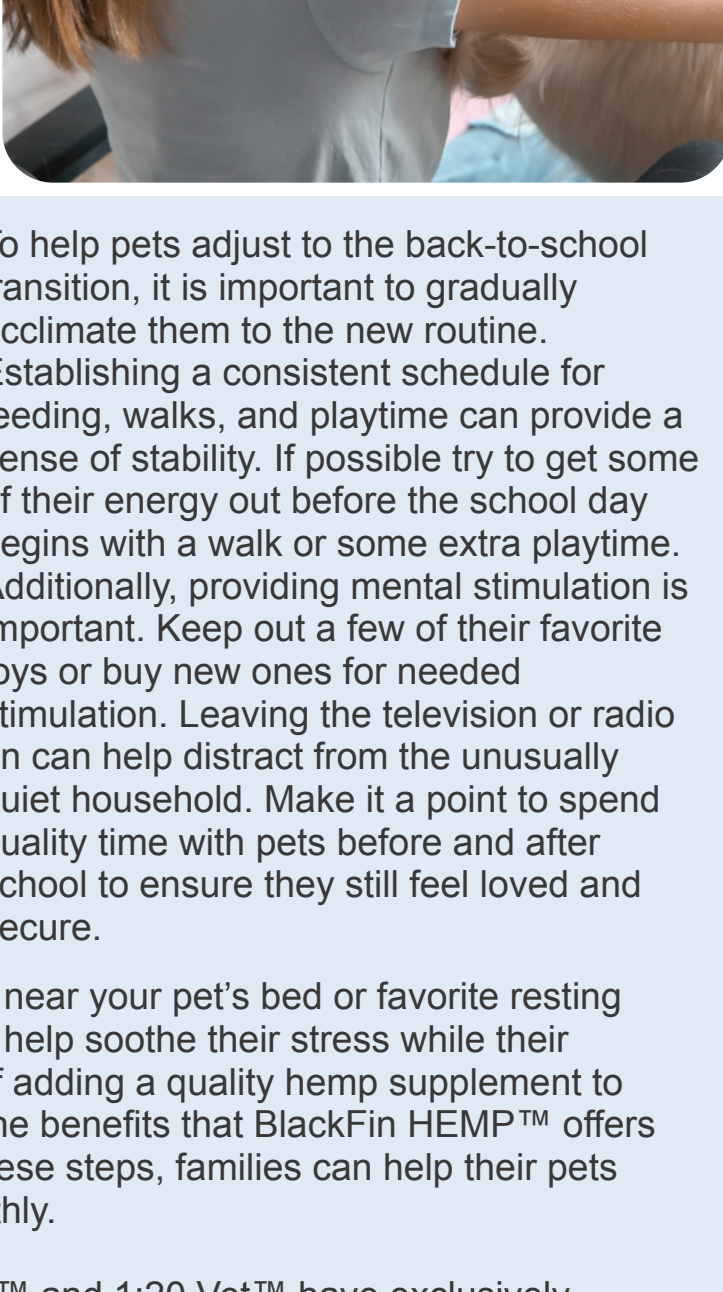


Back-to-School Blues for Pets

Back-to-school time can be challenging not just for children and parents, but also for pets. Many pets, particularly dogs and cats, thrive on routine and the presence of their human family members. When the summer ends and the household activity suddenly changes, pets can experience stress and sadness. They might miss the constant companionship or struggle with the change in their daily schedule. This can lead to behavioral changes such as increased clinginess, destructive behavior, or even depression. Pets are highly sensitive to the emotional states and routines of their human family.

It is believed that they experience sadness and stress much like humans do. During the school year, pets might find themselves alone for longer periods, which can lead to feelings of loneliness and boredom. Dogs, in particular, are social animals and may have a hard time adjusting to the lack of interaction. Cats, while more independent, can also feel the impact, especially if they have grown accustomed to having their humans around more frequently. "At least one in 6 dogs, along with a countless number of cats, will exhibit symptoms of separation stress or display increased levels if they are already prone to the condition", said Professor Nicholas Dodman, director of the small animal behavior clinic at Tufts Cummings School of Veterinary Medicine in Grafton, MA.

