



Help
untangle
their stress.

Long-acting calming pheromones for dogs



The **STRESS** tangle

Dogs can get tangled up in stress, and that often leads to behavioral changes.

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 Different dogs have different comfort zones, but stress triggers might include loud noises, storms, crowds, and unfamiliar people, pets or places.

Helping your clients untangle their dog's stress can play a role in:

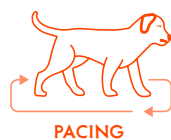
- Managing inappropriate behaviors
- Improving quality of life for your patients
- Restoring a sense of well-being to the household
- Keeping clients and their pets together

Clients rely on your insights.

A recent study⁴ found that the majority of pet owners trust their veterinary healthcare team as the chosen expert on their pet's health, citing quality of care and knowledge as more important than cost.

In a study of client-reported signs, **72.5%** of dogs exhibited some form of stressed behavior.⁵

Stress-related behaviors may include:^{5,7}



Untangling **STRESS**

ZENIDOG® Pheromone Products

As in people, the limbic system and hypothalamus in dogs govern emotions and hormones.⁶ Stressful situations activate the limbic system and hypothalamus, and the pet may display various signs or reactive behaviors.⁶

ZENIDOG Pheromone Products contain an analogue of a dog-appeasing pheromone emitted by nursing mother dogs. This analogue helps manage stress-related signs and behaviors in dogs.

Three basic options can be used alone or in combination to reduce or manage stress and stress-related behaviors in pets:

- 1 Behavior modification⁷
- 2 Medical intervention⁷
- 3 Environmental adjustments⁷ – which can include ZENIDOG Pheromone Products

ZENIDOG® Pheromone Products



Lasts up to 2 months
Twice as long as the main competitor

ZENIDOG® Gel Diffuser

Quick Stats

- Marked improvement of stress-related behaviors as of day 7⁸
- Pet owner perception of efficacy and satisfaction comparable to the main competitor⁸

Key Features

- Eco-friendly: No electricity required, and packaged in a recyclable box
- Effective in rooms up to 750 square feet
- Discreet appearance and no perceptible odor to humans



Lasts up to 3 months
Three times as long as the main competitor

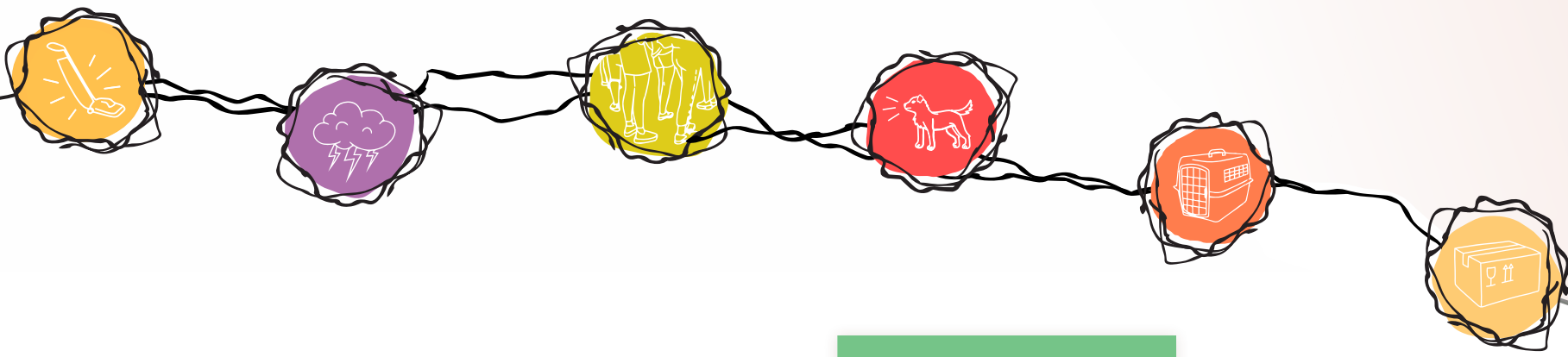
ZENIDOG® Long-Acting Collar

Quick Stats

- Signs of stress reduced by 89% at the end of the 90-day study⁸
- Pet owner perception of efficacy and satisfaction rates comparable to the main competitor⁸
- More than 2/3 of pet owners would recommend⁸

Key Features

- Eco-friendly: Less waste with fewer collars per year, and packaged in a recyclable box
- Unobtrusive and stylish
- Can be used with antiparasitic collars, with no reduction in efficacy⁸
- Fully adjustable, with one size for puppies and dogs up to 22 lbs, and one for puppies and dogs 22.1–110 lbs



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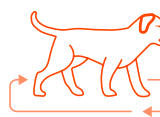
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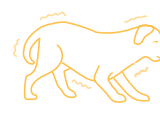
EXCESSIVE LICKING



PACING



INAPPROPRIATE ELIMINATION



TREMBLING



VOCALIZING

Untangling **STRESS** with science

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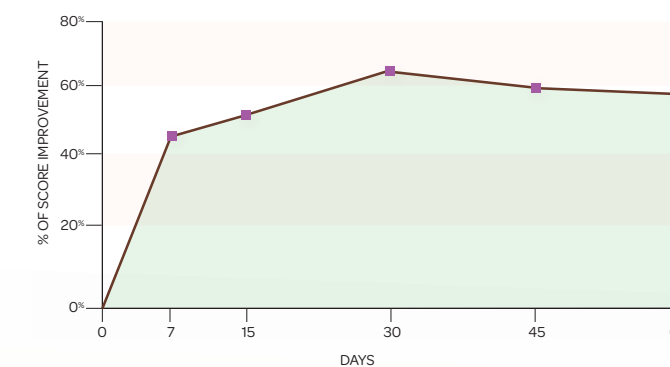
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Improvement of signs of stress with ZENIDOG® calming pheromones

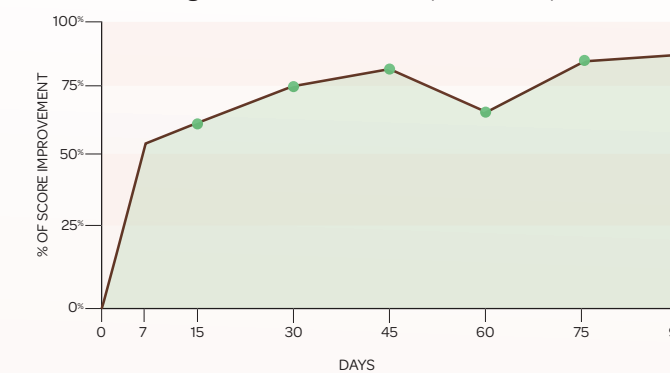
Gel Diffuser⁸

Marked improvement of stress-related behaviors as of day 7



Long-Acting Collar⁸

Signs of stress reduced by 89% at day 90



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

“This gel diffuser offers a novel delivery method of a pheromone we already use clinically. Whether freeing up electrical outlets in your clinic and exam rooms or letting you place a diffuser right next to a pet’s resting or confinement area, this product is a game changer.”

Amy Pike, DVM, DACVB, IAABC-CABC, Boarded Veterinary Behaviorist

“ZENIDOG Pheromone Products helped my dog seem more relaxed. She was also less reactive to stressors than before.”

Dog owner perception study participant





**Convenient, long-acting
calming pheromone
products for dogs.**



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

everyday
CARE

References

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