



CANINE SEPARATION ANXIETY TREATMENT SYSTEM

Restoring Calm. Proven Effective. Drug-Free.

IMAGINE AN EFFECTIVE DRUG-FREE TREATMENT FOR SEPARATION ANXIETY

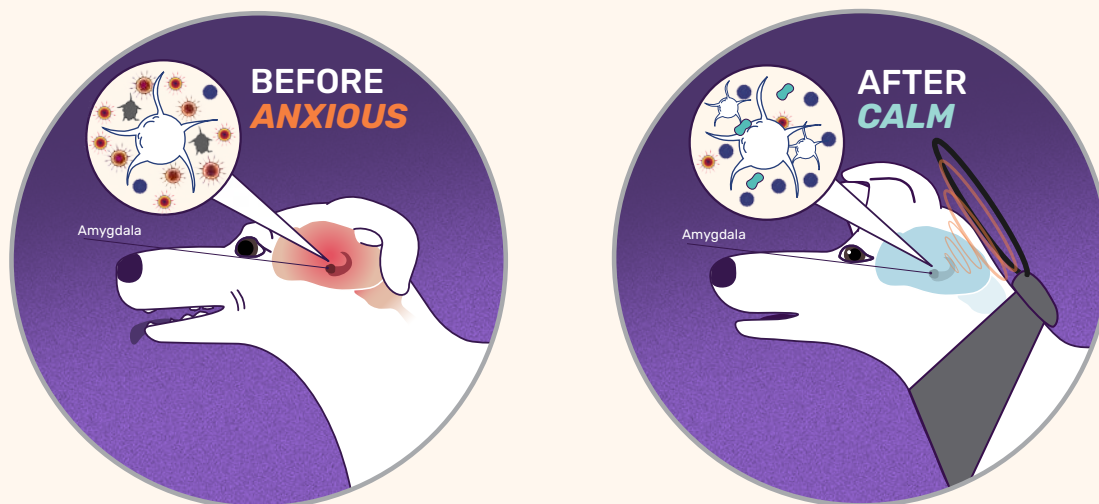


Introducing Calmer Canine™. Rigorously researched, long-lasting and drug-free, Calmer Canine uses proven technology to help anxious dogs regain and maintain calm during separation from their owners.

Calmer Canine utilizes targeted pulsed electromagnetic field (tPEMF™) signals to stimulate a chemical reaction in the anxiety center (the amygdala) effectively returning the anxious brain to a more balanced state. The tPEMF signal directly targets the brain areas responsible for causing the symptoms of anxiety and bypasses the blood-brain barrier, delivering therapy in 15-minute treatment sessions that are administered twice daily by the pet owner.

In an initial pilot study, participating dogs all showed a marked reduction of canine separation anxiety (CSA) symptoms within 4 to 6 weeks of starting treatment. Some dogs displayed a calmer state within an even shorter period. Early indications strongly suggest efficacy with additional anxieties and sustainable control of CSA, with positive effects lasting well after the cessation of treatment.

ELECTROCEUTICAL tPEMF[™] MECHANISM OF ACTION



Healthy
Microglial Cell



Dying
Microglial Cell



Toxic Inflammatory
Mediators



Anti-Inflammatory
Mediators



Endorphins

As the fight-or-flight center, the amygdala is the area in the brain responsible for producing fear and emotional responses, which express themselves as the signs and symptoms of anxiety.

An anxious brain is out of balance—with overactive brain cells that produce harmful substances causing inflammation and cell death instead of beneficial substances that reduce inflammation and protect the cells.

Working at the cellular level, Calmer Canine sends targeted, pulsed electromagnetic field (tPEMF) signals to the brain to increase the production of nitric oxide that helps to reduce inflammation. The signals also cause the neural cells to produce “feel good” substances such as serotonin, dopamine and endorphins.



Calmer Canine can improve the human-animal bond

IMAGINATION BECOMES REALITY

Calmer Canine helps pet owners

CSA can place immense emotional stress on the family. The dog's excessive barking, destructive behavior or self-harm can lead to a serious diminishment of the human-animal bond and quality of life.

Calmer Canine helps your patients

If left untreated, CSA can have serious effects on the long-term health of the dog. The problem is solvable. Our technology reduces inflammation in the anxious brain and helps bring emotional balance back to the dog.