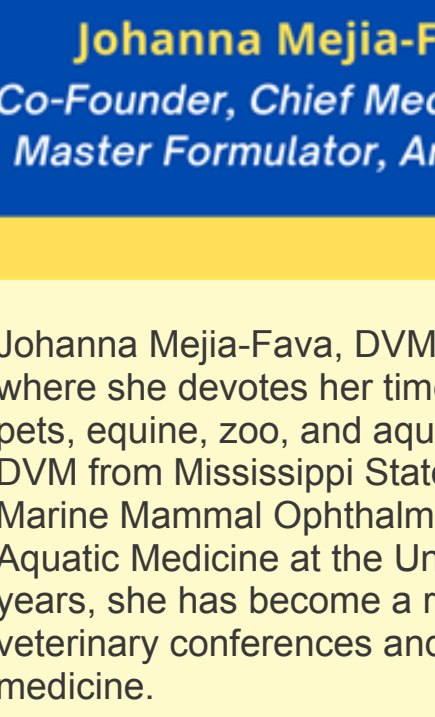


QUICK TIPS

Battling Separation Stress

To help pets adjust to the back-to-school transition, it is important to gradually acclimate them to the new routine. Establishing a consistent schedule for feeding, walks, and playtime can provide a sense of stability. If possible try to get some of their energy out before the school day begins with a walk or some extra playtime. Additionally, providing mental stimulation is important. Keep out a few of their favorite toys or buy new ones for needed stimulation. Leaving the television or radio on can help distract from the unusually quiet household. Make it a point to spend quality time with pets before and after school to ensure they still feel loved and secure.

Try leaving behind a recently worn clothing item near your pet's bed or favorite resting area. Your scent is calming to your pet and may help soothe their stress while their favorite human is away. Look into the benefits of adding a quality hemp supplement to your pet's daily protocol. Research has shown the benefits that BlackFin HEMP™ offers for calming and behavioral support. By taking these steps, families can help their pets navigate the back-to-school season more smoothly.



BlackFin HEMP™ and 1:20 Vet™ have exclusively collaborated with world-renowned artist **ROMERO BRITTO** to provide this high-quality hemp supplement while educating users on zoo and wildlife health care and conservation. The neurological benefits of BlackFin HEMP™ provide needed calming support during back-to-school time and for other common stressors such as grooming, boarding, veterinary appointments, car rides, travel, separation, noise-related stress, and more!

BlackFin HEMP™ named Best CBD Product of 2024

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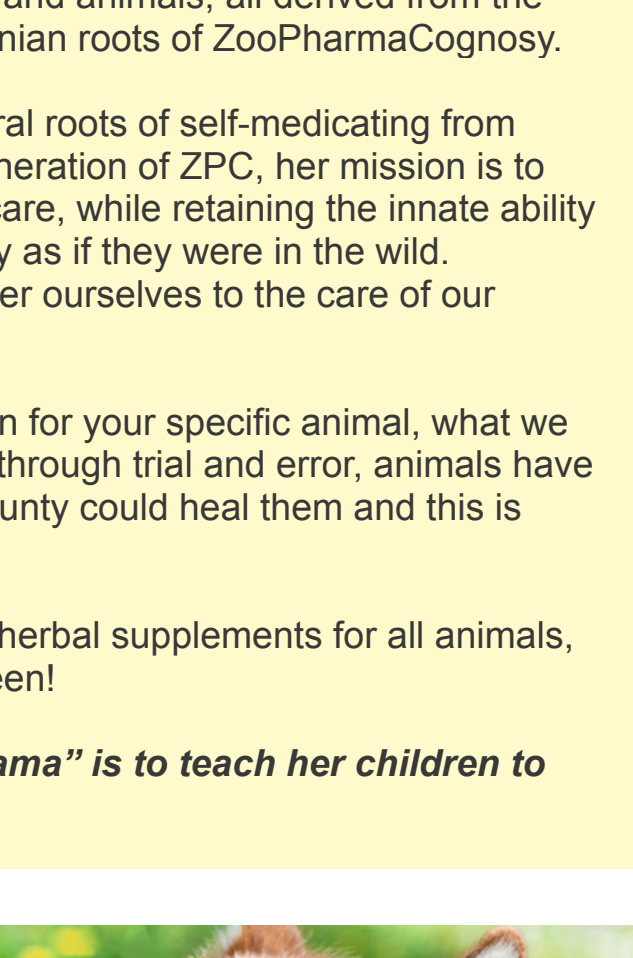
Save 15% Off Site-Wide & Receive a FREE Box of BlackFin HEMP™ with Your Order! Use Code: BARKTOSCHOOL15

