

bSerene™



Bring calm to your clinic with the most comprehensive lineup of calming solutions from bSerene.™

# bSerene™ offers science-based solutions to help calm the dogs and cats who enter your clinic.

**No two animals respond the same to stressful situations, and the veterinary clinic can be a scary place for pets.**

That's why bSerene™ offers a variety of calming tools to help each of your patients feel calm. Featuring on-demand therapies, round-the-clock support and portable solutions, bSerene™ has a calming solution for the cats and dogs that walk in your door.

## Pheromones can help.

Since birth, mammals are exposed to pheromones. Reactions to these chemical communicators are rapid and predictable.

1. The pet detects pheromones in their vomeronasal organ.
2. These signals are immediately delivered to the brain and processed.
3. The brain registers this calming signal, facilitating a more relaxed state.

Pheromones have been clinically proven to help cats & dogs cope with stress.

### Pheromones improve feline comfort during hospitalization.<sup>1</sup>

Facial pheromone has an "anxiolytic" effect on hospitalized cats, resulting in increased food intake and grooming behavior.

- Significantly increased 24-hour food intake
- Faster acclimation expressed by normal grooming behavior within 2 hours



### Pheromones reduce stress for dogs and cats during veterinary exams.<sup>2,3</sup>

Pheromone spray was clinically proven to reduce stress during veterinary exams with significant differences in behavior for cats. Dogs exposed to Dog Appeasing Pheromones had significantly decreased signs of stress in the waiting room and start of exam.

Whether at home or at an appointment, animals communicate their stress with destructive or other behavioral signs.

#### Cats



#### Dogs



bSerene™ is the brand with science-backed solutions to meet the unique needs of your patients.

**Each and every product in our comprehensive calming line utilizes active ingredients studied extensively for their soothing properties.**

bSerene™ is also the only brand in the U.S. market to offer topical products featuring the proven power of Valerian Root. So, no matter what the cause of stress in patients, you can be prepared with the right calming method for the pets entrusted in your care.



## **bSerene™ is the only brand offering a topical Valerian extract to help stressed dogs and cats.**

### **Valerian Root calms stressed pets.<sup>4,5</sup>**

Exposure to Valerian Root significantly reduced behaviors associated with stress in dogs in a rescue shelter. Valerian is a potent herb proven to help the nervous system maintain balance in pets struggling with excessive restlessness and other behavioral issues. In an olfactory study in cats, it was found that nearly all domestic cats responded positively to olfactory enrichment including Valerian.

### **Bring serenity and calm into your clinic with bSerene.™**

Reduce stress and promote a calm environment for the patients in your practice with the strategic use of bSerene™ soothing solutions. Use multiple deliveries at the same time to potentially maximize benefits.

Pheromone Diffusers	Pheromone Sprays
Utilize diffusers in rooms where pets will wait for longer periods of time. <ul style="list-style-type: none"> <li>• Exam Rooms</li> <li>• Waiting Rooms</li> <li>• Kennel Areas</li> </ul>	Spray fabrics that come in close contact to pets during the exam. <ul style="list-style-type: none"> <li>• Scrubs</li> <li>• Travel Carriers</li> <li>• Towels in Kennels</li> </ul>
Pheromone Collars	Valerian Spot-On
Send patients home with collars to ease the stress of recovery.	Instruct clients to administer topical Valerian spot-on treatments an hour before arriving at the vet or when traveling.



bSerene is a Fear Free Program Partner who supports the Fear Free mission to help prevent and alleviate fear, anxiety and stress in pets by inspiring and educating the people who care for them.

1. Griffith CA, Steigerwald ES, Buffington CA. Effects of a synthetic facial pheromone on behavior of cats. J Am Vet Med Assoc. 2000 Oct 15;217(8):1154-6. doi: 10.2460/javma.2000.217.1154. PMID: 11043684.

2. Crump, E. (2023). Effectiveness of F3 feline facial pheromone analogue for acute stress reduction within clinical veterinary practice. *Veterinary Evidence*, 8(4).

3. Mills D S, Ramos D, Gandia Estelles M, Hargrave C. A triple-blind placebo-controlled investigation into the assessment of the effect of dog appeasing pheromone (D.A.P.®) on anxiety related behaviour of problem dogs in the veterinary clinic. *Applied Animal Behaviour Science*, 2006; 98, 114-126.

4. Johnathan Binks, Sienna Taylor, Alison Wills, V. Tamara Montrose, The behavioural effects of olfactory stimulation on dogs at a rescue shelter. *Applied Animal Behaviour Science*, Volume 202, 2018, Pages 69-76, ISSN 0168-1591.

5. Bol, S., Caspers, J., Buckingham, L. et al. Responsiveness of cats (Felidae) to silver vine (*Actinidia polygama*), Tatarian honeysuckle (*Lonicera tatarica*), valerian (*Valeriana officinalis*) and catnip (*Nepeta cataria*). *BMC Vet Res* 13, 70 (2017) <https://doi.org/10.1186/s12917-017-0987-6>

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