



Training session : stress, behavioral & mobility issues



| Agenda

1. Stress animals & Aromacalm[®]
2. Age-related behavioral disorders & SENIOR spot[®]
3. Muscle and joint pain & Dermoscent Massage Oil[®]

SITUATION [1,2]

- ❖ Stress is a **common social problem** not only for modern humans, but also **for dogs and cats** living in the same environment.
- ❖ Stress can be caused by a **change of environment** (moving house, separation, new arrivals [3]...) or by **occasional situations** (transport [4], visits to the vet [5], excessive noise...).
- ❖ **Stress-related skin and behavioral disorders** are common: psychodermatoses, alopecia, itching, aggressiveness, meowing/barking, etc.
- ❖ Current treatments include: pheromones (*chemical substances secreted by animals that enable individuals of the same species to communicate with each other via the sense of smell, like hormones*), anxiolytic **molecules and phytotherapy** [3].



Signs of stress in animals

Excessive licking

Excessive itching

Untidiness

Hair loss

Tremors,
running away

Vocalizes



INDICATION

Dogs and cats **showing signs of stress** which can induce or aggravate cutaneous disorders, for example, licking, chewing, self-mutilation

- Calms the animal
- Soothes the skin

Phytotherapy + aromatherapy
Cutaneous and olfactive routes
Quick-release safety system for cats
Phthalate-free
Patented

Renew the collar every 4 weeks
Alone or in association with medicated treatment



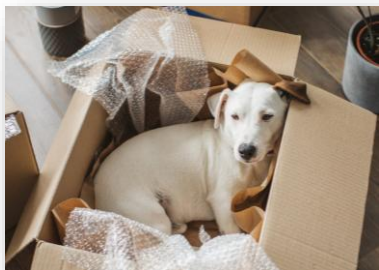
1 collar



KEY INGREDIENTS

- Hemp seed oil: rich in EFA
- Synergy of essential oils of lavender and white wormwood





❖ During environment changes

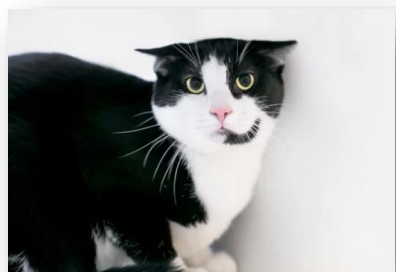
- House-moving
- Adoption
- Newborn
- Separation



❖ Occasional stressful situations

- Transport
- Pension
- Vet appointment, disease...
- Excessive noises: storm, fireworks, construction work

❖ During skin and behavioral manifestations related to stress



- Excessive licking, scratching,
- Hairloss
- Untidiness
- Scratching (cat), destructions (dog)
- Aggression
- Vocalization (cat), barking (dog)
- Trembling, fleeing
- Less interactions



HOW DOES IT WORK?

Aromatherapy



- ❖ Use of essential oils to harmonize physical and mental health.

Diffusion of aromas from the synergy of essential oils into the air around the animal.

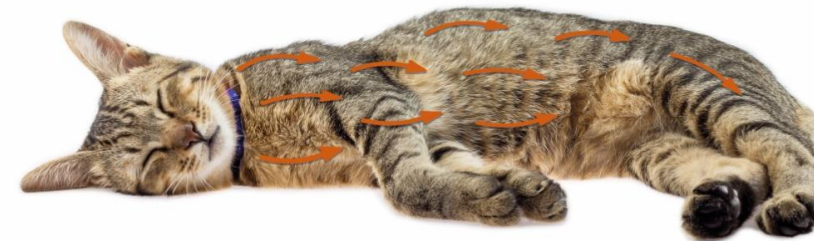


Phytotherapy

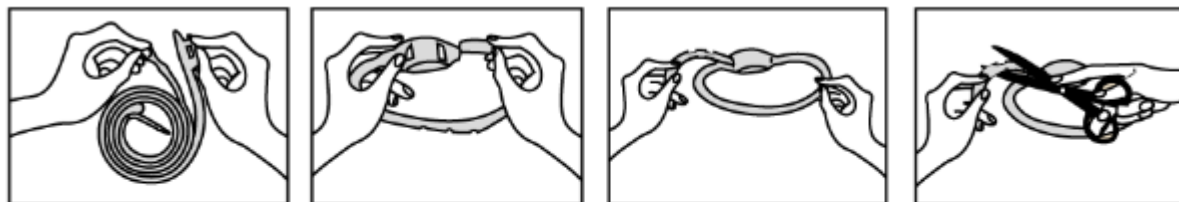


- ❖ Medicine based on the use of plants and natural active ingredients.

Diffusion of ingredients through the hydrolipidic film.



HOW TO USE IT?