Free Box of BlackFin HEMP™ will automatically be added to your order. Promotion ends September 30, 2024. Offer only available to US residents.

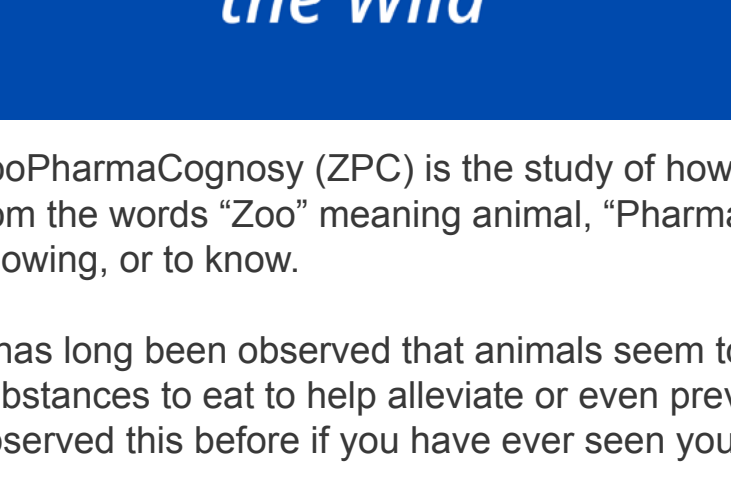
What's Up Doc?

Meet the Professionals

Johanna Mejia-Fava, DVM, PhD
Co-Founder, Chief Medical Veterinarian, and Master Formulator, Animal Necessity LLC*



Johanna Mejia-Fava, DVM, PhD, (Dr. Jo) is the co-founder of Animal Necessity, LLC, where she devotes her time to researching the benefits of supplements in companion pets, equine, zoo, and aquatic animals. She graduated in the dual degree program with a DVM from Mississippi State University College of Veterinary Medicine and a PhD in Marine Mammal Ophthalmology. She then completed a three-year Residency in Zoo and Aquatic Medicine at the University of Georgia and Georgia Aquarium. Over the past 20 years, she has become a recognized expert, published author, and international lecturer at veterinary conferences and universities on the use of herbal supplements in veterinary medicine.



Dr. Pestano, the Original ZooPharmaMama, is seen here researching in the Peruvian Amazon

Best care practices start with recognizing the importance of ZooPharmaCognosy, "Zoo" meaning encompassing all animals, "Pharma" meaning medicine, and "Cognosy" meaning knowing. ZooPharmaCognosy (ZPC), is the science of how animals medicinally treat themselves in the wild.

The actual science of ZPC was legitimized in 1987 when Dr. Eloy Rodriguez and his team, including Dr. Norma Pestano coined the term after studying in the Amazon of Peru for over 10 years with Cornell University. Dr. Pestano is the original ZooPharmaMama, always putting her two daughters first and foremost, Norma Boccabella and Dr. Jo, she has since become an Orthomolecular Nutritionist who now has 50 years of practice. Dr. Pestano and Dr. Jo have formulated supplement protocols helping tens of thousands of people and animals, all derived from the Amazonian roots of ZooPharmaCognosy.

Animals have the cognosy, "the knowing" of their natural roots of self-medicating from nature's earth and ocean. As Dr. Jo leads this next generation of ZPC, her mission is to spread the understanding that animals under human care, while retaining the innate ability to self medicate, they may not be given the opportunity as if they were in the wild. Therefore it's up to us as animal caregivers to surrender ourselves to the care of our animals.

