



Calm

Potent Anxiety Support

Our Calm supplement is an herbal formulation proven to be as effective as pharmaceutical sedatives.

Benefits include:

- All natural sedative
- Non-narcotic, proven effective
- Can be used on its own, or as an adjunct to conventional therapies
- High-grade, human-quality supplement

SUPPLEMENT OVERVIEW

Anxiety and phobias in dogs are relatively common; fireworks, thunderstorms, sirens, and other sudden loud noises are triggers for dogs' keen sense of sound. Other triggers include trips to the veterinarian, separation anxiety, and disruptions in their normal routine. JFFD Calm uses a proven combination of botanical herbal remedies shown to work very similarly to prescription medications, but without the tendency to cause over-sedation or other unwanted side effects. The plants in Calm, **valerian root** and **passionflower**, work by enhancing and increasing the function of GABA receptors in the brain, allowing for a more natural calming effect.^{1,2} The chemistry of *Passiflora incarnata* (**passionflower**) is well documented; pharmacological effects are mediated via modulation of the GABA system including affinity to GABA_A and GABA_B receptors, and effects on GABA uptake. **Valerian root** extracts bind on GABA_A receptors and enhance the brain's response to GABA. GABA is one of the brain's most important inhibitory (calming) neurotransmitter.

SUPPLEMENT INDICATIONS

JFFD Calm can be safely used daily in dogs prone to anxiety from separation or other chronic causes. Likewise, it can be used only when needed in times of high stress like those associated with noise from fireworks and thunderstorms. In these cases if the noises are anticipated ahead of time, it works best if given beginning five days before the stressful events. For instance, for the noises associated with the 4th of July, begin giving Calm on June 29.

RECOMMENDED USES

Calm can be used daily, or during periods of:

- High anxiety and stress.
- Separation anxiety, vet trips, or firework or storm phobia.

SAFETY

Calm is exceedingly safe and higher doses can be used. It may act synergistically with the sedative effects of prescription sedatives, tranquilizers, and analgesics, so use with caution in dogs taking these prescription medications (ie: acepromazine, fluoxetine, opiates, and other pain medications.)

DOSING

Dogs <15 lbs: 1/2 - 1 capsule daily
 Dogs 15-30 lbs: 1 - 2 capsules daily
 Dogs >30 lbs: 2 capsules daily

¹ Benke D, Barberis A, et al. (2009) GABAA receptors in vivo substrate for the anxiolytic action of valerenic acid, a major constituent of valerian root extracts. *Neuropharmacology* 56; 1, pages 174 – 181. doi:10.1016/j.neuropharm.2008.06.013

² Appel, K., Rose, T., Fiebich, B., Kammler, T., Hoffmann, C. and Weiss, G. (2011), Modulation of the γ -aminobutyric acid (GABA) system by *Passiflora incarnata* L. *Phytother. Res.*, 25: 838–843. doi:10.1002/ptr.3352

Supplement Facts

Serving Size 1 capsule		Servings Per Container 90
Amount Per Serving		
Magnesium.....	4mg	
(as magnesium bisglycinate chelate)		
Passion Flower (flower).....	145mg	
Valerian Root Extract	145mg	