



# VITALITY CAPSULES

A holistic formula for dogs designed to support cardiovascular health and function.



### Recommended for:

- Dogs and cats with pre-existing sub-optimal cardiovascular functions
- Breeds of dogs that are predisposed to cardiovascular stress and conditions
- Support of geriatric dogs

**Vitality** combines the synergistic effects of 11 holistic ingredients that are vital for dogs. It is designed to support heart muscles, reduce oxidative stress, support cardiovascular functions, circulation and better utilize oxygen.

### Vitality combines the heart health benefits of:

**L-Taurine**, which supports regular heartbeat, minimizes the loss of potassium, supports proper use of electrolytes, provides antioxidant support and helps to support the immune system.

**L-Carnitine** supports the use of fat for energy and oxygen utilization. It supports fat metabolism, which helps balance cholesterol and triglycerides levels and supports the heart's energy levels.

**N,N-Dimethylglycine (DMG)**, which supports circulation and acts as an antioxidant.

**Vitamin E** to support circulation and immune system and heart muscle strength. Vitamin E helps support tissue repair, normal blood clotting, blood pressure, strengthens capillary walls and is a powerful antioxidant.

**Coenzyme Q10** to support oxygenation of heart tissue and helps protect against oxidation. Coenzyme Q10 helps strengthen the heart muscle and is a lipid soluble antioxidant.

**Eicosapentaenoic Acid (EPA)** an omega 3 fatty acid and **Gamma Linolenic Acid (GLA)** an omega 6 fatty acid) to support circulation and blood flow.

**Folate**, which is needed for the formation of red blood cells and helps support capillary blood flow.

**Magnesium** to support proper functioning of the cardiac muscle. Magnesium also helps regulate electrical activity for the heart.

**Potassium**, which is needed for electrolyte balance. Electrolyte balance is important for proper heart rhythm and blood pressure.

**Selenium** provides antioxidant support within the heart muscle and is a component of glutathione peroxidase and works synergistically with vitamin E to maintain a healthy heart.

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# SYNERGY

A Performance Formula in a Natural Fruit and Vegetable Base with Probiotics, Enzymes, and Selected Amino Acids

### Synergy Features:

- 7 Probiotic Species
- 7 Digestive Enzymes
- 21 Fruits & Vegetables
- Skin & Coat Enhancers
- Prebiotics
- Vitamins
- Minerals
- Antioxidants
- Amino Acids
- Fatty Acids
- Omega Fatty Acids

**Synergy** boasts a strategic blend of prebiotics, probiotics, digestive enzymes, methionine, biotin, fatty acids, fruits and vegetables.

The **Probiotics** and **Digestive Enzymes** in **Synergy** promote overall health and increased utilization of nutrients. Probiotics stabilize the digestive system by increasing beneficial bacteria populations, normalizing gut pH, and reducing protozoan and pathogenic yeast predation. **Synergy** contains beneficial microbial cultures carefully selected for Canine use increasing cell attachment and propagation over typical less effective probiotics. The digestive enzymes in **Synergy** are selected for their effective nutrient breakdown of Canine diets. This improved breakdown allows for the increased populations of beneficial bacteria to optimize the assimilation of nutrients.

The **Prebiotic** (fructo-oligosaccharides) stimulates the growth of beneficial bacteria species and promotes calcium absorption.

**Methionine** is a precursor for formation of essential amino acids. Methionine is a crucial component in the growth and condition of hair and skin.

**Biotin** is an essential factor for cell growth, the production of fatty acids, and the metabolism of fats and amino acids. Biotin can positively affect pigmentation, hair growth, and skin condition.

The biologically active **Fatty Acids**, including omega fatty acids, naturally supplied by the ingredients in **Synergy** help support tone and elasticity of the skin and hair. Fatty acids support cell integrity, maintain moisture, and help control the flow of nutrients to the cell which is important for skin and hair to remain healthy.

**Synergy** contains an assortment of beneficial fruits and vegetables including: kelp, apple fiber, whole beets, citrus pectin, prunes, yucca, alfalfa leaf, algae, aloe vera, asparagus, broccoli, brussels sprouts, carrots, cauliflower, celery, garlic, ginger, kale, parsley, spinach, tomato. Natural ingredients are rich in antioxidants, minerals, amino acids, and vitamins.



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# INFINITY POWDER

Advanced Joint Support Formula Containing Glucosamine, MSM & Chondroitin



### Recommended for:

- Dogs with an advanced need of joint support
- Geriatric, retired, working or sporting breeds
- Dogs predisposed to joint & connective tissue stress
- Recovery from accidents or surgery

Age, breed, diet, lifestyle, injury, and stress can affect the health of any joint. **Infinity** is a palatable concentrated supplement that offers a strong line of defense, whether your goal is to support the joint structure and function of a healthy pet or to help with flexibility and comfort of older or injured pets.

