




select™
HEALTHCARE from NVS

The Natural Approach To Easing Pet Anxiety

Tasty calming soft chews designed to help assist pet well-being and general health

These delightful treats are crafted with natural ingredients, ensuring that pets receive the best care without any harmful additives. Each chew is formulated to support relaxation during stressful situations such as loud noises, vet visits, or travel.

- For cats and dogs
- Tasty bacon flavour for easier feeding
- Feed whole or sprinkle onto food



Active Ingredients:

L-Tryptophan - A natural amino acid found in many proteins which is involved in the production of the hormone Serotonin and has been shown to help reduce aggression and stress. Supports the production of the calming compound serotonin. L-Tryptophan supplementation can be an effective tool in treating behavioural disorders in cats and dogs. It helps decrease stress-related behaviours and anxiety signals, making it a valuable part of behavioural therapy¹.

L-Arginine - Helps to maintain the calming pathways in the brain and support relaxation.

Passiflora Incarnata - Commonly known as passion flower this extract has long been known for its ability to relax and reduce tension.

Chamomile Flower - Chamomile for dogs can help manage mild forms of anxiety, helping to relax stressed-out pooches².

B Vitamins (B1, B3, B6, B12) - Helps to optimise the integrity and functions of neurotransmitters within the brain. Support healthy brain function, reducing excitability and improve concentration. Studies suggest that B vitamins may positively affect antioxidative capacity and nervous system health.

Also includes:

Lemon Balm - Works on Gamma-aminobutyric acid (GABA) levels - a chemical made in the brain - to make pets feel more relaxed, soothe stress and encourage calm behaviour.

Green Tea Powder - L-Theanine an amino acid component of green tea is involved in Dopamine neurotransmitter function. Shown to have a calming effect on dogs and cats.

Valerian Root - Has mild sedative effects on many cats, such as making them more relaxed^{3,4}.

Declared Amounts Of Core Ingredients

(Average Per Chew):

Nutrient Quantity (mg/chew)

Nutrient	Cat/Sml Dog	Med/Lge Dog
L-Tryptophan	75	300
L-Arginine	30	120
Passiflora Incarnata	25	100
Chamomile Flower	15	60
Vitamin C (Ascorbic Acid)	12	48
Vitamin B3	7.5	30
Vitamin B6	7.5	30
Vitamin B1	5	20
Vitamin B12	0.75 µg	0.30 µg
Ginger Root	7.5	30

Code:	Description	Size
393538	CALMING CHEWS CAT/SML DOG - SELECT	PK 30
393551	CALMING CHEWS CAT/SML DOG - SELECT	PK 60
393563	CALMING CHEWS MED/LGE DOG - SELECT	PK 30
393575	CALMING CHEWS MED/LGE DOG - SELECT	PK 60

Complementary feed for cats and dogs

Composition: Cooked Pork Liver, Glycerine, Rice Bran, Vegetable Oil (Rapeseed), Corn Starch, Magnesium Stearate, Calcium Sulphate Dihydrate, Lemon Balm, Green Tea Powder, Plasma (Porcine), Passion Flower, Caramel, Valeriana root, Chamomile.

Technological Additives: Preservatives: Natural Preservatives.

Nutritional Additives: Vitamins: Vitamin C; 8.84 g, Vitamin B3; 7.37 g, Vitamin B6; 7.47 g, Vitamin B1; 4.91 g, Vitamin B12; 737 µg, Amino Acids: L-Tryptophan; 73.7 g.

Sensory Additives: Flavouring Compounds; Bacon Flavouring.

Analytical Constituents: Crude Protein 26.3%, Crude Oils & Fats 19.2%, Crude Fibre 1.4%, Crude Ash 5.9%.

References

1. www.veterinary-practice.com/article/l-tryptophan-supplementation-and-its-effect-on-multi-housed-cats-and-working-dogs 2. www.sciencedirect.com/science/article/abs/pii/S0168159104001972 3. <https://betterpet.com/valerian-root-for-dogs/> 4. <https://happywhisker.com/cat-valerian-root/>

Order in your usual way using the product codes or contact our orderline team on **01782 775555** or email order.line@nvs-ltd.co.uk

Directions for use:

Cat & Small Dog Chews

Cat or Dog up to 5 kg, 1 chew daily

Cat or Dog from 5-10 kg, 2 chews daily.

Medium & Large Dog Chews

Dog from 10-24.99 kg, 1 chew daily

Dog from 25-49.99 kg, 1 + ½ chews daily

Dog from 50 kg, 2 chews daily.

