



**Be prepared for storms, fireworks, anxiety and stress**

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# Take a Chill Pill!



**Big or small, events in our lives can have an extreme impact on our pets.**

Events such as moving house, getting a new puppy or kitten, or even a baby, going on holiday, having friends over, going out or taking our pets to the vet/kennels, and not forgetting thunderstorms and fireworks can all trigger neurotransmitters in the brain that cause the stress centre in our pets' brains to be activated. Some stress and stress responses are normal but when activation is excessive or exaggerated our pets' behaviour can be detrimental to their and our well-being.

Stress behaviour manifests in many ways and can include destructive behaviours, barking, accidents in the house, aggression towards other pets and people and even health issues relating to the skin and gastrointestinal tract.

It is firstly important to be able to recognise what events may be causing these responses in your pet. Where possible an effort must be made to reduce their occurrence or assist your pet in coping with them. For instance, providing your pet with a safe area in the house where they can go if you have visitors or when there is a thunderstorm.

If your pets' behaviour is extreme, behaviour modification management with an animal behaviourist may be necessary. There are also products available that can help alleviate anxiety and stress to help keep pets calm and relaxed. They have differing modes of action and are not all in the form of a pill.

**CalmEze Plus** is available as a **gel** for **cats**, a **liquid** for **dogs** and **tablets** and **chews** for both **dogs** and **cats**. All are to be given orally or mixed with a little food.

CalmEze contains the following active ingredients:

- L-Tryptophan – supports the production of the calming compound serotonin. Serotonin controls sleep, regulates and stabilizes mood and influences behaviour. It is called the "happiness" neurotransmitter
- L-Theanine – eases anxiety and stress
- \*Fish Protein Hydrolysate – creates a "feel good effect" by assisting levels of GABA as well as helping calming signals find the right spot thus reducing anxiety
- Vitamin B's – support healthy brain function, reducing excitability and improving concentration

CalmEze should be given one to two hours before a stressful event. However, it can also be used in the long-term management of anxiety and behavioural issues.



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# Choosing the right products...



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**ANXITANE** contains L-Theanine and is in the form of **chewable tablets for dogs and cats**. They help keep pets calm and relaxed and are a great option to use in conjunction with a behaviour modification program.

**THE HERBAL PET SERENITY FORMULA** is a **powder** that is added to your pets' food that contains:

- Brewer's yeast - a source of vitamins and minerals
- L-Tryptophan
- Inositol - a mood stabilizer
- Chamomile - soothes and calms
- Passion flower- alleviates nervous unrest
- Magnesium - essential for brain function

This product can be used at the time of a stressful event and also for long term management of anxiety.

**Diffusers** plug into electric sockets and release **Pheromones** into the air. **ADAPTIL** for dogs contains D.A.P which is the pleasing pheromone for dogs and **FELIWAY** for cats contains a pheromone that mimics the facial pheromone of cats. When comfortable and happy, cats mark their territory as familiar by rubbing their face against corners, furniture, people, or other cats at home. They leave an odorless message known as a feline facial pheromone. When present in the environment, these "happy messages" provide comfort and security to cats. Feliway is also available in a **spray** that can be used in target areas. **SENTRY (NURTURECALM) PHEROMONE COLLARS** for cats and dogs also contain pheromones that can aid in reducing separation anxiety, destructive behaviour, inappropriate barking and aggression.



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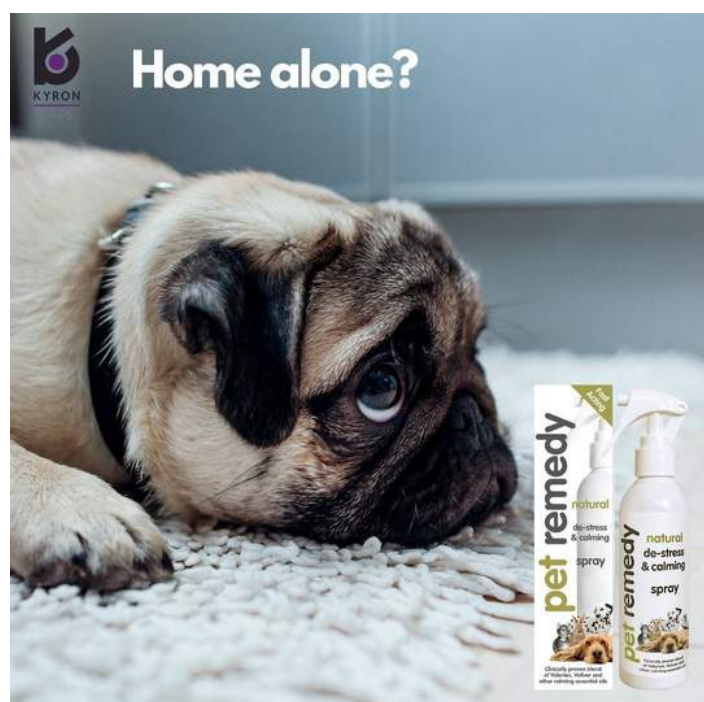
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**PET REMEDY** is available as a **spray**, in **wipes**, a **diffuser** as well as an **atomiser** that does not require electricity. This is a blend of Valerian, Vetiver and other calming essential oils. It is extremely versatile and can be used for dogs, cats, horses, rabbits, rodents and even birds.

