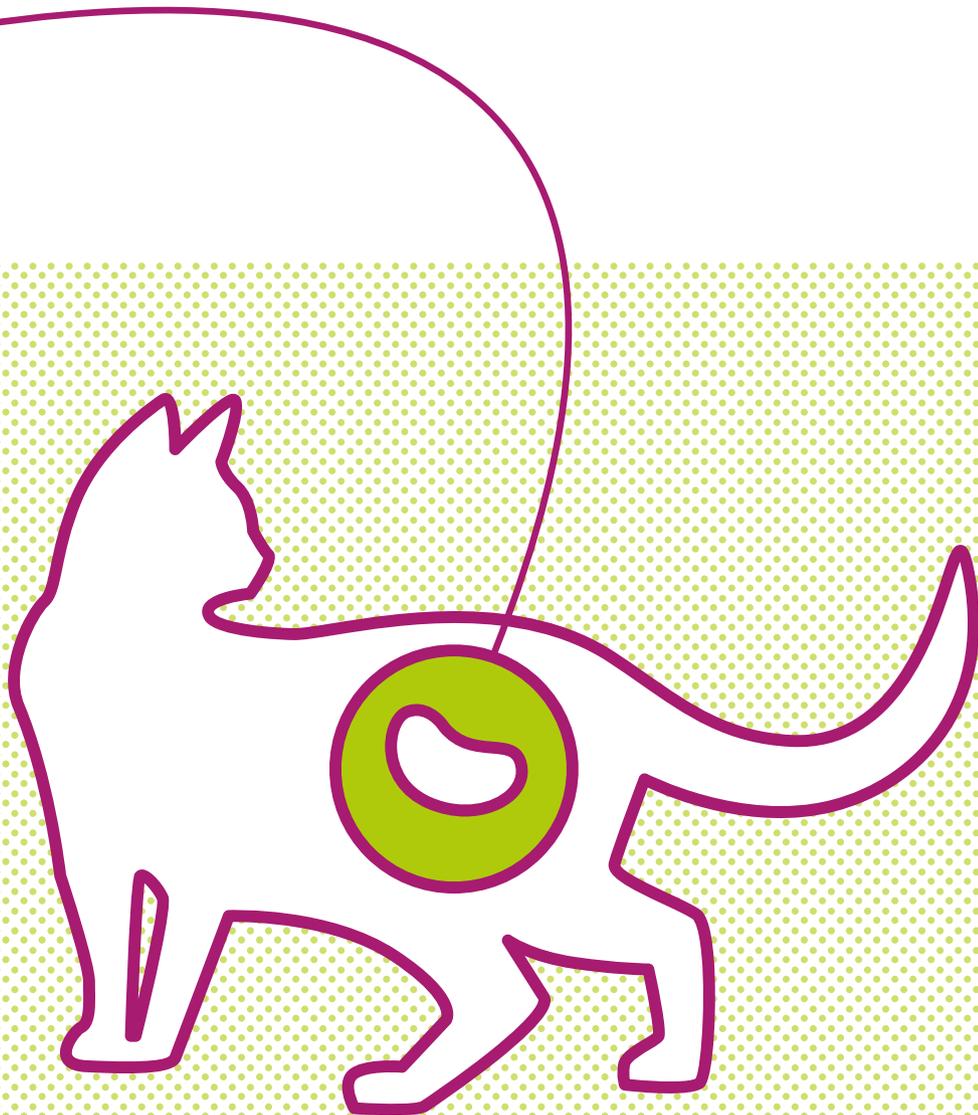


ONE

PORUS

Porus® One

Shields the blow to the kidneys
from ingestion of uraemic toxins



Dear colleagues,

Our sincerest thanks for your interest in our product Porus®One. With this brochure we would like to introduce to you Porus®One, which we have developed exclusively for you through years of research. Based on our decades of experience in the animal pharmaceutical industry, as well as in human kidney health, we have now been able to introduce you to our product for the kidneys in cats. Porus®One is a selective adsorber with a high capacity to adsorb the precursors of uraemic toxins already in the intestine and excretes them naturally with the feces. This is a very gentle method of reducing uraemic toxins because Porus®One is not absorbed or metabolised. Porus®One is an innovative kidney product for cats so that the cats get rid of uraemic toxins.

Yours sincerely
Porus®One-Team

Porus®One is a selective adsorber for precursors of uraemic toxins with a high adsorption capacity.