**Infinity** is a comprehensive formula for the support of hip, joint and connective tissue function for dogs in any stage of life. This synergistic combination of ingredients optimizes your dog's joint function and comfort; while at the same time providing building blocks necessary to support healthy joint structure.

**Glucosamine** supports the production of chondroitin sulfates and hyaluronic acid which are two glycosaminoglycans that support joint comfort, flexibility and give greater mobility to stressed joints.

**Methylsulfonylmethane (MSM)** is a source of organic sulfur. Sulfur supports proper maintenance of connective tissue function.

**New Zealand Green Shell Muscle Powder** is a natural source of biologically-active Chondroitin. **Chondroitin** supports the proper structure and function of healthy connective tissues and joints.

**Vitamin C** is required for the production of collagen and for the production of glycosaminoglycans like chondroitin sulfates and hyaluronic acid. As an antioxidant, Vitamin C also protects tissues from free radical damage.

**Calcium** and **Phosphorus** are required for the growth and development of strong healthy bones. Bone strength and health are essential to joint health. **Infinity** contains the correct balanced ratio of **Calcium** and **Phosphorus** to encourage their reciprocal relationship without risk of deficiency or toxicity.

**Infinity Powder** can be added easily to any type of food and provides advanced joint support for your dog.



# BALANCE PASTE

G.I. SUPPORT FORMULA

### Recommended for:

- G.I. health issues
- Garbage gut, nervous gut, and food sensitivities
- Older pets who need greater digestive support
- Stress (acute or chronic)
- Quickly normalizing digestion

**Balance** is a fast acting and easy to administer paste that provides immediate G.I. support for dogs and cats.

**Balance** contains a specialized yeast extract rich in mannan oligosaccharides derived from the cell wall of yeast (from *Saccharomyces cerevisiae* and brewers dried yeast), probiotics (including: *Bacillus subtilis*, mixed lactic acid bacteria, *Enterococcus faecium*), fungal derived enzymes from *Aspergillus oryzae*, and B Vitamins, which work together as a fast acting product to normalize the G.I. tract.

Most animals respond within 24 hours which makes it an "immediate care" product for G.I. tract problems while awaiting lab results!

**Balance** contains a specialized yeast extract that is rich in mannan-oligosaccharides (MOS). MOS also supports immune system functions for optimal gut health. MOS provides more binding sites than FOS (fructo-oligosaccharides).

**Balance** contains probiotics including beneficial microbes like: *Bacillus subtilis*, mixed lactic acid bacteria, and *Enterococcus faecium* which helps maintain balanced microbial levels in the gut. They also encourage the growth of helpful bacteria and help maintain proper water level in the gut.

Vitamins work synergistically with the probiotics to support the growth of the naturally occurring beneficial microbial population in the animal's gut. This causes a quicker response and helps to reduce stress on the G.I. mucosa. Riboflavin (Vitamin B2) supports gut health; Pyridoxine hydrochloride (Vitamin B6) for proper immune function.





# BALANCE POWDER

## G.I. SUPPORT FORMULA



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- Garbage gut, nervous gut, and food sensitivities
- Older pets who need greater digestive support
- Stress (acute or chronic)
- Quickly normalizing digestion

**Balance Powder** is an easy to feed supplement that provides fast G.I. support for dogs and cats.

**Balance Powder** is a palatable formula of naturally occurring probiotics, targeted proteins, and organic acids for dogs during extreme gastrointestinal stress. The carefully chosen active ingredients in Balance powder effectively overwhelm the pathogenic bacteria that cause the majority of persistent diarrhea in dogs.

**Balance Powder** contains six beneficial probiotics: Lactobacillus acidophilus, Enterococcus faecium, Bifidobacterium longum, Bifidobacterium thermophilum and Bacillus subtilis. Colonizing these species serves

to establish a healthier balance between beneficial digestive microflora and negative pathogenic bacteria. They also help maintain proper water level in the gut which is imperative since dehydration is typical during diarrhea.

**Balance Powder** contains Charred Root Fermented Carbon Extract which is similar to charcoal. Like charcoal it can absorb, trap, and help to expel toxins and unpleasant gasses common during diarrhea. However, it is superior to charcoal by achieving this without absorbing crucial nutrients and robbing your dog of vitamins and minerals.

**Balance Powder** has Organic Acids that provide dietary acidification which is helpful to create unfavorable conditions for pathogenic microorganisms and optimizes the pH of the intestinal tract which is needed for the stimulation and activation of G.I. tract enzymes.

**Balance Powder** is enhanced with Targeted Proteins that are able to place the protein inside or outside of selected cells and are therefore able to aid in the destruction of negative pathogens.

