



Innovative
by nature

PRIVATE LABEL

OUR BRAND OR YOURS.

SERENITY NOW FOR SMALL DOGS & CATS

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 (Suntheanine® Brand), 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** (Suntheanine® Brand) 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. Its ingredients do not cause addiction, drowsiness or impaired motor skills.

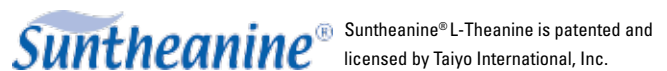
Approximately 1 Chew:

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

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

Directions For Use:

Cats and Dogs Up to 25 lbs: 1 chew daily.
Product can be given up to two times daily or on an as-need basis. It is safe to double or triple in times of increased stress.



Sold Exclusively Through Healthcare Practitioners.

0200781.030 (30 Chews)

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