1

What are uraemic toxins?

Cats, unlike dogs, are obligate carnivores because they gain most of their energy from the amino acids. Therefore, they depend on protein-rich feed. The cat's metabolism and enzyme system is adjusted to the high protein digestion, so that the muscle proteins are attacked by inadequate protein intake. Protein metabolism results in a large number of waste products, which the cat's body can not use and therefore usually excretes over the kidneys. From the essential amino acids tryptophan, tyrosine and phenylalanine, the most well-known uraemic toxins, indoxyl sulfate and para-cresyl sulfate are formed. The amino acids contained in the feed proteins are already digested in the intestine by the intestinal bacteria. Here, the precursors of uraemic toxins are formed daily and continuously.

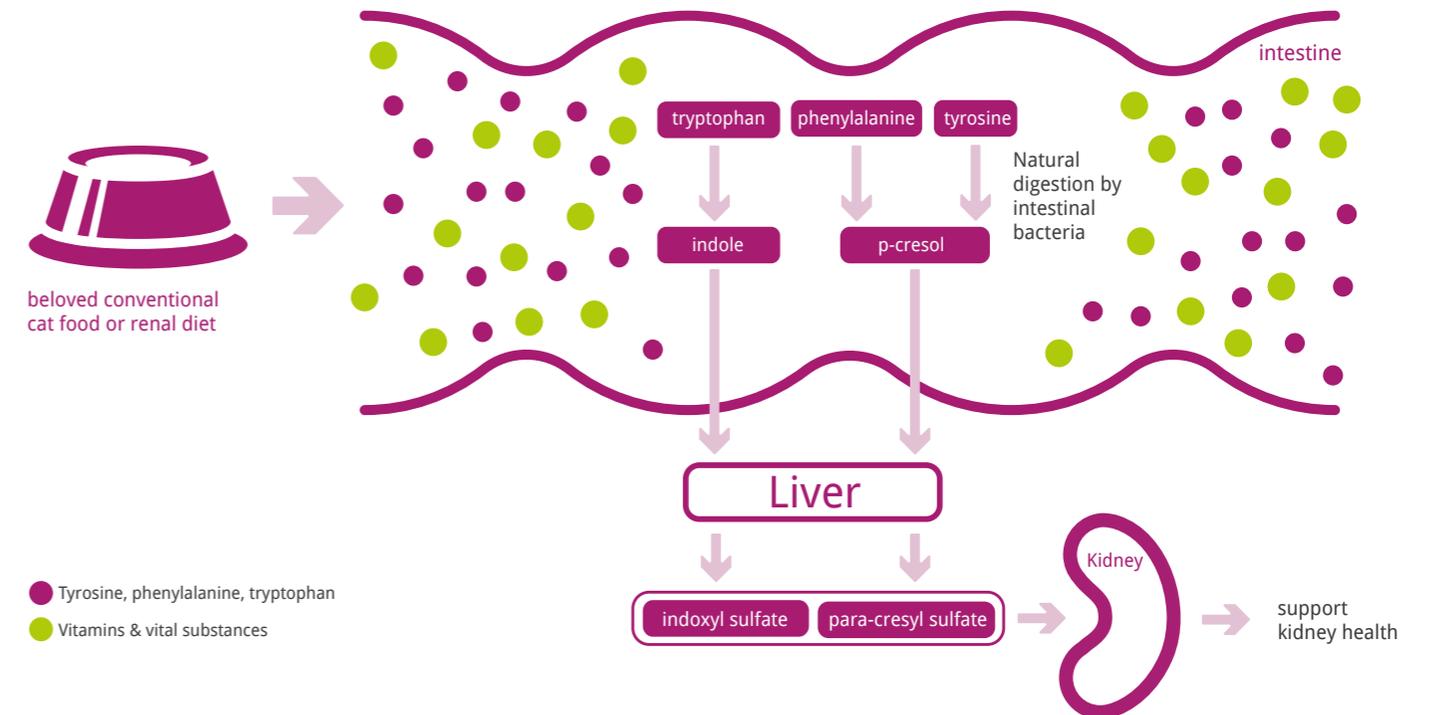
Precursors of uraemic toxins are produced by natural digestion of the essential amino acid tryptophan, phenylalanine and tyrosine. This digestion is performed by bacteria present in the intestine, where the precursors indole and para-cresol are resorbed and transported to the liver for further metabolization into uraemic toxins indoxyl sulfate and para cresyl sulfate. After that indoxyl sulfate and para cresyl sulfate are transported to the kidneys for excretion.