When choosing the right diet and supplementation plan for your specific animal, what we can all agree upon is that along the road of evolution, through trial and error, animals have used their natural instinct to learn which of nature's bounty could heal them and this is observed through the science of ZooPharmaCognosy.

Dr. Jo's passion is to research and formulate the best herbal supplements for all animals, from whales to poodles and everything exotic in between!

Dr. Jo is the ZooPharmaMama, her dream as a "mama" is to teach her children to teach the world about ZooPharmaCognosy.

Animal Spotlight

ZooPharmaCognosy

How Animals Self-Medicates in the Wild



ZooPharmaCognosy (ZPC) is the study of how non-human animals self-medicate. It is derived from the words "Zoo" meaning animal, "Pharma" meaning medicine, and "Cognosy" meaning knowing, or to know.

It has long been observed that animals seem to have an innate way of knowing which substances to eat to help alleviate or even prevent certain ailments. You yourself have probably observed this before if you have ever seen your dog eat grass to induce vomiting.

Humans have undoubtedly been observing and mimicking animals in nature for thousands of years, in fact, documentation of these observations can be found dating as far back as Aristotle's time when he wrote Historia animalium (History of Animals) (384-322 B.C.) documenting ZPC in action!

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ZPC can be broken up into two categories, prophylactic (or preventative) and therapeutic (treating or curing). For example, parasitism is one of the most common ailments wild animals face. An animal can choose a prophylactic approach and can ingest foods that make them more resistant to infection, and/or take a therapeutic approach and consume foods that have anti-parasitic properties.²

How do we know an animal is self-medicating? The biologist, Michael Huffman established the criteria to determine whether an animal is self-medicating while studying great apes. The item cannot be a normal part of the animal's natural diet, it must provide little to no nutritional value, it must be consumed at a specific time, for example, when parasites are most common. And finally, other animals in the group (or in the area) must not be participating in this same behavior (unless they, themselves are suffering the same affliction).¹

Why is ZPC important today? We still have a lot to learn about what the earth can provide for us. Animals continue to adapt to the changing environment, finding new ways to utilize what is available to them. For example, in Mexico, house finches and sparrows will use cigarette butts as a building material for their nests, they specifically used ones that had already been smoked, and made sure to spread the fibers of the filter throughout the nest. But why? In 2012 a team of scientists from the National Autonomous University in Mexico learned that nicotine, a chemical that is abundant in smoked cigarette butts acts as pest control! Detering mites and other blood sucking parasites that would otherwise feed on their young.³

With increasing populations, comes an increase in disease. The study of ZPC has shown promise in several areas including potential new treatments for cancers. Cancer is currently considered one of the most common causes of illness and death in the modern world, as we see more and more forms, we are also seeing resistance to treatments that were once effective. Scientists have recently started looking toward natural products to combat otherwise drug resistant cancers.⁴

ZPC directs focus to our need to protect the natural world. With a decrease in natural areas, and biodiversity, we are losing potential treatments and cures. Applying what we learn, we can develop better medicines and even find ways to manage food production in a more sustainable manner, bringing everything full circle.⁵

1. Animals that self-medicate. Many animal species have created their own pharmacies from ingredients that commonly occur in nature. Shrinik Authors Info & Affiliations December 9, 2014 111 (49): 1739-17341
https://doi.org/10.1073/pnas.1419968111

2. The origins of zoopharmacognosy: how humans learned about self-medication from animals. Mezzuca Martin Alvarez, Riveueta Rueda Lus and Sánchez de Lotiano Prieto Joaquin 2019
DOI: 10.33390/biom10000817. PMID: 32466543. PMCID: PMC7356688

3. Why do these birds build their nests with cigarette butts? BY DAVID MOSCATO JULY 03 2017
Why do these birds build their nests with cigarette butts? | Animal Behaviour | Earth Touch News

4. Dominguez-Baldin EM, Tavarez J, Rijo P, Diaz-Lanza AM. Zoopharmacology: A Way to Discover New Cancer Treatments. Biomedicines. 2020 May 26;10(6):817. doi: 10.3390/biom10060817. PMID: 32466543. PMCID: PMC7356688

5. Zoopharmacognosy: How self-healing animals could save humans by Alison Hedges on 27 November 2011
Zoopharmacognosy: how self-healing animals could save humans (mrongabay.com)

ANIMAL NECESSITY® CAMPAIGNS

Animal Necessity, makers of Ocu-GLO, the #1 Veterinary Ophthalmologist Recommended Vision Supplement in the World!

