



Help untangle their stress.

Long-acting calming pheromones for dogs



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.¹⁻³

In a study⁴ 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:

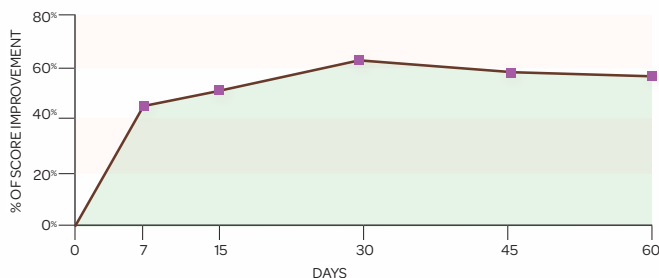


How ZENIDOG® Pheromone Products can help manage the stress tangle

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.

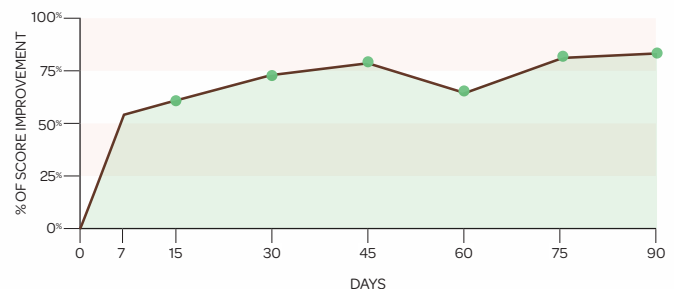
Gel Diffuser⁶

Marked improvement of stress-related behaviors as of day 7



Long-Acting Collar⁶

Signs of stress reduced by 89% at day 90



• Statistically significant improvement of signs of stress starting at day 15 ($p < 0.05$)

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.



ZENIDOG® Gel Diffuser



Convenience

- Fully portable, with no electricity required
- Blends into the home environment with a discreetly elegant appearance and no perceptible odor to humans

Longevity & eco-friendliness

- Lasts **up to two months** (twice as long as the main competitor)
- Conserves energy by functioning without a power source

Key stats⁶

- Produced marked improvement of stress-related behaviors beginning at day 7 of a 60-day study
- Achieved pet owner satisfaction rates and perception of positive results comparable to the main competitor

ZENIDOG® Long-Acting Collar



Convenience

- Stylish and available in two sizes – puppies and dogs up to 22.0 lbs, and puppies and dogs 22.1–110.0 lbs
- Can be used with antiparasitic collars, with no loss of efficacy⁶

Longevity & eco-friendliness

- Lasts **up to three months** (three times as long as the main competitor)

Key stats⁶

- Generated an 89% reduction in stress-related behaviors by the end of a 90-day study, with statistically significant ($p < 0.05$) reductions starting at day 7
- Yielded pet owner satisfaction rates and perception of positive results comparable to the main competitor

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

References

1. Powell L, Reinhard C, Satriale D, Morris M, Serpell J, Watson B. Characterizing unsuccessful animal adoptions: age and breed predict the likelihood of return, reasons for return and post-return outcomes. *Sci Rep*. 2021;11(1):8018. doi: 10.1038/s41598-021-87649-2. 2. Keeping pets (dogs and cats) in homes: A three-phase retention study. Phase II: descriptive study of post-adoption retention in six shelters in three U.S. cities. American Humane Association. <https://www.americanhumane.org/publication/keeping-pets-dogs-and-cats-in-homes-phase-ii-descriptive-study-of-post-adoption-retention-in-six-shelters-in-three-u-s-cities/>. Accessed September 9, 2021. 3. Salman MD, Hutchison J, Ruch-Gallie R, et al. Behavioral reasons for relinquishment of dogs and cats to 12 shelters. *J Appl Anim Welf Sci*. 2000;3(2):93-106. doi: 10.1207/S15327604JAWS0302_2. 4. Salonen M, Sulkama S, Mikkola S, et al. Prevalence, comorbidity, and breed differences in canine anxiety in 13,700 Finnish pet dogs. *Sci Rep*. 2020;10(1):2962. doi: 10.1038/s41598-020-59837-z. 5. Sheppard G, Mills DS. Evaluation of dog-appeasing pheromone as a potential treatment for dogs fearful of fireworks. *Vet Rec*. 2003;152(14):432-436. doi:10.1136/vr.152.14.432. 6. Nicolas CS, España and Fatjó, Bowen J, Monginoux P. Owner-perception of the effects of two long-lasting dog-appeasing pheromone analog devices on situational stress in dogs. *Animals (Basel)*. 2022;12(1):122. doi:10.3390/ani12010122. 7. Hansen C. Stronger client relationships are key to better patient care. dvm360. <https://www.dvm360.com/view/stronger-client-relationships-are-key-to-better-patient-care>. Accessed September 9, 2021.