



# Disclaimer



- As with virtually all supplements, statements made have not been approved by the FDA.
- These products are not intended to cure, treat, diagnose or otherwise benefit your pet - per regulation, only pharmaceutical products are permitted to make that claim.
- Results may vary according to the animal's diet and lifestyle.
- These products are not to be used in lieu of, but as a support to, proper veterinary care.
- The amount of time a product must be used before seeing results is heavily dependent on your pet's existing diet and current condition. Generally speaking, minimal results begin to occur between 1 dose and 3 weeks. Maximum results are often not achieved for about 3 months.
- In severe conditions, or conditions where the pet is dependent solely on the effects of the supplement because the diet has not been improved to eliminate processed foods, this time may increase greatly.
- The cleansing response, aka healing crisis, is a process in which your pet's body begins releasing the toxins that have built up in their system over the years. The speed and severity of the cleansing response will vary by individual pet according to their age, diagnosis, lifestyle, severity of symptoms, etc.
- Symptoms of a cleansing response may include: increased shedding, panting, lethargy, excessive water consumption, slightly loose stools, dermatitis, and self-fasting. These symptoms are temporary and transitory. Not every pet will have a cleansing response.





# Sourcing is Key



Individually Hand-crafted

Fair Trade for Life Certified Ingredients

Non-GMO

Certified Organic

Kosher

Hand-Selected Harvesting

Zero-Waste Certified Business Ingredients

Small Farmer Supportive

No Artificial or Natural Colors or other unnecessary junk

NO Fillers, Ever!

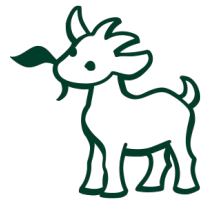
NO Preservatives

NO Binders

No Nuts, No Soy, No Wheat,  
No Corn... No nothing but  
medicinal herbs!







# Chill Out



Chill Out is a blend of herbs that makes use of the bodies natural mechanisms to create a sense of calm.

Certain amino acids, minerals, enzymes, vitamins and terpenes are intrinsically used by the body to modify the brain, heart, circulatory and nervous system. Chill Out was designed to take advantage of those natural processes in order to influence the brain and body to “chill out.”

This blend can be used acutely, such as in the case of fireworks or thunder, or it can be used regularly for chronic anxiety.

## Ingredients

Spirulina, Skullcap, Catnip, Chamomile, Passionflower, Rosehips, Lavender

\*We chose not to use Valerian because it induces anxiety in some dogs.







## Important Note About Prescriptions

Monoamine Oxidase Inhibitors (MAOI's) are enzymes that are not manufactured by the body. They influence norepinephrine, serotonin, and dopamine. Therefore, they change the brain's chemistry. In pharmacology, they are used as antidepressants.

Some of the healing chemical constituents in plants are not accessible to us without MAOI enzymes to break them down and allow access to them in the digestive tract. This enzyme is naturally occurring in certain plants such as Passionflower, Kava Kava, and Chacruna (used in tandem with Ayahuasca).

Because pharmaceuticals have a strong influence on the body's chemistry, it should be assumed that it is unsafe to blend pharmaceutical MAOI's with herbal MAOI's. We recommend that no pet owner blend Chill Out with any MAOI containing drug.

Blending these types of pharmaceuticals with Chill Out has the potential to cause Serotonin Syndrome (an acute health crisis that causes agitation and symptoms opposite of what you're trying to achieve by giving Chill Out.) Aside from negative effects on the brain, elevated levels of Serotonin in the body can cause intestinal and systemic inflammation, gastrointestinal issues, and more.







## Important Note About Diet, Exercise, Training and Mental Stimulation

As with any holistic calming product, Chill Out is not a sedative.

It will not bring any pets energy level below their normal. For a lot of people, their pets “normal” is too energetic. That’s an issue with the compatibility of the owner and the breed. It should not be treated with herbs or pharmaceuticals. Rather, it should be treated with exercise and training. No supplement or medication should ever be used in lieu of proper exercise and mental stimulation. This supplement is intended to be used in addition to exercise, mental stimulation, and proper diet.

Regarding diet, keep in mind that it is well known that if you feed a kid a candy bar their behavior will be poorer than if you feed them salad. High carb/sugar diets have been scientifically proven to increase behavioral problems and negatively impact brain health.

Pets are no different. Feeding a fresh food diet, low in carbs and sugars, is one of the most stabilizing things you can do for your pet.  
*(more about diet at the end)*







## Important to Note About Heart Problems

*Sometimes it's not anxiety or fear!!!  
Sometimes it's a problem with the heart!*

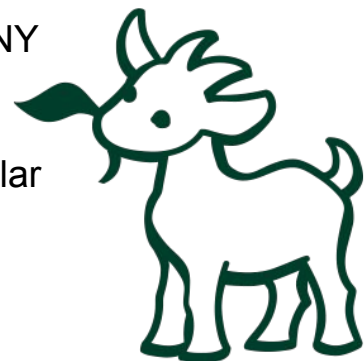
Surprisingly often, chronic anxiety is caused by undiagnosed heart conditions.

- **ACTUAL ANXIETY:** When the brain is telling the body there is a problem it will notify the heart to speed up and act “anxiously.”
- **HEART PROBLEM:** When the heart has a problem it will speed up and act “anxiously” which the brain will notice.

The brain can't tell the difference between the two. If there is an acute association with anxiety, such as thunder, fireworks, a car ride, etc, it's unlikely that your pet has a heart problem.