Ocu-GLO® by Animal Necessity® was formulated by veterinary ophthalmologist, Dr. Carmen Colitz, DVM, PhD, DACVO, MBA, and a compounding pharmacist, Debby Smith, RPh. With over 75 million doses provided, Ocu-GLO has become the most trusted canine and feline vision supplement by veterinarian ophthalmologists worldwide.

I grow down as I grow up. What am I?
Keep scrolling for the answer

As Animal Necessity counts down to 20 years of animal health, our goal is to get 20,000 pets' eyes checked. We're asking pet parents around the world to be part of our campaign to spread eye health awareness in pets. Our mission is to help animals live their best life and we understand the integral role that eye health plays in their overall well-being. After all, eyes are the windows to our souls... and our health!

Help dogs and cats around the world be part of our **Get Your Pet's Eyes Checked Campaign**. Post a picture or video on social media of your pet having their eyes checked by a veterinarian, and use the hashtag #GetYourPetsEyesChecked and tag us at @OcuGLO. The first 100 pet owners to post a picture or video of their pet getting their eyes checked will receive a Free full-size Ocu-GLO® product of their choice. Tag your pet's clinic in your post, and they will also receive an equivalent product! **Click on the link below for details!**



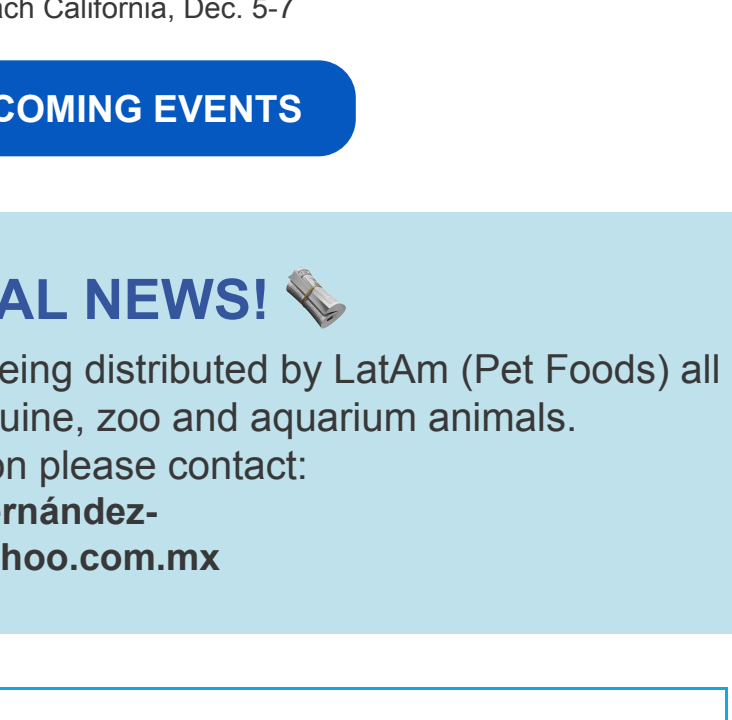
Carmen Colitz, DVM, PhD, DACVO, MBA checks Koda the Fluff's eyes

Get Your Pet's Eyes Checked Campaign

SUP with Animal Necessity!

Receive 25% Off Your Order!

To participate, take a picture or video of yourself with one of your animals showing the Animal Necessity product that your animal receives. Then email submissions to sup@animalnecessity.com, and you will receive 25% off your order or an order for your facility. If you also include a brief video or written description of how your animals have benefited from, or how you believe they can benefit from using Animal Necessity® products you will earn a free product of your choice! Don't forget to say why it is important for your animals to be on high-quality supplements! One free product/discount per customer only. By sending us your picture or video you are granting permission for it to be shared on our social media and other internet platforms.



