

nurtureCALM^{24/7}[®]

pheromone collar



A Serious Issue

One-third of veterinarians surveyed feel that behavioral issues are as important as medical ones. Behavior issues are also becoming more of a concern to pet owners, especially for those who have not seen marked improvement from training programs. These pet owners are seeking solutions from their veterinarians. All of these realizations are causing an upswing in demand for behavior-modifying products that are safe, effective and convenient.

A Superior Solution

- Behavior problems are the number one cause of euthanasia for dogs, resulting in a loss of approximately 10 percent of the pet population each year.
- Behavior problems are a key reason people cite for treating pets unkindly. By controlling behavior, we can enhance the relationship between people and their pets and help prevent mistreatment and abandonment.
- Prescription medications used to modify behavior present complications including a potential reaction and systemic release, which prevents their use in many elderly pets or pets with other health concerns.

Puppies are exposed to their mother's pheromones as they nurse, and they associate this scent with being safe and satisfied. Later in the dogs' lives, these same pheromones can still trigger feelings of safety and well-being. While the use of pheromones is not new, the NurtureCalm 24/7[®] Pheromone Collar provides a superior, longer-lasting delivery of pheromones than any other pheromone product.

- NurtureCalm 24/7[®] collars are formulated with a pheromone higher in concentrations than any other collars on the market today.
- Unlike diffusers or sprays, NurtureCalm 24/7[®] collars provide round-the-clock pheromone release, making compliance a non-issue.
- The collar goes where the dog goes, so it is extremely effective for an active dog or for anxiety due to hospitalization or travel.
- Pet owners report the NurtureCalm 24/7 collar is more effective than other pet calming collars, diffusers or sprays.
- With a lower price than competing products, the NurtureCalm 24/7[®] collar is an economical solution that is readily available to all clients.



PO Box 540160 • Omaha, NE 68154 • 866-374-0242
www.meridiananimalhealth.com

NurtureCalm 24/7[®] is a registered trademark of Meridian Animal Health



Finally, a better answer to canine behavioral problems.

nurtureCALM^{24/7} pheromone collar

- Proven to effectively treat behavioral problems in dogs that are due to stress, anxiety and phobias — such as separation anxiety, travel, thunderstorms, fireworks and social interaction.
- A safe, effective first line intervention, often eliminating the need for powerful prescription medications.
- Can be used without long-term side effects.
- Can be used with dogs of all breeds and ages.
- US and International Patents Pending



Independent surveys and studies show the efficacy and longevity of the **NurtureCalm 24/7[®] Pheromone Collar** has been demonstrated. This gives veterinarians across the country confidence in recommending it to their clients.

Meridian's NurtureCalm 24/7 [®]	
Separation anxiety	X
Thunderstorms	X
Fireworks	X
Helps alleviate fear of traveling	X
Clinic reception	X
Clinic examination	X
Hospitalization	X
Boarding	X
Noise fears	X
New visitors	X
Holiday stress	X
Going for walks	X
Visits to the groomer	X
New baby	X
Shelter dog in a new home	X

