

Best Equine & Canine Probiotic Solution 2025 (Republic of Ireland): ProSol & Customer Service Excellence Award 2025

Tucked away in the green heart of Kildare is a unique and award-winning place where science, care, and a deep love for animals come together. The Irish Equine Centre (IEC), best known for its work in supporting Ireland's horse population, is also home to the Pet Vet Lab — a division dedicated to the health and vitality of our beloved pets. We caught up with Debbie Grey, CEO of the Irish Equine Centre, to learn about one of their latest innovations: *ProSol*, a personalised probiotic designed with your pet or horse's gut health in mind.

“Think of us as a place where a passion for science meets a real commitment to animal wellbeing,” Debbie explains. At both the IEC and the Pet Vet Lab, you'll find leading vets and scientists working side-by-side. Their shared mission? To provide fast, accurate test results and expert advice that genuinely make a difference — not just for animals, but for the people who love them.

Their labs do more than just process samples. They monitor disease, spot trends, and raise early alarms when issues like resistance to wormers or antibiotics start to show up in the data. It's this forward-thinking approach that led to the development of *ProSol* — an exciting breakthrough in gut health for both dogs and horses.

Unlike off-the-shelf supplements, *ProSol* is a bespoke, tailor-made probiotic created from an individual animal's own bacteria. It's produced by the IEC's team with precision and care, ensuring each batch is not only personalised but also tested to exclude any harmful or resistant strains. The result? A powerful way to help rebalance your pet's gut flora naturally, using the good bacteria they already carry.

“This is about restoring balance — gently, safely, and uniquely for each animal,” Debbie says. “We're proud to be the only lab offering this one-of-a-kind service.”

At its core, *ProSol* reflects what the Irish Equine Centre and Pet Vet Lab stand for: scientific excellence, compassionate care, and a commitment to keeping animals — and their humans — healthy and happy.



“For a probiotic to really work, the live bacteria need to survive the entire journey through the digestive system and make it to the colon in good numbers — that's where they can do the most good.”

Backed by over 20 years of research into gut flora — the term used to describe the billions of bacteria living in the digestive system — the team at the IEC has developed advanced, gentle techniques to isolate and grow the helpful bacteria found in a pet or horse's faecal sample.

The result is *ProSol*: a natural, liquid probiotic that's not only personalised but also incredibly effective at supporting gut health from the inside out.

“Developed to ensure the delivery of live, viable bacteria to your horse's and dog's gut, ProSol supports the restoration and maintenance of optimal gut health.”

But there's even more to *ProSol* than its personalised approach. The team also offers a unique **cryo-preservation service**, allowing them to safely store an animal's beneficial gut bacteria in a secure biobank for as long as that animal lives. This means that if your pet or horse ever needs antibiotics — which can wipe out both good and bad bacteria — their own healthy bacteria can be quickly reformulated into a fresh batch of *ProSol* to help restore balance.

It's a smart, science-led safety net that's proving to be a real game-changer — especially as the veterinary world continues to move away from over-reliance on antibiotics. And the innovation doesn't stop there. Trials are already underway to expand *ProSol* to other species, with cows currently next in line.

By putting gut health front and centre, the Irish Equine Centre and Pet Vet Lab are setting a new gold standard in caring for our four-legged friends. Their pioneering work has earned them a duo of well-deserved accolades in our **Pet Products & Services Awards 2025** — and we can't wait to see what they do next.

“ProSol: Personalised Gut Health, Backed by Science, Made with Love.”

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