavored oral solution known as OPTIMA 365™ is an optimal mixture of fatty acids, vitamins, minerals and amino acids for both dogs and cats. It can be a great product to recommend to pet owners to supplement their pet's daily diet.

FEATURES:

- Optimal ingredient combination for both dogs and cats in one formulation
- Flavored oral solution available in 16 ounce or 1 gallon with pump dispenser
- Easy to administer: once daily dosing with food; to be administered year-round

BENEFITS:

- One product for the pet owner to administer that both maintains health and reduces non-seasonal coat shedding
- Does not interfere with seasonal-shedding
- Less fur clean-up for pet owner

AVAILABLE SIZES:

- 16 fl. oz. bottle
- 1 gallon bottle with pump dispenser

STORAGE AND SAFETY:

- For oral use only
- For animal use only
- Keep out of reach of children and animals
- Store at room temperature
15 – 30° C (59 – 86° F)

Directions for use:

DOGS / CATS

Up to 25 lbs:	Mix 1 Tablespoon of OPTIMA 365 liquid with food once per day.
26 lbs to 60 lbs:	Mix 2 Tablespoons of OPTIMA 365 liquid with food once per day.
Over 60 lbs:	Mix 3 Tablespoons of OPTIMA 365 liquid with food once per day.

To work most consistently, administration is recommended every day, even during shedding season. If use is discontinued, shedding may resume. **One Tablespoon (15g) has a caloric value of 76 Kcal.**

GUARANTEED INGREDIENTS PER TABLESPOON

(approximately 15g):

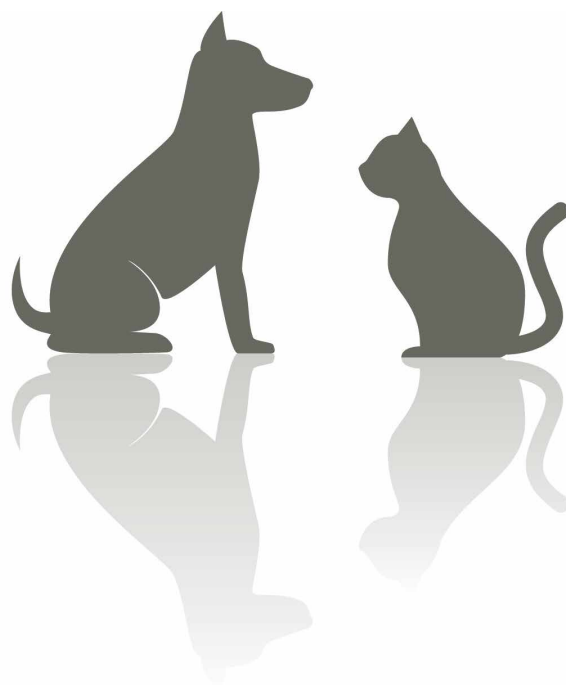
Linoleic acid (Omega 6) essential	685mg
Alpha-linolenic acid (Omega 3) essential	253mg
Eicosapentaenoic acid (Omega 3).....	56mg
Docosahexaenoic acid (Omega 3).....	37mg
Taurine.....	15mg
Proline.....	2mg
Zinc.....	1.50mg
Serine.....	1mg
Copper.....	0.5mg
Biotin.....	18mcg
Vitamin A.....	300IU
Vitamin D ₃	12.50IU
Vitamin E.....	8IU
Omega 6 oils: borage, canola, mid oleic sunflower, olive pomace, corn	
Omega 3 oils: canola, fish, salmon	

INACTIVE INGREDIENTS: water, glycerin, nonfat milk, sucrose, animal digest (meat flavor), sorbic acid, glucose, cornstarch, maltodextrin, silicon dioxide, guar gum, sodium alginate



Potential adverse effects can result in exceeding the recommended dose of EFAs in dogs and cats. To avoid these side effects, veterinarians should recommend a dose within safe levels based on the patient's medical history and other sources of EFAs, such as diet.

**Learn more about how OPTIMA 365™ can benefit
your patients at PRNPharmaceutical.com/OPTIMA.**



References:

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