SUP Campaign

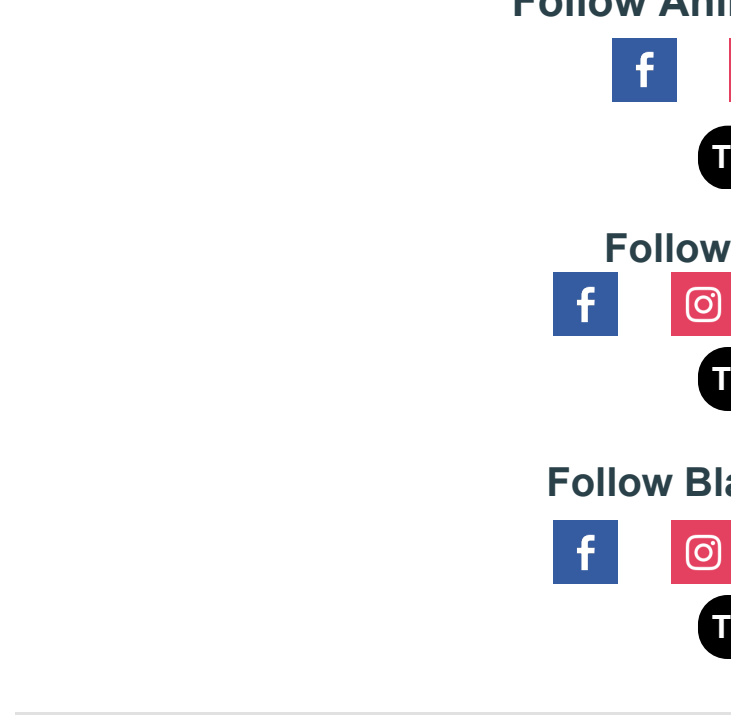
At Animal Necessity®, giving back to the community is at the heart of what we do. We are proud to have donated over 4,800 bottles of **Serenin Vet® Calming Aid** to support animals in need. Our mission extends beyond providing premium supplements; we strive to make a meaningful impact on the lives of pets and their families. By sharing Serenin Vet® with those who need it most, we aim to promote calmness and well-being in animals facing challenging situations.



Brett Raymer from the hit show Tanked, and Animal Necessity® are giving back to support incredible organizations such as Pawtastic Friends, which is dedicated to helping our furry friends in need! Pawtastic Friends is a private, non-profit organization that provides programs to homeless dogs through enrichment and training.

