



2017 Nervous Dog Case Study Group Report

Introduction

Since the launch of PetBrew, dog 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 dogs.

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 (minimum 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 early 2017, we invited dog owners via Facebook to participate in a case study group for dogs suffering from anxious/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.

Dogs included in the trial received PetBrew daily for 14 days with the product mixed into the dog's food. Small dogs received 10ml/day, medium dogs received 20ml/day, and large dogs received 30ml/day.

We asked participants to record their dog's body condition score, the dog's anxious/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 appalling and 9 near perfect) was used to score the other categories, i.e., skin condition, freedom of movement, and mood.

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



Results

The average improvement in the nervous/anxious behavior scores was 2.6 points and the difference was highly statistically significant.

Of the 10 dogs, eight saw reports of improvement in the nervous/anxious behavior and only 2 of the animals stayed the same. None fared worse.

On average dogs Body Condition Score (BCS) increased by 0.3 from 5.1 (in the optimum range of 4.5 to 5.5) to 5.4. This implies better digestion and gut function.

Movement and mood improved too.

Body Cond.		Nerv/Anx behaviors		Coat		Movement		Mood	
Start	End	Start	End	Start	End	Start	End	Start	End
5	6	3	3	6	8	8	9	5	3
4	4	2	3	4	7	2	4	3	4
4	4	2	7	5	7	8	9	5	7
5	5	4	6	6	9	6	8	4	6
7	7	1	5	6	7	5	4	7	6
6	7	4	4	3	7	7	8	5	8
6	6	1	7	4	8	7	8	3	8
5	5	4	8	7	9	9	9	9	9
4	5	3	6	3	7	4	6	5	7
5	5	6	7	8	8	9	8	5	7
5.1	5.4	3	5.6	5.2	7.7	6.5	7.3	5.1	6.5
p<0.05		p<0.002		p<0.0003		P<0.03		P<0.03	

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

Conclusion

Administration of PetBrew reduced anxious/nervous behaviors, improved coat condition, body condition, freedom of movement, and mood of dogs suffering from chronic nervous/anxious behavioral issues.

Comments from study participants:

“His behavior is getting much better, he is still a little jumpy but it has improved remarkably! He has not hid under the bed since 2 days into the trial, and is less concerned with loud noises and things that usually would have set him off. He is also devouring all of his food with pet brew poured over the top, and his fur is softer.”

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“Crying has definitely decreased and is more manageable. Has also calmed down on a whole. Have really noticed a difference.”

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“We have noticed small differences in Nora's behavior. She has been more comfortable outside (normally wouldn't go out unless busting for the toilet or with someone).”

“She has become more playful with her younger 'sister' and her coat has become so soft (and no rashes from wet long grass recently).”

“Most noticeable is the fact she has not had a 'nervous/freak-out episode' since she's been on PetBrew which was happening at least twice a week in which she would hide in her bed and shake from fear/stress with no triggers that we could figure out.”

“A nice change not having to try comfort a dog when not knowing the reason she's freaking out!”

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“Still nervous around the home, but not as bad. He doesn't bark when the sensor light comes on, and he actually stays still when we are all sitting in the lounge. He will still bark and run and hide if someone comes to the door.”

“His coat is incredible!! It's so shiny and we can't see his backbone anymore.”

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“His energy has increased ten fold and he seems so much happier.”

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“Still nervous but has relaxed more and not getting as many 'frights.'”

“Also keen to go on walks! Her skin has completely changed she's not her itchy dry flakey irritated self.”

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“A lot calmer. Listening to commands better. Less barking. “

“Her skin was extremely dry and flaky before starting and this has now cleared up fully. Have definitely noticed a difference in Daisy, she is more playful with other dogs and not so nervous anymore.”

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Over the past two weeks of using PetBrew, I have seen a significant change in quality of life in my little Chihuahua.

Although she is still frightened by some things, I have seen so much energy and excitement from her in the last week than I have her entire life!”

“She's usually a very quiet dog and has a few random belts of excitement but the last week she has been so happy, all the time and it's so great to see!”

“I will definitely recommend this product and continue to use it!”

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