What cats want to get rid of: uraemic toxins

Now precursors of uraemic toxins could be adsorbed already in the intestine and excreted naturally via the feces. Binding these precursors of the uraemic toxins supports the kidney health.

Porus®One binds the precursors of these toxins in the intestine and is then excreted with the feces. The total quantity of precursors bound and subsequently excreted by Porus®One can't anymore be transformed into uraemic toxins like indoxyl sulfate or para-cresyl sulfate.

Uraemic toxins are formed from essential amino acids

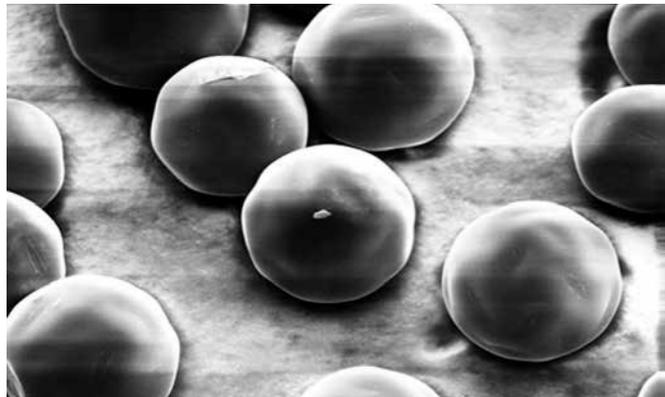


2

What's Porus® One?

Porus® One contains Renaltec®, a physically-acting selective adsorber for precursors of uraemic toxins in the gut.

Renaltec® is composed of tiny, black homogenous spheres with diameters of 0,1 to 0,3 mm. They are characterized by a smooth surface, perforated by numerous pores leading to a branched channel system similar to the bronchial system. The very smooth surface assures an unimpeded passage "rolling" through the GI tract, neither adhering to the mucosa nor accumulating in the intestine.



Picture of Renaltec® by enlargement in electron microscope

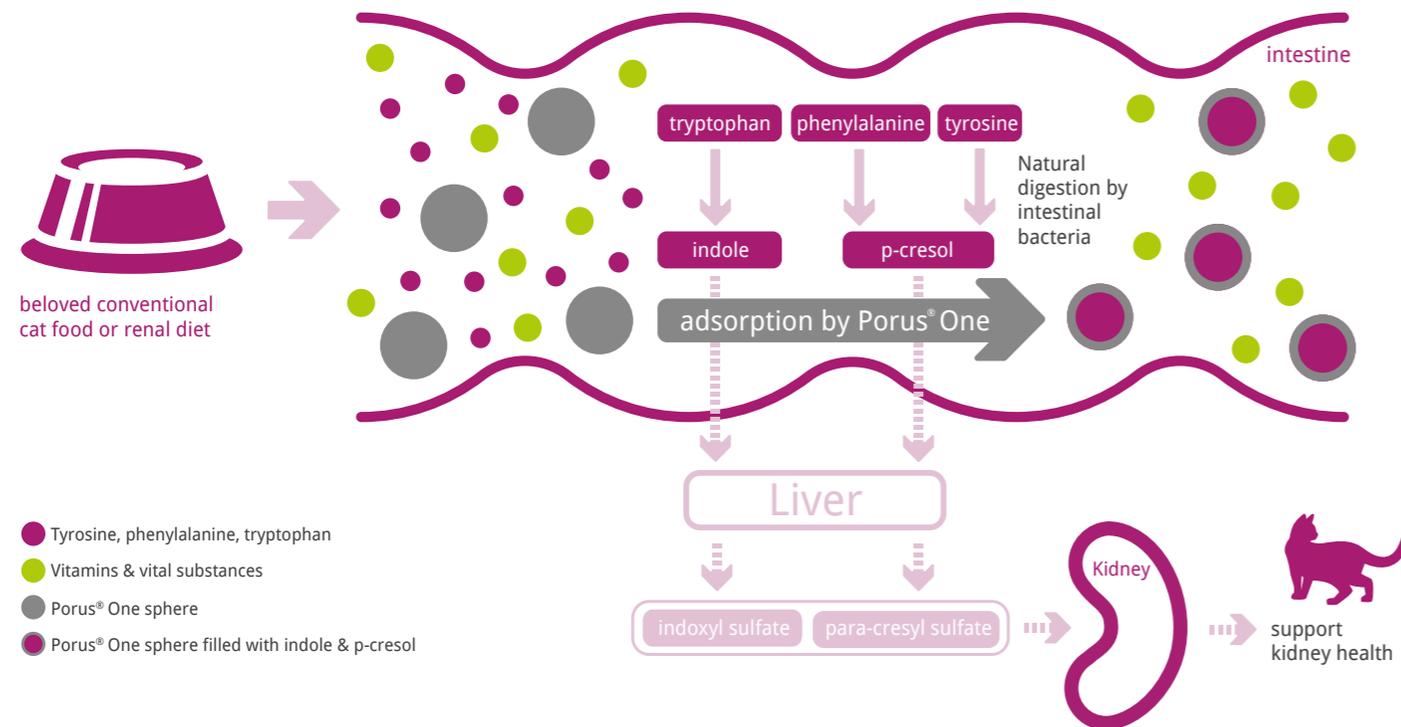
The size of the pores is determined during the manufacturing process. The pore size is so small that only very small molecules can enter the sphere's interior like uraemic toxins. Particles exceeding a larger diameter (like vitamins, cells or enzymes) cannot enter. Subsequent binding of the substances to the interior of the sphere is due to physical forces.