Calmer Canine helps your business

An effective, non-drug CSA solution to add to your anxiety toolkit. Online Calmer Canine tools will enable continued oversight and involvement in care at the level best suited to your patients' needs. Happy clients and calm pets mean keeping families together.

**Restoring lasting calm to the anxious dog,
their family, and their home**



WHERE TECHNOLOGY MEETS LOVE

Delivering effective, drug-free care to animals, in-clinic and at home

Developed by Assisi Animal Health, Calmer Canine joins a portfolio of innovative, deeply researched products based on FDA-cleared technology. Assisi operates at the intersection of where science meets love and is defined by an uncompromising commitment to improve life's journey for animals, free of pain and anxiety.

Assisi's portfolio of non-pharmaceutical products, The Assisi Loop®, The Assisi Loop Lounge™, and the Assisi Loop Clinica™ are effective and highly regarded pain and inflammation management tools.



Calmer Canine is committed to ensuring that pets have access to this powerful therapeutic technology. Although we recommend consulting regularly with professionals, no prescription is required. Pet owners will be able to purchase directly at CalmerK9.com or select veterinary providers.

Calmer Canine system includes a comfortable vest that holds the device in the correct treatment position.



Self-assessment and supporting resources are available online to help guide owners as they treat their dogs and document their progress—progress they can share with veterinary professionals, behavior consultants, and dog trainers.

To find out more about offering Calmer Canine in your practice, visit AssisiAnimalHealth.com/Calmer-Canine

CALMER CANINE OFFERS A DISTINCTLY DIFFERENT APPROACH

There are many anxiety solutions available on the market. Very few are evidence-based and can show legitimate efficacy backed by research.

Separation anxiety can place immense emotional stress on pet owners. A dog's excessive barking, destructive behavior or self-harm can lead some owners to limit leaving their home. Those living with close neighbors may fear community conflict or even eviction, and in extreme cases CSA can lead to relinquishment of the dog.

"Separation anxiety is notoriously difficult to properly diagnose. Behavior modification and training has mixed success due to the amount of time and effort required on the part of the owner."

–Cathy Madson, MA, CPDT-KA, CBCC-KA

THE REAL-LIFE IMPACT OF CALMER CANINE



Charger's owner felt worry and guilt every time she left for work.

Charger would incessantly dig into his bedding and had the perplexing habit of rearranging the laundry basket contents all over the basement. When crated, he even cracked a tooth trying to escape. His owner is ecstatic to share that his separation anxiety has abated and that she now returns to a home in exactly the same state as she left it.

Tulip showed signs of CSA for many years.

She watched the door continuously and barked constantly when her owner left, even though the owner's husband was still home. However, after treatment, her barking issue resolved, making for a much calmer household and a happier husband.



Granite's owner felt trapped.

She couldn't even leave to shop for groceries without coming home to bloody drool and other signs that Granite had been trying to escape his crate. Dramatic video evidence showed Granite in a very agitated state. Destructive behavior showed huge improvement by Day 28 of treatment. The owner is thrilled with the result and has now been able to accept a job offer.

All of these dogs are still doing well over a year after treatment.



To see Calmer Canine's effects in action with these and other dogs, visit AssisiAnimalHealth.com/Anxiety-Study

FREQUENTLY ASKED QUESTIONS



How soon do patients see results?

Results have been reported as early as a few days after starting treatments. It is recommended that Calmer Canine be used consecutively for 4 to 6 weeks, twice daily to achieve optimal results. Every dog is an individual and results depend on how long the anxiety has been going on, among other factors. Some dogs may benefit from treatment beyond 6 weeks.

Is this product safe for owners to use without a prescription?

Calmer Canine is very safe. Systemic medications used to treat CSA can have unwanted side effects such as sedation. Calmer Canine's focused action on the overactive anxiety center of the brain eliminates this risk of side effects. Over 50,000 pets have safely used Assisi's closely related tPEMF technology to treat pain and inflammation. In addition, the FDA has cleared electromagnetic devices similar to Calmer Canine for use in people with mood disorders.



Calmer Canine can be worn comfortably for two 15-minute treatments a day.

How does Assisi Animal Health work with veterinarians and other partners?

