



## The use of Cat and Dog Nuture Calm 24/7 Pheromone Collar in the treatment of noise phobias

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The summer time in Gauteng is well known for thunderstorms producing some amazing lightning shows and loud thunder claps. People who have grown up in Gauteng or have lived here for very long take this in their stride but we all get a fright when a Lightning bolt hits the ground near us producing a very loud thunder clap. We as humans understand that the noise will not harm us but we still get a fright.

Unfortunately we can not explain to our loud thunder claps that they hear will not many dogs and cats develop noise phobias animals running away or the animals themselves by jumping through closed stuck in burglar bars and security gates in from the noise. This has lead to many or owners having to euthanize their pets noise phobia has become so severe that cope. This problem is often exacerbated off in the neighbourhood.



dogs and cats that the harm them. As a result which can result in the injuring or killing windows and getting an attempt to get away animals being killed because the pet's the pet is unable to when fireworks are set



Fear of fireworks and or thunderstorms is not always a straightforward noise phobia. Fireworks and thunderstorms are associated with light flashes and many smells that we often can not pick up. Therefore the fear is often not only because of the noise many animals also develop a fear to the light flashes that accompany thunderstorms and fireworks. Often animals also become fearful of certain stimuli like smells, drop in barometric pressure, changes in electromagnetic fields and or other factors associated with a storm<sup>1</sup>.

If during a thunder storm or any other situation where your cat or dog suddenly shows signs of noise phobia there are certain actions that can be taken in short term to alleviate the pets



fear and certain actions that you should avoid when you notice that your pet has developed a noise phobia<sup>1</sup>.

1. Do not punish your dog when it is scared, as this only confirms that there was something to be afraid of<sup>1</sup>.
2. Don't fuss over or try to reassure a dog when it is scared, as this rewards the behaviour. If the owner is jolly, his/her behaviour will help to counteract the fear in their pet<sup>1</sup>.
3. Ignore any fearful behaviour that occurs for no good reason<sup>1</sup>.
4. Make sure dogs and cats are kept in a safe and secure environment at all times so that they don't bolt and escape if a sudden noise occurs<sup>1</sup>.



5. Provide animals with a safe and secure retreat as this will help them cope and reduce the intensity of the fear response. When the season begins, it may help to black out one of the quietest rooms in the house; placing toys in the room for the animal to play with and, preferably, things for the owner to do as well, will help to ensure the room is associated with positive experiences. Some animals appreciate the opportunity to withdraw and the provision of a retreat such as a cupboard under the stairs may help them to cope. Duvets and blankets

not only make the area comfortable, but can also help to sound-proof the area.

Blacking out the room potentially removes the additional problems of flashing lights for dogs that fear fireworks or thunderstorms, for example<sup>1</sup>.



6. Put some music on. If the dog (and the owner!) can tolerate it, something with repetitive drumbeats is best. This does not have to be very loud as long as there is a constant distracting beat to the music<sup>1</sup>.

7. Ignore the noises and try to engage the animal in some form of active game<sup>1</sup>.

8. If the dog gets on with another dog that is not scared of noises, keeping the two animals together may help. Playing with a non-fearful dog may help to persuade the fearful dog that things are not so bad after all<sup>1</sup>.

The them

It is very important to consult with a veterinarian before giving any sedative tablets to your animals as the incorrect drug or dose can kill your animals.

method very often used to “treat” dogs is to give a sedative so that the dog “sleeps through” the noise.

The problem with using sedatives is that certain sedatives only sedate the animal without alleviating the fear. The owners think their animals are coping with the situation because they do not react, unfortunately the animal is fully aware of the loud noises but because the animal is sedated it can not react thus making the situation worse<sup>1</sup>.

Dogs and cats have far better developed sense of smell and hearing than us humans have and will sense the development of a thunderstorm long before we do. The animal is then given the sedative after it has already starting to react to the thunderstorm, so just when the animal

tries to flee it can not because the sedative is preventing it from moving. This will potentiate the noise phobia<sup>1</sup>.

Anxiolytics help to lessen the anxiety without sedating the pet. Speak to your vet about the various anxiolytic products available. However these tablets have to be given before the pet realizes that a thunderstorm is developing and it takes time for the products to have it full effect.



An effective and safer way to help your noise phobic cat or dog cope with a fearful situation is with the use of a **Cat or Dog Nuture Calm 24/7 Pheromone Collar**. These collars are impregnated with a synthetic copy of a pheromone that is produced by sebaceous glands found between the mammary glands of lactating queens and bitches, known as cat and dog appeasing pheromone respectively<sup>2</sup>. These pheromones calm puppies and kittens and help them orientate themselves to their new

environment<sup>3</sup>. Dogs and cats recognise these pheromones throughout their lives and the **Cat or Dog Nuture Calm 24/7 Pheromone Collar** can therefore be used to help dogs and cats to cope with new and fearful situations like during thunderstorms, visiting kennels/catteries, visiting vets, during travel and for the management of separation anxiety<sup>3</sup>.

However it must be kept in mind that if the **Nuture Calm 24/7 Pheromone Collar** is used to treat noise phobias that the dog or cat will not be sedated during a storm because the collar is not a sedative. The animal may still react to the thunder but the animal will not react as badly or not at all and will return back to what they were doing far quicker than if the collar was not used<sup>1</sup>. This gentle way of behaviour modification may be the only treatment required for some pets but others may require the addition of an anxiolytic at high stress times. The effect of anxiolytics has also been shown to be improved when used with a good behaviour collar<sup>1</sup>.

Another benefit of the collar is for training especially the training of fearful timid dogs. These dogs are often difficult to train because they are stressed during training classes. The **Dog Nuture Calm 24/7 Pheromone Collar** will help alleviate this stress thus turning training sessions into enjoyable events making training of these fearful timid dogs easier<sup>1</sup>. The collar can also be used as an adjunct to behaviour modification therapy and can be used as a first line therapy in place of powerful prescription medicines<sup>1</sup>.

## References

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3. Mills D. Pheromonotherapy: theory and applications. In Practice 2005;27; 368-373