



DaVinci®

Laboratories
of Vermont

Innovative by nature

SERENITY NOW FOR CATS & DOGS

- **A calming support formula recommended for pets exposed to increased environmental stressors.**
- When pets can't adapt to stress, it can lead to anxiety, nervousness, hyperactivity, frayed nerves, excess barking, abnormal urine marking, excessive scratching, trembling or shivering, and destructive or aggressive behavior.
- **Recommended for:**
 - Changes to environment
 - Company or parties
 - Veterinary or grooming visits
 - Boarding or holidays
 - Boredom or separation anxiety
 - Injury, illness or inadequate nutrition
 - Moving or traveling
 - Fireworks and thunderstorms
 - Nervousness and hyperactivity
- **Serenity Now** helps alleviate stress related behavior problems without affecting your animal's personality or energy level. It can be used daily or when extra help to relax is needed.
- It contains a combination of factors not found in other calming formulas such as a Calming Complex from colostrum, L-Theanine, Thiamine (Vitamin B1), which all address stress and calming.

About the Formula:

- **Colostrum Calming Complex** – is isolated from colostrum proteins which have a calming effect on animals. These bioactive proteins have been found to support cognitive functioning and support stress reduction. The Colostrum Calming Complex works synergistically with the L-Theanine in this formula to promote relaxation and cognition in dogs and cats.
- **L-Theanine** supports calming and relaxation, reduces irritability and low mood states. L-Theanine has been extensively researched for its ability to reduce stress, anxiety and unwanted 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 reduced anxiety-related behavior without adverse effect or drowsiness; dogs were alert, playful and calmer than expected given their situations.
- **Thiamine** helps manage stress and reduces irritability. Thiamine (Vitamin B1) has been shown to affect the central nervous system to help calm and soothe anxious animals. A lack of Thiamine can cause mental confusion, muscular weakness, muscle spasms, nervousness, and weight and appetite loss during periods of stress.

- **Serenity Now** for Cats and Dogs does not contain any herbal ingredients (Kava Kava, Valerian, St. John's Wort, etc.) or L-Tryptophan. It's ingredients do not cause addiction, drowsiness or impaired motor skills.

Serenity Now Small Dogs & Cats

Approximately 1 Chew:	
Thiamine (Vitamin B1)	67 mg
Colostrum Calming Complex	11 mg
L-Theanine (Suntheanine® brand)	10.5 mg

Inactive Ingredients: brewers yeast, canola oil, chicken liver flavor, citric acid, glycerin, mixed tocopherols, propionic acid, proprietary blend (maltodextrin, sodium alginate and calcium sulfate), rosemary extract, silicon dioxide, soy lecithin, vegetable oil.

Directions For Use:

Serenity Now for Small Dogs & Cats:

Cats and Dogs Up to 25 lbs: 1 chew daily.

During times of increased stress:

It is safe to double or triple the above amount, as needed.

Serenity Now Medium & Large Dogs

Approximately 1 Chew:	
Thiamine (Vitamin B1)	134 mg
Colostrum Calming Complex	22 mg
L-Theanine (Suntheanine® brand)	21 mg

Inactive Ingredients: brewers yeast, canola oil, chicken liver flavor, citric acid, glycerin, mixed tocopherols, propionic acid, proprietary blend (maltodextrin, sodium alginate and calcium sulfate), rosemary extract, silicon dioxide, soy lecithin, vegetable oil.

Directions For Use:

Serenity Now for Medium & Large Dogs:

26-50 lbs: 1 chew daily.

51-100 lbs: 2 chews daily

Over 100 lbs: 3 chews daily.

During times of increased stress:

It is safe to double or triple the above amount, as needed.

Sold Exclusively Through Health Care Practitioners.

0200781.030 (30 Chews) - Small Dogs & Cats
0200780.060 (60 Chews) - Medium & Large Dogs

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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