Lastly, no advice on chilling would be complete without the mention of products containing Cannabidiol (CBD) oil. However, only products such as **NANDOE CANNABIDIOL OIL** and **VITAZOL CBD OIL**, which have had the THC component removed should be used. CBD oil has been recognised to assist with anxiety and stress in dogs as well as having other benefits.

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# CalmEze<sup>®</sup>

PLUS



Important dates to remember:

15 – 24 October .... Diwali Festivals  
 31 October ..... Halloween  
 5 November ..... Guy Fawkes  
 24 December ..... Christmas Eve  
 25 December ..... Christmas Day  
 31 December ..... New Year's Eve  
 1 January ..... New Year's Day



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CalmEze<sup>®</sup>

PLUS

# Pet Dental Care

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**We as pet parents have to take better care of our pets' dental health**

The formation of plaque on teeth leads not only to the accumulation of tartar but also to periodontitis (inflammation and destruction of the area where the tooth attaches to gum) and gingivitis (inflammation of gum).

If this process is left untreated, it will progress into more advanced periodontal disease, abscesses and loss of teeth.

Studies have suggested that chronic periodontal disease causes problems in the heart, kidneys, and the liver. Humans studies have shown a definite and large correlation between oral disease and systemic diseases.

The bacteria in the oral cavity of a pet with periodontal disease can be released into the circulatory system and travel throughout the body. This can cause damage to cardiac tissue and lead to endocarditis. Studies have shown a link among bacteraemia (bacteria in the blood) originating from oral infections, strokes and heart attacks.

## **WHY ORAL HEALTH IS IMPORTANT**

There are also studies that link periodontal disease to an increase in the incidence and/or the severity of diabetes. When bacteria invade kidneys, they cause damage that leads to kidney disease. Bacteria also can cause the liver to function improperly. Pets, especially those with valve or heart disease, may develop endocarditis (infection of the heart). The

inflammation of dental disease has also been linked to autoimmune conditions and arthritis.

Chronic mouth infection may play a role in oral cancer and it is probable that chronic dental disease affects the gastrointestinal system. It makes logical sense that the toxins produced by bacteria in the mouth, when absorbed, may also damage cells in blood and other organs.

From the accumulation and analysis of all this information, studies have come to realise that periodontal disease is not just a localised condition with bad breath and tooth loss as a consequence. It is actually a serious condition that has other more severe consequences for your pet. Periodontal disease may in fact mark the beginning of more severe systemic issues.

Last but not least, dental problems may be a result of a serious systemic or organ disease. Examples of this include FIV (Feline Immunodeficiency Virus), FeLV (Feline Leukaemia Virus), kidney disease, autoimmune disease and cancer. Should this early sign be missed, it may result in the underlying condition becoming more severe and therefore more difficult or even impossible to treat.

We as pet parents have to take better care of our pets' dental health. This includes diet, dental care at home, regular dental check-ups at your vet, teeth cleaning and extraction of teeth, if necessary.

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# Why dogs are good for us!

**Anecdotal and scientific evidence have shown that dog owners tend to be healthier**

Here are five ways that living with a dog will keep you healthy.

**1. Dogs Boost Your Mood** – Dogs have long been known to make great companions, but did you know that they actually improve your mood? Research has shown that it only takes a mere 15–30 minutes with your pet to feel more relaxed and calm. Playing with your dog also raises your brain's levels of dopamine and serotonin, which are neurotransmitters that are associated with pleasure and tranquillity. Psychologists at various universities found that the benefits of having a canine companion can be equivalent to having a human companion.

**2. Dogs Are Better Than Medicine** – In addition to boosting your mood, your dog is also great for your health. Your body reaps a lot of benefits from having your fur baby around. Dog owners have been found to have lower cholesterol, lower blood pressure, fewer heart attacks, and according to a study by the British Journal of Health, dog owners also have the added benefit of having fewer medical problems than those without pets.

**3. Dogs Help You Stay Active** – An added unexpected benefit of having a dog is that he encourages you to exercise more. Taking your dog on walks and throwing the ball around makes for good exercise.

**4. Dogs Help Relieve Stress** – Another great yet unexpected benefit of owning a dog is that they are masters at helping us relieve stress and feel calm. According to a study, 240 married couples with dogs were subjected to various types of stressful tasks where they were either alone, with their spouse or were able to see their dog before or after the task. Unsurprisingly, the lowest responses to stress were among those who were allowed to see their dogs. Maybe there should be a mandatory “bring your dog to work” day!

**5. Dogs Can Help Kids Grow Stronger** – We all value our health and dogs can actually help contribute to keeping your child healthy just by being part of the family. According to Science Daily, kids who grow up with dogs in the home have fewer allergies and are less likely to have eczema. Kids with dogs in the home also have fewer sick days and grow up with higher levels of certain immune system supporters that keep them in tip-top shape as they get older.





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