

# nurtureCALM<sup>24/7</sup><sup>®</sup>

## 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 cats, resulting in the 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 cats and help prevent mistreatment and abandonment.
- Prescription medications used to modify behavior present complications including potential reaction and systemic release, which prevents their use in many elderly pets or pets with other health concerns.
- NurtureCalm 24/7<sup>®</sup> Pheromone Collars for Cats are the only collars available for cats, designed specifically for them with a synthetic feline calming pheromone.
- Unlike diffusers or sprays, NurtureCalm 24/7<sup>®</sup> collars provide round-the-clock pheromone release, making compliance a non-issue.
- The collar goes where the cat goes, so it is extremely effective for an active cat or for anxiety due to hospitalization or travel.
- Pet owners prefer the NurtureCalm 24/7 collar to diffusers and sprays.

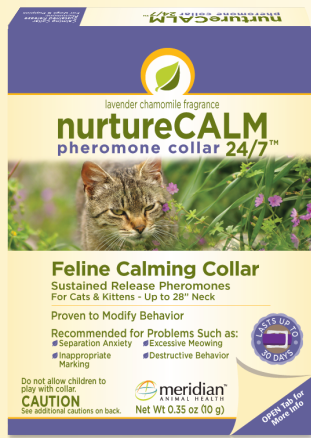
Kittens are exposed to their mother's pheromones as they nurse, and they associate this scent with being safe and satisfied. Later in the cats' lives, these same pheromones can still trigger feelings of safety and well-being. While the use of synthetic pheromones is not new, the NurtureCalm 24/7<sup>®</sup> Pheromone Collar is the only collar available for cats. It provides longer-lasting and more convenient delivery of pheromones than any other pheromone product.

- With a lower price than competing products, the NurtureCalm 24/7<sup>®</sup> collar is a solution that is readily available to all clients.



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# Finally, a better answer to feline behavioral problems.

## nurtureCALM<sup>24/7</sup><sup>®</sup> pheromone collar

- Proven to effectively treat behavioral problems in cats due to stress, anxiety and phobias — such as aggressive or anti-social behavior, inappropriate marking or urinating and separation anxiety.
- Effective for cats who suffer from anxiety due to travel, thunderstorms, fireworks and social interaction.
- Helps ease rescued or adopted cats as they acclimate to a new environment. Also works to prevent the formation of bad habits that can be formed as a result of anxiety.
- 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 cats of all breeds and ages.
- Patent Pending



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

Meridian's NurtureCalm 24/7 <sup>®</sup>		
Separation anxiety		X
Thunderstorms		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
New baby		X
Shelter cat in a new home		X

