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## How can Nuture Calm 24/7 Pheromone collars help dogs?

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There is nothing more fun than getting a new dog. Many people have said that you will make millions if you could bottle puppy breath. Their cute little faces and inquisitive nature make these little puppies hard to resist. When bringing a new puppy or an adult dog into a home we tend to forget that this can be a stressful time for these dogs.

Puppies usually go to their new homes between the ages of six and eight weeks. Until you take them home they have been living with their brothers and sisters and with their mother. Then suddenly the puppy gets put into a strange car and gets taken to a strange place and is introduced to strange animals and people.

Puppies do have nature on their side, because at this age they are still very inquisitive so a new environment is an adventure for them; however their lives are still dramatically changed which is stressful to even the most well socialised puppy. For adult dogs a move to a new home is especially stressful. The environment, routine and owners they have known for years suddenly changes.



This is especially a problem with dogs that have come from shelters. When the dog comes to a shelter it is often the first time such an animal has ever received any love and they often have to learn to trust humans. Then once they have learned to trust humans again and they have gotten used to their new home in a shelter the dogs often get adopted into a new family. The change from the shelter to the new family is not as dramatic as when the dog first arrived at the shelter but it can still be stressful.

You as the reader will most likely think that you will never want to get a new dog because of the stress that this new dog will go through when moving to a new home. Fortunately nature has an answer that will make the move to a new home far less stressful for the dog and in turn far less stressful for the owner. The answer lies with a pheromone called Dog Appeasing Pheromone.

Anybody who has witnessed how quickly new born puppies that cannot see and cannot hear calm down when the bitch gets into the whelping box with the puppies has seen these appeasing pheromones in action.

A pheromone is a volatile hormone that is produced by various glands on an animal's body and is released into the environment and brings about a general but consistent change in the physiology and behaviour of another animal usually of the same species. The change caused in the other animal is independent of higher cognitive processing i.e. the behaviour happens without the animal thinking about it. The behaviour changes are mainly associated with sexual behaviour or increased interest<sup>2</sup>.

The dog appeasing pheromone is produced by glands in the skin between the mammary chains of a lactating bitch. The secretion of the pheromones starts 3-4 days after whelping and the production ceases 2-3 days after the puppies have been weaned. It has been shown that dogs will react to these appeasing pheromones for their whole life<sup>1</sup>. The use of these pheromones is known to relieve fear and anxiety in dogs. This in turn will assist in relieving behaviour conditions associated with fear and anxiety. These behaviour conditions include, fear of traveling, noise phobia, separation anxiety, fear of the groomer and the vet etc<sup>2</sup>. Finally these pheromones will also assist dogs, puppies and older dogs, to adapt quicker to a new home.

The question now is how to get these pheromones to the dog. Afrivet markets the **Dog Nuture Calm 24/7 Pheromone Collar**. This collar has been impregnated with a synthetic copy of the dog appeasing pheromone. The heat of the skin of the dog and the movement of the dogs neck will activate the collar and the pheromone will be released for 30 days after which the collar needs to be replaced.

The benefit of using the collar is that the collar will go where-ever the dog goes so the dog is always exposed to the pheromone. Moving to a new home is also a new learning experience for the dog. We all know that when you are stressed your ability to learn is impaired. This is the same for dogs. So putting a collar onto a dog that is



being introduced into a new house will relieve the stress and anxiety involved in such a move thus making the whole moving process much easier for the dog.

I usually advise clients to put the collar onto the dog a day or two before the dog/puppy is scheduled to move. If this is not possible then the collar can be put on when the dog is collected from the shelter/ breeder/ first home etc. The collar must be left on the dog permanently and not removed. How long your dog will need the collar depends on how quickly it adapts to its new environment. Once the dog has learned that the new environment is a fun place to be in then the collar is not needed anymore. However you may find that the dog may regress again as a result of an unpleasant occurrence. If this happens then you will need to put on a new collar.

Cat owners do not despair there is a similar collar called the **Cat Nuture Calm 24/7 Pheromone Collar** marketed by Afrivet. This collar is impregnated with a synthetic copy of the cat appeasing pheromone and can be used to relieve stress and anxiety in cats. It is ideal for calming cats down when a new cat is introduced into a house especially a multi cat household.



Please contact your local vet for further information about the use of the **Cat and Dog Nuture Calm 24/7 Pheromone Collar**. Alternatively you are also welcome to contact me Dr Charles Gilfillan at Afrivet head office on 012-991-6416.

## References

1. Pageat P, Gaultier E. Current research in canine and feline pheromones. *Veterinary Clinics of North America - Small Animals* 2003; 33;187-211.
2. Mills D. Pheromonotherapy: theory and applications. *In Practice* 2005;27; 368-373