

# KEY PRODUCT INFORMATION

## Canine Omega Benefits®

### Recommended uses for Canine Omega Benefits:

1. **Dermatitis:** A double-blinded, placebo-controlled study demonstrated that Canine Omega Benefits significantly decreased pruritus and improved the Canine Atopic Dermatitis Lesion Index (CADLI)<sup>1</sup> in atopic dogs.
2. **Osteoarthritis:** A double-blinded, placebo-controlled study demonstrated that Canine Omega Benefits significantly improved lameness scores, joint effusion, joint crepitus, and joint pain on range of motion, as well as significantly improved joint discomfort in dogs diagnosed with osteoarthritis.
3. **Wellness:** Eighty-eight percent of dogs have an abnormal iFATS (Inflammatory Fatty Acid Target Score). This means that dogs have significantly higher amounts of pro-inflammatory arachidonic acid in their tissues compared to anti-inflammatory levels of EPA and DHA. This imbalance exacerbates any underlying inflammatory disease because excess arachidonic acid provides fuel for the enzymatic creation of inflammatory prostaglandins via the cyclooxygenase (COX) pathway.



### Suggestions for talking to your clients about Canine Omega Benefits:

1. **Dermatitis:** Unfortunately, there is no cure for allergies and treatment usually consists of one or a combination of lifelong therapies to keep your pet comfortable. One long-term and safe treatment is Omega 3 fatty acids in the form of a triglyceride based EPA and DHA supplement. We recommend Canine Omega Benefits because it is backed by a clinical trial proving that it works. It takes three weeks for Canine Omega Benefits to reach peak levels in the blood and begin to take full effect so please be patient.
2. **Osteoarthritis:** Osteoarthritis is a complex and incurable inflammatory disease and it is best treated with a multimodal approach, meaning we use different therapies to treat each aspect of the disease. We are recommending Canine Omega Benefits Omega 3 fatty acids because it is safe for long-term use and it is clinically proven to reduce the pain and inflammation of osteoarthritis. It also enables us to minimize the prescription of pharmaceuticals which can be dangerous for short and long term use in certain patients. It will take up to 3 months for Canine Omega Benefits to have its complete effect in the joints of patients with severe osteoarthritis but positive results are seen within as little as 2 weeks of initiating supplementation.
2. **Wellness:** Your patient looked great today on their physical examination. A topic that many well-educated veterinarians bring up is a new study identifying that greater than 88% of dogs have an imbalanced Omega 6:3 ratio due to the nutritional imbalance found in most pet foods. This imbalance predisposes our pet population to the clinical signs associated with inflammatory diseases such as osteoarthritis and atopic dermatitis. Based on this new research, veterinarians are recommending that patients leave the wellness visit with a starter bottle of Canine Omega Benefits.



Veterinarian  
Recommended  
Solutions™

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As with all our products, Canine Omega Benefits is only effective if used long-term. That is why talking to your clients about our autoship program, which increases client compliance by four to five times, is so important. Here is suggested language for discussing the autoship program:

“ We have partnered with the manufacturer of this product, Veterinarian Recommended Solutions, to provide you with product refills so you don't have to return to our hospital just to buy your next bottle. One of their Pet Health Coaches, who are all veterinary technicians, will call you to answer any follow-up questions you may have on the product and to discuss your refill options. Because you are a client of mine, you will get free shipping with your refills and will also be eligible for their early enrollment discount program where you can save almost 30% on your future refills. The Pet Health Coach will be contacting you within the next couple of days of discuss your options.

## Common Client Questions and Suggested Answers:

▶ **Q:** *I've seen an Omega product on the shelf at my local pet store; can I just get a product there?*

**A:** I recommend Canine Omega Benefits because it is backed by a clinical trial; most over-the-counter omega-3 products have no research behind them. This product is also in the natural triglyceride form, which means it is the most effective form available. Most omega products sold on the market are in an ethyl ester or a free fatty acid form which is not as effective, and you would need to give your pet much larger doses of it to have the same effect. Lastly, Canine Omega Benefits offers a quality check, which gives you the confidence that it is safe from impurities and toxins and efficacious.

▶ **Q:** *How do I know this product is safe?*

**A:** Veterinarian Recommended Solutions provides full manufacturing transparency on all their products. They have a Quality Check on their website where you can type in the bottle number and a full report on the contents, including heavy metals, toxins, and more.

<sup>1</sup>The CADLI was found to be an effective measure of canine atopic dermatitis lesion severity, strongly correlating with CADESI-03. The convenience of CADLI makes it suitable for use in both clinical research and clinical practice. Here is an example of the CADLI system used in the clinical trial and available for download to be used in your practice.