However, if your pet is experiencing chronic anxiety, it's valuable to have their heart checked via Echocardiogram.

If your pet lags behind during walks, sleeps a lot, ever coughs for ANY reason besides scarfing food or choking, has chronically fast breathing, or sits/stands for long periods then its a good idea to have their heart checked. Heart problems can be caused by DCM, HCM, valvular degeneration, mitral valve disease, hemangiosarcoma, etc.







## What is a Nervine?



Nervines are herbs that support the nervous system, including the brain, spinal cord and nerves around the body.

They do not have sedative action like pharmaceuticals. They have calming action to relieve heightened stress, tension and mental fatigue.

They can be used to relieve:

- Anxiety
- Fears associated with specific stimulating situations
- Muscle tension
- Worry
- Difficulty sleeping

Many nervines function by stimulating GABA (gamma-aminobutyric acid) in the brain. GABA is a neurotransmitter that calms nerves.





## Spirulina

*Non-GMO Arthrospira platensis*

Spirulina is a nutritive edible microalgae. It is grown in controlled conditions for safety. It's over 60% protein and contains a variety of amino acids, polysaccharides, B-vitamins and minerals.

It's high in the amino acid Tryptophan which activates the protein activated receptors (PAR) in the brain that control brain inflammation & health.



## Skullcap

*Scutellaria lateriflora (leaf)*

Skullcap is a nervine herb. It is GABAergic which gives it calming effects. It also contains several flavonoid compounds which bind to the serotonin 5-HT<sub>7</sub>.

Some of its most well researched flavonoids are scutellarin, methoxyflavone, and catalpol.







## Catnip

*Nepeta cataria* (leaf)

Catnip contains nepetalactone which can promote:

- Relaxation
- Good mood
- Reduced anxiety and nervousness
- Good sleep
- Digestive calm (reduces upset stomach)



## Chamomile

*Matricaria chamomilla* (flower)

On a molecular level, Chamomile's mechanism of action is similar to non-steroidal anti- inflammatories. It inhibits PGE2 and reduces COX2 inflammatory enzymes.

Chamomile is one of the most gentle calming herbs. It promotes:

- Relaxation
- Digestive health
- Quality sleep





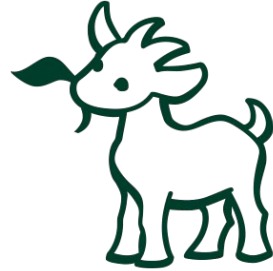
## Passion Flower

*Passiflora incarnata*

Passionflower is cooling to the body which can assist with a sense of calm. It promotes natural relaxation and helps the mind cope with stress.

Passionflower is one of very few plant products with a high level of Monoamine Oxidase Inhibitors (MAOIs). MAOI enzymes prevent the breakdown of monoamine transmitters - this increases the bioavailability of the beneficial constituents of other herbs in this blend.

Without Passionflower, the benefits of the blend would be limited.



## Rosehips

*Rosa canina and Rosa rubiginosa*

Rose bushes produce tiny fruits in the summertime, they are called Rosehips. Rosehips are one of the most concentrated sources of Vitamin C in the natural world.

The highest concentrations of Vitamin C in the body are in the brain and neuroendocrine tissues. Vitamin C helps to regulate some nutrients in the brain and joints (allowing collagen to absorb properly into tissues).

Deficiency of Vitamin C, therefore, can result in dysregulation of the brain as well as increased breakdown (and potentially pain) in the tissues of the body.







## Lavender

Lavandula angustifolia (flowers)

Lavender is well known for its calming properties. Many don't know that there are additional medicinal properties. Lavender:

- Can treat parasitic infections
- Can treat burns
- Can treat insect bites
- Can decrease muscle spasms
- Can assist with neurological disorders - it can stabilize mood, function as a sedative, analgesic, and it has anti-convulsive and neuroprotective properties

Lavender contains high levels of a terpene called Linalool. Linalool has the ability to:

- Reduce anxiety
- Reduce aggressive behavior
- Improve desire for social interaction

Lavender has also been studied for its beneficial effects on acute and chronic pain conditions





## More on Diet and Anxiety!

Products for brain health are most effective when used in tandem with a Ketogenic Diet. Whether dealing with brain cancers, neurodegenerative diseases, or behavioral issues, Ketogenic Diets have been proven to be neuroprotective.

**What is a Ketogenic Diet?** It is a diet that is high in fat, has moderate to low protein, and contains low to no carbohydrates. Solutions diets are Ketogenic with a 1:1 or higher Ketogenic Ratio. While any diet can be modified to be ketogenic, it's not recommended that anyone modify high-heat, high carb diets (kibble and some canned) to be ketogenic because the oxidized fats in those diets could cause pancreatitis and/or digestive upset.

Mixing Chill Out with a ketogenic diet or high quality fat such as coconut oil can increase its potency and efficacy.



**For more information see**

<https://ivcjournal.com/ketopet-sanctuary-ketosis-cancer-canines-part-1/>

<https://ivcjournal.com/ketopet-sanctuary-ketosis-cancer-part-2/>

<https://ivcjournal.com/ketopet-sanctuary-ketosis-cancer-part-3/>

<https://charlifoundation.org/am-i-a-candidate/keto-for-brain-health/>

<https://www.ncbi.nlm.nih.gov/books/NBK209323/>

