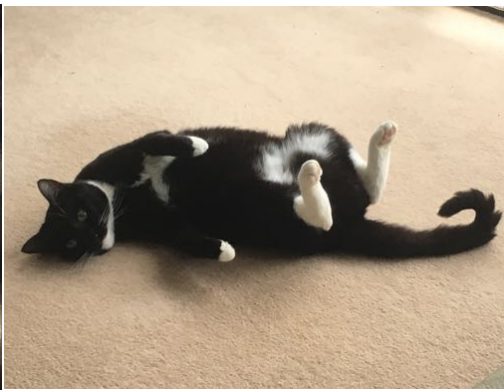


2017 Feline Anxiety Issues Case Study Group Report

Before



After



Before



After





Introduction

Since the launch of PetBrew, cat owners have reported a range of positive effects including improvements in chronic skin conditions, improvements to overall condition, and improved freedom of movement.

Also reported were improvements in the behavior of nervous/anxious cats.

PetBrew is unique in the marketplace. It is a fresh fermentation product with a limited shelf life that contains high numbers of live, active probiotic microbes (10^8 CFU/dose lactobacilli) and a complex of metabolites including beneficial organic acids (butyric acid, lactic acids, acetic acid, their esters, etc.).

We assert these unique characteristics are responsible for the effects described below.

Method

In October 2017, we invited cat owners via Facebook to participate in a case study group for cats suffering from anxiety/nervous behavior issues.

Participants were self-selected. They agreed to follow the case study protocol, take before and after photographs, and diligently complete online start and finish surveys.

Cats included in the trial received PetBrew daily for 15 days with the product mixed into the cat's food. All cats received one teaspoon (5ml) per day, mixed into their food.

We asked participants to record their cat's body condition score, the cat's anxiety/nervous behavior level, overall skin condition, freedom of movement, and general mood/demeanor.

Participants used a system of visual assessment of body condition with scores ranging from 1 to 9 with 1 being emaciated/starving and 9 being morbidly obese. This same scale (1-9 with 1 terrible and 9 near perfect) was used to score the other categories, i.e., anxiety issues, skin condition, freedom of movement, and overall mood.

Six participants completed the course of product administration and completed the online surveys recording their observations.



Results

The average improvement in the anxiety/nervous behavior score was 1.7 points.

All of the owners reported improvement in their cat's anxiety/nervous behavior.

Overall mood also improved. Body condition and freedom of movement were more or less unchanged.

BCS		Anxiety		Skin		Movement		Mood		
Start	Finish	Start	Finish	Start	Finish	Start	Finish	Start	Finish	
5	6	5	6	3	3	9	8	4	5	
5	5	3	7	7	8	9	9	5	7	
7	6	5	6	6	6	8	9	6	6	
7	6	2	9	5	7	7	8	6	8	
6	6	2	5	5	6	8	9	4	7	
6	5	6	8	6	7	6	7	2	8	
Average	6.0	5.7	3.8	6.8	5.3	6.2	7.8	8.3	4.5	6.8
NS*		p<0.02		p=0.02		NS		p<0.02		

p values were obtained via a paired two sample t-test

* NS = not statistically significant

Conclusion

Administration of PetBrew reduced anxiety/nervous behavior and improved the coat/skin condition & overall mood of cats suffering from chronic anxiety/nervous behavior issues.

Comments from participants:

Before. Slightest movement startles her.

After. She has relaxed more in the house and less jumpy.

There has been an improvement. She comes inside more and is more receptive to being patted and less stressed around my other cat.

She's not gorging on food like she was. She's much more relaxed.

www.facebook.com/petbrew info@freshprobiotics.com