The problem of the **STRESS** tangle

When dogs get stressed, they often display behavioral changes. That tangle of stress-related behaviors can damage the human-animal bond. Inappropriate behaviors — including those caused by stress — are a leading reason people surrender or return their pets to shelters.¹³

In a study¹ of client-reported signs in dogs, 72.5% of dogs showed some form of stressed behavior. Stress triggers for your canine patients might include loud noises, storms, crowds, and unfamiliar people, pets or places. Although stressors and stress-related behaviors will vary, they can include:

- **EXCESSIVE LICKING**²
- **PACING**³
- **INAPPROPRIATE ELIMINATION**⁴
- **TREMELING**⁵
- **VOCALIZING**³

How ZENIDOG® Pheromone Products can help manage the stress tangle

Both ZENIDOG® Gel Diffuser and ZENIDOG® Long-Acting Collar contain an analogue of a pheromone that’s naturally emitted by nursing mother dogs. This dog-appeasing pheromone can help untangle a canine patient’s stress to reduce stress-related signs and behaviors.

**Gel Diffuser**⁶
Marked improvement of stress-related behaviors as of day 7

**Long-Acting Collar**⁶
Signs of stress reduced by 89% at day 90

Clients rely on your expertise

A recent study⁷ found that the majority of pet owners trust their veterinary healthcare team as the chosen expert on their pets’ health, citing quality of care and knowledge as more important than cost.

**Helping a client untangle their dog’s stress can play a role in:**
- Managing inappropriate behaviors
- Improving patients’ quality of life
- Keeping clients and patients together
Pheromone Products

This effective, drug-free option is available as a gel diffuser and a long-acting collar. Both products offer added value in the form of convenience, longevity and eco-friendly packaging.

Talk with your clients about helping to manage their dogs’ stress-related behaviors.

<table>
<thead>
<tr>
<th>ZENIDOG® Gel Diffuser</th>
<th>Convenience</th>
<th>Longevity &amp; eco-friendliness</th>
<th>Key stats6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fully portable, with no electricity required</td>
<td>Lasts up to two months (twice as long as the main competitor)</td>
<td>Produced marked improvement of stress-related behaviors beginning at day 7 of a 60-day study</td>
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<td></td>
<td>Blends into the home environment with a discreetly elegant appearance and no perceptible odor to humans</td>
<td>Conserves energy by functioning without a power source</td>
<td>Achieved pet owner satisfaction rates and perception of positive results comparable to the main competitor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ZENIDOG® Long-Acting Collar</th>
<th>Convenience</th>
<th>Longevity &amp; eco-friendliness</th>
<th>Key stats6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stylish and available in two sizes — puppies and dogs up to 22.0 lbs, and puppies and dogs 22.1–110.0 lbs</td>
<td>Lasts up to three months (three times as long as the main competitor)</td>
<td>Generated an 89% reduction in stress-related behaviors by the end of a 90-day study, with statistically significant ((p&lt;0.05)) reductions starting at day 7</td>
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<td></td>
<td>Can be used with antiparasitic collars, with no loss of efficacy6</td>
<td></td>
<td>Yielded pet owner satisfaction rates and perception of positive results comparable to the main competitor</td>
</tr>
</tbody>
</table>

To order ZENIDOG Pheromone Products, talk with your distributor or Virbac representative, or call 1-844-484-7222.

References