Animal Necessity Charity Work

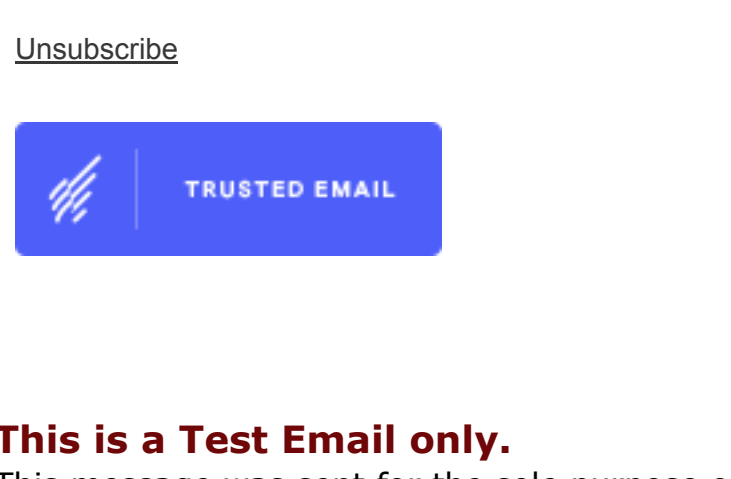
ANIMAL NECESSITY® EMPLOYEE Highlight



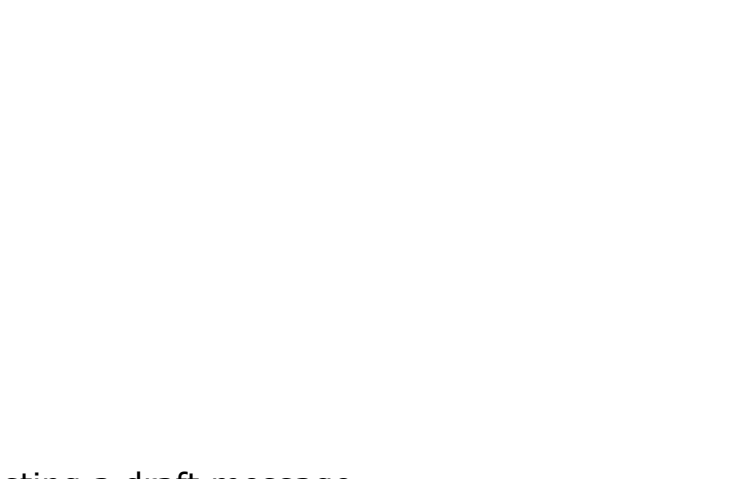
Mary Jo Nagode began her career with Animal Necessity 8 years ago as a customer service representative. She excelled in this role as her knowledge of animal health, along with her passion for helping animals, would shine through in all her communications with pet parents around the globe. With her proven track record of success, Mary Jo has since been promoted to National Sales Manager where she oversees customer relationship management and our dedicated sales team. Mary Jo's commitment to animal health and well-being is reflected in everything she does. When she's not steering her team to success, Mary Jo is busy with her new fur baby, a chocolate Newfoundland named Hazel, and with her 3 beautiful grandchildren Jude, Cole, and Isla.

Get Ready for a Wild Time at AnimalCon USA 2024! Oct. 4-6th at the Caribe Royale Resort in Orlando, FL

Meet over 150 of the top creators on social media and TV! Connect with animals and animal experts for an experience you'll never forget!



Dr. Johanna Mejia-Fava performing eye exams at AnimalCon 2023



Free Animal Eye Exams for Our Creators and the General Public
Saturday, October 5th

Johanna Mejia-Fava, PhD, DVM presents

The Science of ZooPharmaCognosy: How Animals Self-Medicates in the Wild

Get Your AnimalCon 2024 Passes Today!

2024 Conferences

- Hits K9 Conference - New Orleans, LA, August 26-29
- Smart Dogs - New Orleans, LA, August 31-Sept 1
- AAZY Toronto Zoo - Toronto, ON, Sept. 21-27
- AHVMA Conference - Reno, NV, Sept. 28 - October 1
- TGAVC - Ft. Lauderdale, FL, Oct. 3-6
- AnimalCon USA - Orlando, FL, Oct. 4-6
- USPCA Field Trials - Baton Rouge, LA, Oct. 6-10
- ASCVO Conference - Savannah, GA, Oct. 23-26
- Vet Education Today 2024 - Toronto, ON, Nov. 1-2, 2024
- Fetch dvm360 - Long Beach California, Dec. 5-7

SCHEDULE OF UPCOMING EVENTS

INTERNATIONAL NEWS!

Animal Necessity® supplements are now being distributed by LatAm (Pet Foods) all throughout Mexico for domestic, equine, zoo and aquarium animals. For sales information please contact: Dr Jorge Fernández-jofernar02@yahoo.com.mx

RIDDLE ANSWER: GOOSE

Let's Be Friends!

Join Our Furry Family on Social Media! Are you passionate about keeping your pets happy and healthy? Follow us on social media for a daily dose of expert tips, heartwarming stories, and essential advice on pet and animal health! See adorable pet photos, behind-the-scenes content, and exclusive offers! Join our caring community, where you can share and learn from fellow pet lovers while staying up-to-date with the latest pet health news and quick tips!

Don't miss out—click the follow button and become a part of our thriving pet-loving community today! Your furry friends will thank you! [#AnimalNecessity](https://www.instagram.com/AnimalNecessity) [#OcuGLO](https://www.instagram.com/OcuGLO) [#BlackFinHEMP](https://www.instagram.com/BlackFinHEMP) [#HealthyPets](https://www.instagram.com/HealthyPets) [#HappyPets](https://www.instagram.com/HappyPets) [#PetLovers](https://www.instagram.com/PetLovers)

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