



MENTAL HEALTH

in Dogs & Cats



2024 edition for retail purposes

MENTAL HEALTH CONCERNS IN DOGS AND CATS ARE COMMON

3 out of 5 Australian dog owners observe behaviours connected to stress & anxiety

Stress & anxiety is becoming increasingly problematic for modern dogs and their pet parents. Factors such as genetics, upbringing, and the role of the dog within the wider family unit can all influence a dog's behaviour.



21% of cats are timid, and 17% of cats are overly fearful¹

Cats suffer from stress and anxiety too. Similar to dogs, a cat may be fearful and anxious due to genetics and their upbringing (ultimately, their environment).

Whilst there are some similarities in the way cats communicate their anxiety compared to dogs, there are also some key differences.



HOW TRYPTOPHAN CAN HELP WITH STRESS & ANXIETY



Serotonin




One of the hormones responsible for regulating mood (happiness) and sleep in both pets & humans, with studies showing that decreased levels of serotonin can result in pets responding poorly to stressful situations.

Tryptophan

An amino acid that is converted by the body into serotonin in the brain. Supplementation has been proven to be a safe and effective way of increasing brain serotonin levels in both pets and humans.



THE PAW COMPLETE CALM RANGE



PRODUCT:	FEATURES:	DOSAGE:	GREAT FOR:
<p>PAW Complete Calm for Small Dogs</p> 	<ul style="list-style-type: none"> ✔ High levels of tryptophan to help relieve stress and anxiety. ✔ B group vitamins to support healthy nervous system function. ✔ Key vitamins and minerals to help maintain a healthy immune system. ✔ Tasty fish and chickpea chew for simple daily dosing. 	<ul style="list-style-type: none"> ✔ Complete Calm small chews are easy to give, based on body weight: 1-4.9 kg: ½ a chew/day 5-9.9 kg: 1 chew/day 10-15 kg: 1 ½ chews/day ✔ Results are expected after four weeks of daily use 	<ul style="list-style-type: none"> ✔ Nervous, stressed, or anxious dogs. ✔ Dogs that are scared of loud noises, thunderstorms, or fireworks. ✔ Dogs that experience separation anxiety when left alone. ✔ Dogs subject to new or stressful circumstances (e.g. moving house, kennelling, or a new family member).
<p>PAW Complete Calm for Medium & Large Dogs</p> 		<ul style="list-style-type: none"> ✔ Complete Calm medium-large chews are easy to give, based on body weight: 1-4.9 kg: ½ a chew/day 5-14.9 kg: 1 chew/day 15-29.9 kg: 2 chews/day 30+ kg: 3 chews/day ✔ Results are expected after four weeks of daily use 	<ul style="list-style-type: none"> ✔ Cats that are timid and fearful. ✔ Cats that are vocalising excessively. ✔ Cats that are experiencing stressful changes in the home e.g. moving house, a new pet or a new baby. ✔ Cats that are house soiling or that frequently develop urinary issues.
<p>PAW Complete Calm for Cats</p> 		<ul style="list-style-type: none"> ✔ Complete Calm for cat chews are easy to give, based on the cat's body weight: 1-4.9 kg: 2 chews/day 5-10 kg: 4 chews/day ✔ Results are expected after four weeks of daily use 	

Please read the labels and follow the directions for use.

Recommend PAW Complete Calm if your customer says:

- ✔ My pet seems stressed and anxious.
- ✔ My pet destroys things around the house when I'm at work.
- ✔ I am moving house and I'm concerned my pet won't cope well with the transition.
- ✔ My pet frets when I'm not around.
- ✔ I'm going on holidays, and I'm worried my pet will be stressed while I'm away.
- ✔ My pet is a fearful rescue with an uncertain background.
- ✔ We are about to welcome a new baby or pet into our house.
- ✔ My pet is timid, frequently hiding, or fearful.
- ✔ My pet is having trouble adapting to big lifestyle changes/is about to undergo a big lifestyle change.
- ✔ My pet becomes distraught during thunderstorms and fireworks.
- ✔ My pet vocalises excessively.
- ✔ My cat is house soiling.

LOOK FOR PAW SALES OPPORTUNITIES

IF YOUR CUSTOMER IS BUYING	” QUESTION:	? DID YOU KNOW:
<p>A THUNDERSHIRT</p> 	<p><i>“I see you’re buying a ThunderShirt today. Are you currently trying anything else to help calm your pet?”</i></p>	<ul style="list-style-type: none"> ✓ PAW Complete Calm provides B group vitamins to support the nervous system and high levels of tryptophan, which may help to reduce anxiety levels. ✓ PAW Complete Calm compliments the ThunderShirt nicely.
<p>AN ADAPTIL® PHEROMONE DIFFUSER OR COLLAR</p> 	<p><i>“I see you’re buying Adaptil® today. What sort of issues are you having with your dog’s behaviour? Are you trying any supplements?”</i></p>	<ul style="list-style-type: none"> ✓ With high levels of tryptophan in its formulation, PAW Complete Calm can be used safely alongside your dog’s Adaptil® diffuser or collar to support serotonin levels. Serotonin can improve feelings of calm & wellbeing in your dog.
<p>A FELIWAY PHEROMONE DIFFUSER OR SPRAY</p> 	<p><i>“I see you’re buying Feliway®. What kind of challenges are you facing with your cat’s behaviour? Have you considered a supplement to help?”</i></p>	<ul style="list-style-type: none"> ✓ With high levels of tryptophan in its formulation, PAW Complete Calm for Cats can be used safely alongside your cat’s Feliway diffuser or spray to support serotonin levels. Serotonin can improve feelings of calm & wellbeing in your cat.



Remember: Stress and anxiety can be difficult to treat, and pet parents should always consult their veterinarian for diagnosis and personalised advice on establishing a multi-modal treatment plan before seeking further remedies.

Reference:

1. PAW Project Snoopy 2021

DEVELOPED BY VETS
INSPIRED BY NATURE

BLACKMORES ANIMAL HEALTH
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