**Balance Powder** is our 'go to' solution when other pharmaceutical and nutritional therapies fail to help dogs in digestive crisis.

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# SMILES

## Dental Support

**Smiles Features:**

- User-Friendly Shaker: Just Sprinkle On Food
- Easy To Remember
- Dogs Love The Great Taste And Smell
- Mess-Free and Hassle-Free Daily Dental Program

**Smiles** is a convenient way to support your dog's dental health. It is recommended to help reduce plaque formation and support healthy gums.

**Smiles** supports cleaner teeth and fresher breath. It's formulated with Zinc Ascorbate, Taurine, Probiotics (Enterococcus faecium, Lactobacillus acidophilus), Natural Zeolites, Yucca Schidigera Extract and Cranberry Powder.

**Smiles** is formulated specifically to be used between veterinary dental cleanings to support cleaner teeth and fresher breath.

**Natural Zeolites** are beneficial minerals that help to prevent plaque from accumulating on and adhering to teeth.

**Cranberry** is a source of antioxidant rich bioflavonoids that support healthy gum tissue. **Bioflavonoids** also help reduce negative and pathogenic bacteria that can lead to plaque buildup and the destruction of oral tissue.

**Yucca Shidigera Extract** is a herb that naturally inhibits harmful enzymes helping to prevent the breakdown of gum tissue integrity.

**Taurine** combined with **Zinc** works to support the health and strength of gum tissue. Increasing healthy gum tissue results in less dead tissue where harmful bacteria can thrive. **Zinc** penetrates plaque on teeth and oxidizes it, reducing plaque buildup which helps to prevent bad breath.

**Lactobacillus Acidophilus** and **Enterococcus Faecium** are probiotics that help restore and maintain favorable bacterial balance in the mouth. Probiotics displace plaque causing bacteria to encourage gum health and fresh breath.

**Vegetable Fats** help the other beneficial ingredients adhere to teeth, ensure product palatability, and provide essential fatty acids that support healthy gums.

The convenient shaker makes improving your pets dental health with **Smiles** easy as sprinkling spices on your dinner.



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# SERENITY CHEWS

Supports Stress Reduction

**Recommended for:**

- Changes to Environment
- Company or Parties
- Veterinary Visits
- Grooming Visits
- Boarding or Holidays
- Boredom
- Separation Stress
- Moving or Traveling
- Fireworks
- Thunderstorms
- Dog Show Anxiety

**Serenity Chews** help alleviate stress related behavior problems without affecting your animal's personality or energy level. It can be used daily or just when extra help to relax is needed.

It contains a combination of factors not found in other calming formulas such as a **Colostrum Calming Complex, L-Theanine, Thiamine** (Vitamin B1), and **Lecithin** which all address stress and calming. Its ingredients do not cause side effects, addiction, and drowsiness or impaired motor skills.

**Colostrum Calming Complex** is isolated from the milk protein casein and is known for its calming effects, and works synergistically with **L-Theanine**.

**L-Theanine** supports calming, relaxation, and reduces irritability. It has been extensively researched for its ability to help curb destructive behavior. **L-Theanine** is a naturally occurring amino acid found in green tea that is a derivative of glutamic acid a neurotransmitter in the brain. It helps the body to produce other calming amino acids, such as Dopamine, GABA and Tryptophan and helps bring certain neurotransmitters into better balance. Studies done on **L-Theanine** showed that dogs were calm and relaxed without adverse effects or drowsiness; dogs were alert, playful, and calmer than expected, given their situations.

**B Vitamins** help manage stress and help maintain normal disposition. **Thiamine** (Vitamin B1) has been shown to affect the central nervous system to help calm and relax anxious animals. **Thiamine** is not stored in the body and its levels can be depleted by increased activity, stress, illness, or increased metabolism. Deficiencies cause mental confusion, muscular weakness, muscle spasms, nervousness, and weight and appetite loss during periods of stress.

**Lecithin** is calming to the nervous system. It is a phospholipid that is rich in B vitamins, especially Choline and Inositol which help to support brain function and manage stress.

**Serenity Chews** are a convenient way to deliver stress reduction.

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# SERENITY LIQUID

Supports Stress Reduction

**Recommended for:**

- Changes to Environment
- Company or Parties
- Veterinary Visits
- Grooming Visits
- Boarding or Holidays
- Boredom
- Separation Stress
- Moving or Traveling
- Fireworks
- Thunderstorms
- Dog Show Anxiety

**Serenity** helps alleviate stress related behavior problems without affecting your animal's personality or energy level. It can be used daily or just when extra help to relax is needed.

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**Lecithin** is calming to the nervous system. It is a phospholipid that is rich in B vitamins, especially Choline and Inositol which help to support brain function and manage stress.

**Serenity Liquid** is a cost effective way to deliver stress reduction.



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