Assisi Animal Health has been working with the veterinary community for many years and is deeply committed to improving life's journey for animals, free of pain and anxiety. Our pain management products, the Assisi Loop, Loop Lounge and Loop Clinica are widely accepted and have been safely used to treat pain and inflammation for many years. We offer opportunities for partnership ranging from wholesaling and affiliate programs, to early product exposure, evaluation and clinical trial participation.

For more FAQs, visit
AssisiAnimalHealth.com/Anxiety-FAQ



INITIAL CSA PILOT STUDY: IMPRESSIVE RESULTS

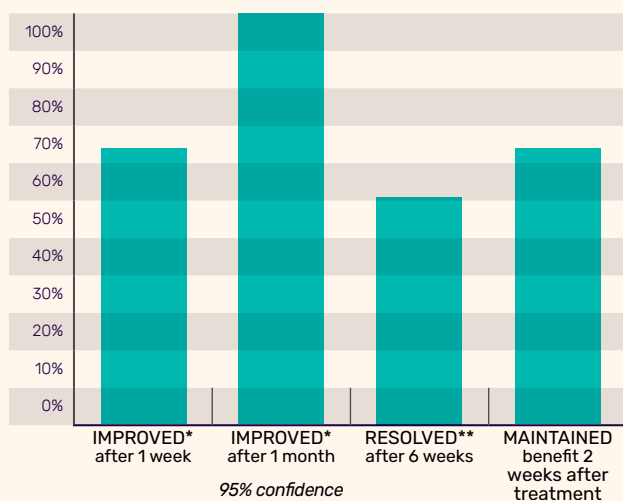
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Assisi conducted an open trial study of nine dogs with separation anxiety. Each dog was treated with a tPEMF device placed on the dog's head twice daily for 15 minutes, for six weeks. Before, during, and after video was captured along with owner reports. Primary endpoints were reduction in the level of severity of CSA as assessed by the owners (owner questionnaires) and reduction in signs of CSA as assessed by video analysis of the dogs when owner left them home.

Research continues. With the help of North Carolina State University, Assisi is conducting a larger, double-blind, placebo-controlled study to further support the significant results found in the pilot study.

OWNER ASSESSMENT RESULTS

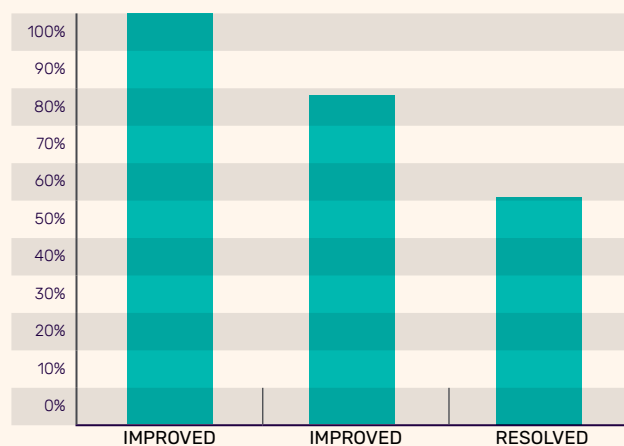
[percentage of dogs with various levels of improvement in CSA Overall Severity Score]



95% confidence interval
(.66, 1.00)

VIDEO RESULTS

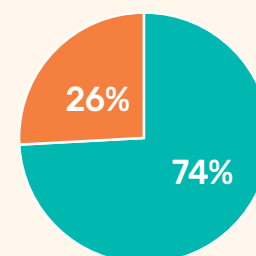
[percentage of dogs with various levels of improvement in at least one CSA sign after one month of treatment]



95% confidence interval
(.66, 1.00)

DURATION OF IMPROVEMENT IN CSA SIGNS AFTER CALMER CANINE TREATMENT

[video analysis]



Percentage of dogs with lasting improvement 2 weeks after treatment ended
Percentage of dogs with deterioration 2 weeks after treatment ended

*Improved is defined as a decrease of one point in the Overall Severity Score rating

**Resolved is defined as Owner Severity Score rating of zero

View study details, results and videos at AssisiAnimalHealth.com/Anxiety-Study



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Manufactured in the U.S.A. U.S. PATENT 7,744,524 and patents pending

DEVELOPED BY