3 How does Porus® One act?

Porus® One is a selective, heavy-duty adsorber capturing precursors of uraemic toxins in the intestine, therefore preventing their conversion to uraemic toxins.

Binding these precursors of the uraemic toxins supports the kidney health.

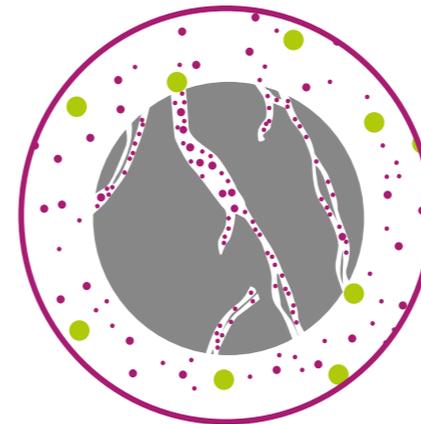


- Tyrosine, phenylalanine, tryptophan
- Vitamins & vital substances
- Porus® One sphere
- Porus® One sphere filled with indole & p-cresol

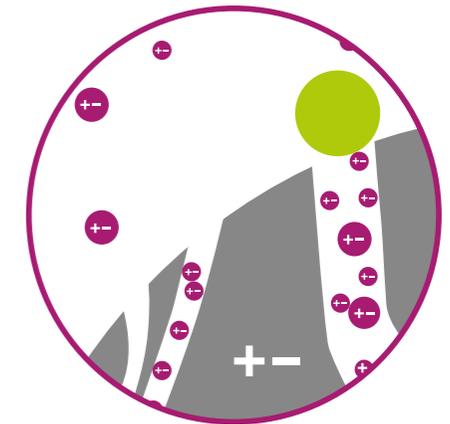
Selectivity is key

First selection step: size of molecule

The size of the pores is determined during the manufacturing process. The pore size is so small that only very small molecules can enter the sphere's interior like uraemic toxins.



TIPP: The electrical charge of the Renaltec® spheres is a key determinant of their activity!



High adsorption capacity

Due to its spherical shape and the inner branched channel system Porus® One has an enormous adsorption capacity: the surface area available for adsorption of a daily dose of Porus® One corresponds roughly to that of three tennis courts.

General tolerance

Porus® One, with its load of precursors of uraemic toxins, is completely excreted in the feces. It is neither metabolized nor adsorbed and therefore does not burden the cat's metabolism. Porus® One does not accumulate in the body.

4

How to use Porus® One?

Porus® One is taken up by the cat in a daily administration of 500 mg/cat/day.

Easy administration of Porus® One

Porus® One is administered orally via feed. Porus® One can be offered with any standard moist feed, but also via any kind of special diet like those designed for the kidneys. To better bind the spheres to the feed, Porus® One should be mixed into the moist feed. If the cat accepts dry feed only, Porus® One should be offered in a small amount (one spoon is sufficient) of moist feed or cat-paste like Add One® before offering the cat her conventional dry feed.