- 1. Unroll the collar**
- 2. Secure it around his neck**
- 3. Adjust it**
- 4. Cut off the excess part**



Videos



- ❖ Remove the collar before bathing.
- ❖ Renew the collar every month.
- ❖ An anti-strangulation safety system is provided for the cat collar, allowing the collar to widen and then break in the event of significant tension.
- ❖ **For animals with a particularly sensitive sense of smell, it is advisable to leave the collar to air for 24 hours after opening the sealed bag before placing it around the animal's neck. Place the collar near the sleeping area so that the dog or cat can begin to get used to its smell.**

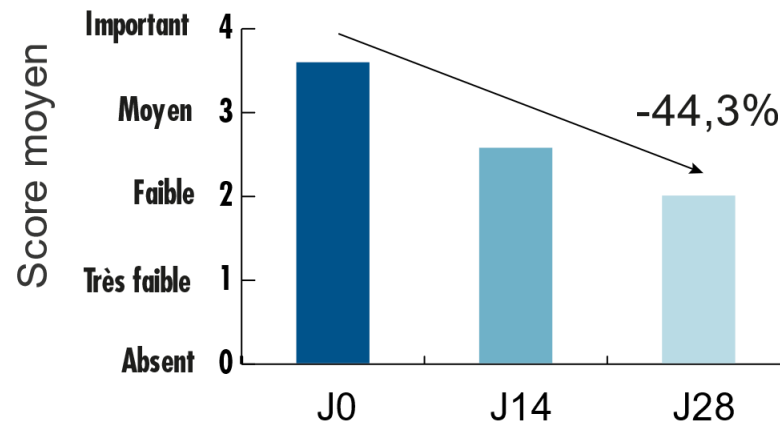


SCIENTIFIC EVIDENCE

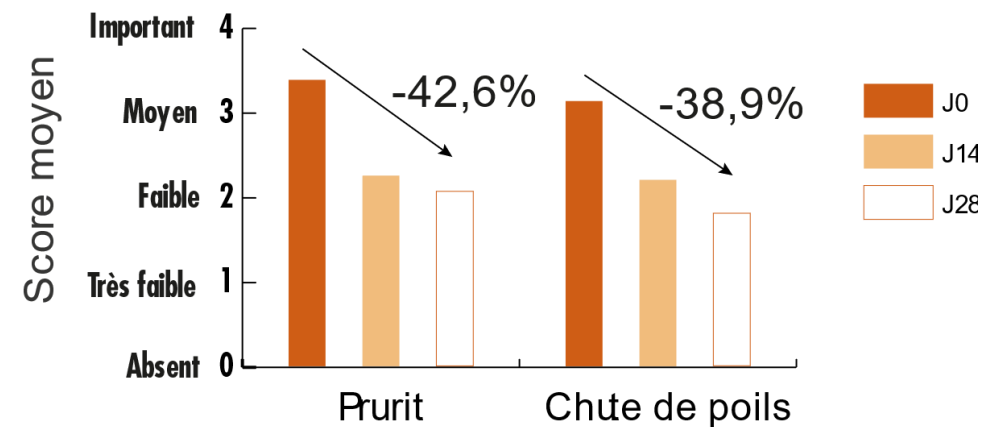
Open proprietary study under veterinary protocol
Dr. Lionel FABRIES

- ❖ 11 dogs and 11 cats suffering from stress
- ❖ Use of Aromacalm[®] for 1 month
- ❖ Evaluation of stress and coat quality

Stress reduction



Cutaneous improvement



* Evaluation sur 16 animaux concernés



Cases of feline anxiety
Dr. Isabelle MOUGEOT

- ❖ 11-year-old European cat named Jackson 5, suffering from stress following the adoption of a puppy by her family. She hardly ever leaves the basement of her home, and the owners would like to find a natural solution to ease Jackson 5's discomfort.
- ❖ Use of Aromacalm[®] for 2 months (change of collar after 1 month)

The cat leaves the basement but keeps her distance from the puppy

2 hours



1 mois

1 month

The cat gets closer to the puppy



1,5 mois

1,5 month

The 2 animals share the same space



Aromacalm[®] is an effective treatment that helped us manage this case of feline anxiety without modifying the environment.

Owners very satisfied with ease of use and holistic approach



Cases of canine anxiety Dr. Isabelle MOUGEOT

- ❖ 6-year-old Bernese Mountain Dog named Bosco, suffering from severe stress following a bad experience on a previous walk where he accidentally came into contact with an electric fence:
 - He refuses to get out of the car spontaneously for his daily walk (regardless of his owners' requests).
 - Bosco also shows signs of panic at the slightest external stimulus: wind, unusual noise, contact with plants when out and about, and only gradually calms down once at home.
- ❖ Use of Aromacalm® and maintained to date (monthly collar change)



A few days after using Aromacalm®, he started climbing stairs and went into the car again



Aromacalm® offers a solution for managing anxiety in dogs.

