

Mainly Dogs



SERENITY

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.

It contains a combination of factors not found in other calming formulas such as a **Colostrum Calming Complex**, **L-Theanine** and **Thiamine** (Vitamin B1) 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.

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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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BALANCE

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 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, *Enterococcus faecium* 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.



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INFINITY

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 tasty chew 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 normal 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.

Chondroitin Sulfates support the proper structure and function of healthy connective tissues and joints. The purified chondroitin sulfates in this product are derived from certified BSE Free Bovine Tracheal Cartilage, which is a rich source of biologically-active Chondroitin.

Vitamin C and **Manganese** are 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.

Dimethylglycine (DMG) supports the production of many constituents in the body. It acts as an antioxidant to protect the joints from free radical damage.

Omega-3 fatty acids, Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA) from fish oil, are precursors to the PGE3 series of prostaglandins, which are substances important to proper body regulation and joint comfort. Fish oil is also important for optimal joint function. It balances prostaglandins and leukotrienes to support joint and connective tissue health.



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