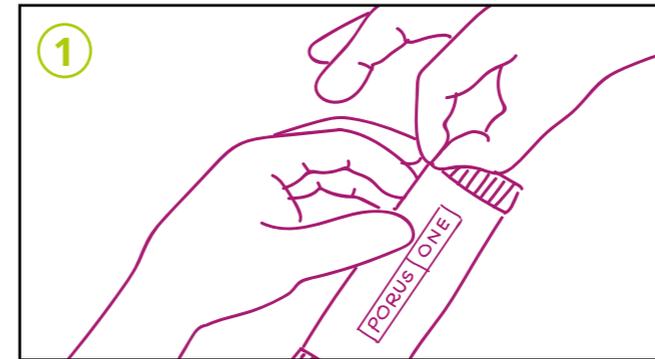
Taste tolerability

Porus® One is tasteless and without any smell. It is very well accepted by the cat, when mixed with any kind of moist feed. Spheres not binding to the feed will not actively taken by the cat. So binding to feed is important for an sufficient intake.

Open the stick easily at its upper end. The filling of the sticks takes into consideration that a thin layer of Porus® One will remain inside.



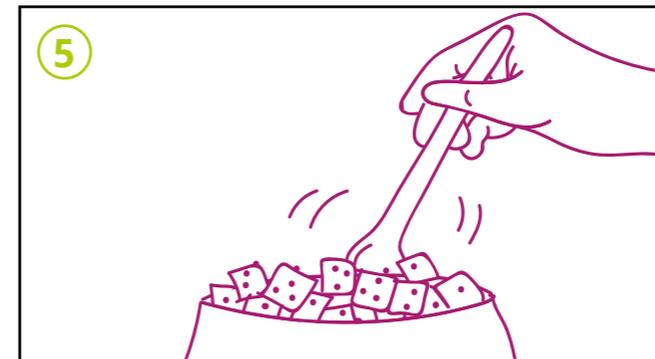
One folding-box last for 30 days.



Open the stick easily at its upper end.



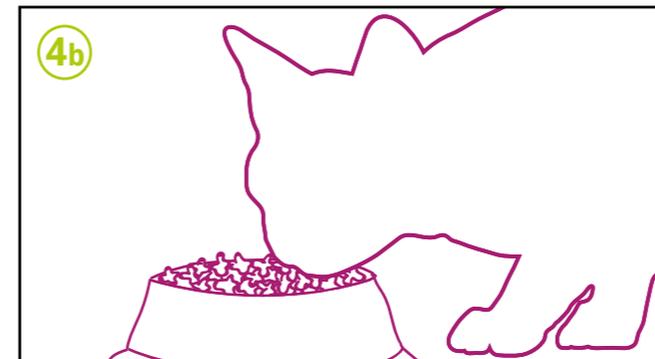
Once daily sprinkle 1 stick of Porus® One per cat directly over the cat feed.



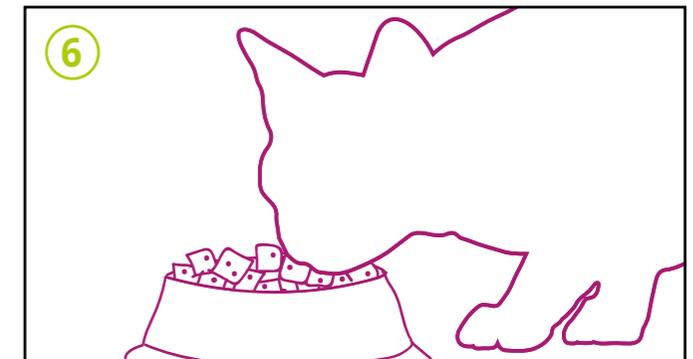
For a better binding of the spheres to the feed, just mix Porus® One under the conventional moist cat feed.



In case of dry feeding take a little bit moist feed or cat-paste like Add One®.



Mix Porus® One in this small quantity and let it be consumed by the cat before giving the cat its normal dry feed.



Porus® One is tasteless and without any smell. It is very well accepted by the cat.

PORUS ONE

Company

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Porus GmbH
Creative Campus Monheim
Alfred-Nobel-Strasse 10
D-40789 Monheim
E-mail: vet@porus.one
www.porus.one

Distributor

Broomhall Buying Services Ltd
Andrews House
Unit 3 Beam Heath Way
Nantwich, Cheshire, CW5 6PX
United Kingdom