Owners very satisfied with ease of use and holistic approach





- “In 10 years, life expectancy has increased by at least 20% in dogs and slightly more in cats.” [1], [2] An animal that ages normally undergoes changes such as decreased mobility, longer sleep duration, decreased interactions without avoidance, and skin disorders.

- Cognitive disorders in aging dogs and cats (over 8 to 11 years old) can be associated with impaired orientation, loss of house training, sleep-wake cycle disturbances, and impaired social interaction. [3], [4], [5]

=> **28% of dogs and cats aged 11 to 12 years old have one or more cognitive disorders.**

Solution is therefore necessary in order to limit behavioral changes.



INDICATION

Ageing dogs and cats with behavioral disorders

- Helps increase the animal's well-being thanks to a revitalizing synergy of essential oils
- Hydrates and helps improve skin & coat
- Protects the skin from free radicals



Innovative approach:
2-in-1 action: behavior + skin

Apply 1 pipette per week as long as necessary
A regular and continuous use helps maximize the results



4 pipettes



100% NATURAL ACTIVE INGREDIENTS



Well-being active ingredients

Synergy of essential oils rich in lavandin and ravintsara

Antioxydant active ingredients

Synergy of essential oils rich in oregano and ravintsara Ginseng extract and goji berries Grape seed oil



Moisturizing and barrier-repairing active ingredients

Glasswort and sea fennel extract
Plant squalane Ginseng and goji berry extracts Grape seed and hemp seed oil



WHEN TO USE IT ?



**Nighttime
vocalization**



Isolation

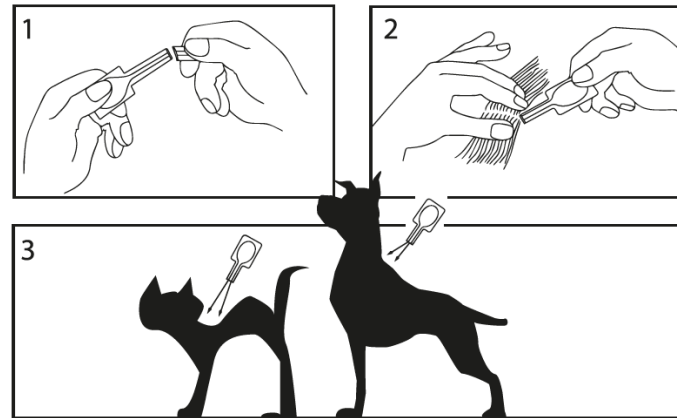


**Lack of
tonus/energy**



DIRECTIONS FOR USE

- ❖ Apply **one pipette per week for as long as necessary**. Regular and continuous use helps maximize the results.
- ❖ Break the top of the pipette (1), part the coat (2) and apply SENIOR Spot® on the back between the shoulders of the animal at one or 2 spots directly on the skin (3).
- ❖ **Brush the coat the day after the application**. It enables a complete diffusion of the product on the skin and avoids any impression of greasy residue.



SCIENTIFIC EVIDENCE

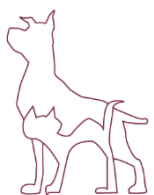
Evaluation of a natural spot-on on aging dogs with seborrheic disorders and behavioral unbalances linked to age
Dr. Nicolas MASSAL et Dr. Aurélie JECHOUX
Poster WSAVA 2021

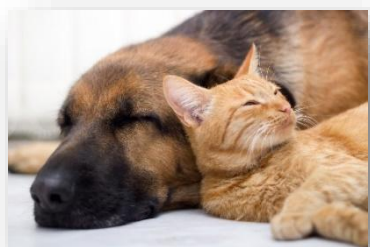
- ❖ 8 dogs with an average age of 14.25 years with age-related behavioral disorders
- ❖ 1 application of SENIOR Spot[®] per week for 8 weeks
- ❖ Assessment of behavior (response to stimuli and sleep quality) on D0 and D56.



Ease of use: **2,9/3**
 Effect on behaviour: **2,6/3**

CONCLUSION
 SENIOR Spot[®] improves behavior in older dogs





- “In 10 years, life expectancy has increased by at least 20% in dogs and slightly more in cats.”[1],[2]. An animal that ages normally undergoes changes such as decreased mobility, muscle mass, and visual and auditory acuity.
- **Motor disorders in aging dogs and cats can be normal or pathological.** Osteoarthritis is a common joint condition in animals. 20% of dogs over 1 year old [1], 80% of dogs over 8 years old [3], and 90% of cats over 12 years old [4] are affected by osteoarthritis. However, only 23% of dogs and 13% of cats are diagnosed because the prevalence of this condition is often underestimated. [5] Certain factors can predispose animals to osteoarthritis, such as: [3], [6]
 - **The age** : between 8 and 13 years old
 - **The sexe**: male suffered more from arthrosis
 - **The breed**: major predisposition in large breed dogs (45% of dogs with osteoarthritis)
 - **Obesity** : 45% of dogs admitted for orthopedic conditions
 - **Joint injuries**: torn ligaments, etc.



Solution is therefore necessary to limit mobility problems and relieve the animal's discomfort.





INDICATION

- **Mobility disorders: arthritis**
- **Post-immobilization or post-surgery**
- **Athletic/working dogs**

Helps:

- Relieve muscle and articular pain
- Reduce inflammation
- Protect, hydrate, strengthen the skin barrier
- **Improve the comfort and well-being of the animal**



Unique oil texture of the market
Dry oil texture, dry-touch texture

Once to twice a day: osteoarthritis outbreaks, post-surgery

2 to 3 times a week: osteoarthritis maintenance

Before/after physical activity



Fabriqué en France par NEXTMUNE



100 ml



WHEN TO USE IT ?

- For animals with **mobility issues** or **aging animals**
 - ❑ Osteoarthritis
 - ❑ Difficulty climbing or descending stairs/ standing up, or remaining upright
 - ❑ Stretchings issues
- **Post-immobilisation** ou **post-opération** in order to **stimulate atrophied muscles**
 - ❑ Cruciate ligaments / Fractures / Stage III/IV patellar dislocation
 - ❑ Corrective surgery: malformation...
- For **sporting or working dogs**, for better preparation and recovery
 - ❑ Canicross, agility / Mushing / Hunting



F44-C / Propriété de Nextmune - Confidentiel



Massages help : [7], [8]

- Breaking the vicious cycle of pain and muscle retraction
- Increase blood flow; generates heat
- Increase venous and lymphatic return
- Improve oxygen supply and metabolic waste elimination
- Stimulate the release of endogenous endorphins : pain reduction
- Reduce joint tension
- Speed up muscle recovery
- ...





How to massage an animal suffering from osteoarthritis ?



1 Pour the product into your hand or apply it directly to the animal's skin (part the fur to apply to the skin).



2 Massage against the grain until completely absorbed. Optimal results are achieved with a massage duration of at least 10 minutes per area.



3 Remove any product residue with a towel or paper towel (especially for long-haired animals).



Osteoarthritis : achieving better effectiveness is possible through a multimodal approach.

Systemic approach



Nonsteroidal anti-inflammatory drugs (NSAIDs) or cortisone & chondroprotective agents

+

Topical approach complementary

Massage with **topical products**



Reduce inflammation
Limit deterioration of joint cartilage
Relieve pain and improve the animal's well-being



- CLINICAL RESULTS -

Clinical validation: Drs. Pagès, Lesenfant, Superbie & Bensignor



Protocol

- **16 dogs** with mobility disorders, contractures and other symptoms related to aging or intense physical activities
- Application of **SILVER Massage Oil** from twice a day to several times a week depending on the cases
- Duration of the study: **1 month in average**

Results

- **Improvement scores at D28**
 - Behavioral improvement due to pain relief: **+36%**
 - Mobility: **+15,7%**



Does the hair stay oily after application?

Dermoscent[®] Massage Oil is a dry oil with a non-sticky texture, which makes it easy to massage and does not make the hair greasy after use. It is not necessary to apply a large amount of product. We recommend applying a few drops in the palm of the hand, warming the product and then starting the massage. If needed, you can reapply it.

Which are the contraindications of massaging?

- Open or healing wounds: massage is possible away from the lesions, it is necessary to wait for healing before massaging the area concerned;
- Acute trauma (muscle tear, sprain or hematoma after a severe blow): massage is possible after the chronic stage (72 hours) and must be performed by a professional;
- A fever higher than 39.5°C (because it is a sign of infection or inflammation: with massage, there is a risk of extension);
- Dermatological problems because there is a risk of extension in cases of ringworm, eczema, allergy;
- A nervous disease (distemper) because the stimulation of the massage may increase the pain;
- Diarrhea, colitis;
- Operable cancers, tumors, cysts: in these cases, validation by the veterinary doctor is necessary;
- A bad general condition of the animal: in this case, the diagnosis of the veterinary doctor is necessary.

Moreover, you should not massage a pregnant female (because there is a risk of abortion) or a puppy (because massage is reserved for animals whose growth is complete).



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Dermoscent® Massage Oil

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Thank you for your attention 😊

