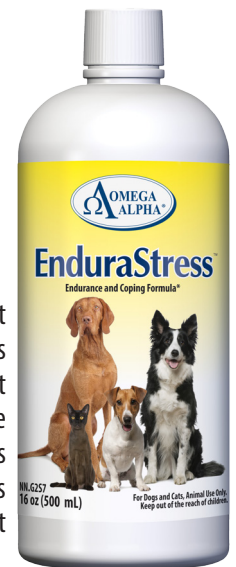


EnduraStress™

- ✓ Helps to reduce mental and physical fatigue
- ✓ Supports stamina, strength, and mental focus
- ✓ Promotes athletic performance and endurance
- ✓ Contains plant-sourced phytonutrients and trace elements
- ✓ Contains adaptogenic sources for the maintenance of good health



EnduraStress™ helps to restore energy and has a faster coping rate when used before or after athletic events, and strenuous exercise. It also helps to bring a sense of calm, concentration and mental focus to support athletic training, or to support the complex personalities (pecking order) in a multi-dog or cat household (like shelters/or rescues). Our dogs and cats can be affected by a variety of stressors that include environmental, emotional and physical factors. Obedience training and participation in dog sports can also increase and create unnecessary stress leading to behavioral issues. These extra stress factors can eventually have a detrimental effect on your dog's or cat's health. The botanicals in this formulation support the adrenal and immune pathways which support the body from the negative effects associated with stress. These botanical formulations help to maintain physical and mental well-being. Herbs are pleiotropic, meaning that they produce many effects or have many actions in the body pathways. Here is a break down for this formulation.

North American ginseng and Eleuthero root have been shown to normalize reactions to physical and mental stress. Observations have shown an increased mental alertness and work output (for dogs: Schutzhund (IPO) protection sport (PSA-K9), and agility trials), enhanced athletic performance and improved work quality (improved ability to focus). In dog sports, some dogs also exhibited an improved ability to withstand adverse conditions such as noise, crowds, and new environments, as well as increases in physical exertion during trials and competitions. These botanicals are used as a tonic to help relieve general debility and/or to aid during convalescent situations, helps digestion in cases of nervousness and/or stress, helps maintain a healthy immune system through their phytonutrient properties, helps the body to cope with both physical/mental stress, has a mild sedative action, and helps relieve nervousness.

Ashwagandha is often called Indian ginseng, though unrelated to other ginsengs, it appears to share their many properties and actions. Considered a tonic, an alterative, an astringent, a nervine and a sedative, Ashwagandha has been used in Ayurvedic medicine for more than 2,500 years. Traditionally, Ashwagandha is said to aid in situations of anxiety and other psychological stressors. It is known (TCM) to help relieve general debility, especially during convalescence or old age.

Astragalus root is one of the more famous tonic herbs from traditional Chinese herbalism as it is said to tonify the blood and spleen, and aid the defensive "chi". Thus, Astragalus is often added to formulations that are used to support weak energy levels. Astragalus in combination with other herbs helps to enhance recovery following an illness or prolonged stress, and to boost vitality. It can support the immune pathways in the body by increasing the T-Cell activity and by enhancing macrophage activity. It is known (TCM) to exert beneficial effects on various types of inflammatory conditions; helps maintain a healthy immune system through its phytonutrient properties; helps the body to better cope with both physical and mental stress; protects cells against damage caused by free radicals; and support the liver.

Bellflower root is one of the adaptogenic herbs which helps to strengthen and defend against high levels of stress, anxiety, and fatigue. It exerts beneficial effects on various inflammatory conditions thus supporting the immune system. It is known (TCM) to help the body to better cope with both physical and mental stress, improves cognitive function and supports the liver functions.



For dog sports, this adaptogenic formulation can be used before training (15-20 minutes before hand). It can also be used post event for recovery. For multiple dogs or cats in one household (or rescue shelters), add a dose to their daily meals. Dose is by body weight and can be added to food, but never water.



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When your dog's or cat's adrenal glands work too hard over a period of time, this causes excessive amounts of the adrenal hormones to enter their blood. In nature they need these hormones, such as norepinephrine and epinephrine to help them to deal with life's adventures and this would include all forms of stressors. But having large amounts of these hormones present in their blood can cause a number of health problems. The reality is that they can't sustain the high output and are unable to keep up with the high demand. Their bodies respond to threats by secreting hormones that change their physiology, and thus enhance their ability to run away or defend themselves. This response is termed "fight or flight," and it includes intense stimulation of the sympathetic nervous system and the adrenal glands resulting in increased respiration rates, higher blood pressure and blood sugar levels, as well as increased heart rate and force of contractions. At the same time, there is a decrease in digestive secretions. In cases of acute stress, the situation is often resolved quickly, and normal physiology returns. If stress is prolonged or chronic, however, the body's calls to action become detrimental.

Adrenal gland fatigue is commonly a result of long-term ongoing stress and as the body expends a great amount of energy keeping itself in a heightened state of readiness, it can be weakened by prolonged stress--be it caused by lack of sleep, poor diet, or chemical toxins in the environment. The body's ability to maintain balance can be compromised, and illness can result.

Adaptogenic herbs have traditionally helped in preventing the imbalances that can result from stress and have therefore prevented or minimized disease. Modern herbalists say adaptogenic herbs are plants with properties that exert a normalizing influence on the body, neither over-stimulating nor inhibiting normal body function, but rather exerting a generalized tonifying effect.

Adaptogenic herbs help to recharge the adrenal glands, which are the body's mechanism for responding to stress and emotional changes. The adrenals, which cover the upper surface of each kidney, synthesize and store dopamine, norepinephrine and epinephrine. These compounds are responsible for the changes that occur during the "fight or flight" reaction and are normal functions for our cats and dogs. The best way to support the health of these glands day to day is to provide EFA oils, extra B vitamins and minerals that will fuel the body's mechanisms to be able to respond and cope with normal stress. However, other stress factors like traveling, moving, new family members, multi-pet and/or busy households, athletic or strenuous exercise (obedience, training, and dog sports), or health issues stemming from hormonal imbalance, the adaptogenic herbs work best here.



Also available: E-Z Rest™

- ✓ Acts as a mild sedative
- ✓ Supports balanced behavior
- ✓ Promotes relaxation
- ✓ Reduces irritability and aggressiveness
- ✓ Has a calming effect in stressful situations
- ✓ Can reduce tension and improve mood
- ✓ Maintains calmness by acting on the central nervous system



I'm a manager and head groomer at a dog daycare center, and EnduraStress™ has allowed me to help so many of my four-legged clients. We have gotten dogs with severe separation anxiety, high prey drive/fixation issues, adopted dogs with no social skills, fear aggression, and excessive barking, amongst the most common complaints. We have gained a reputation for being able to integrate and rehabilitate a variety of dogs into our pack and a lot of the Omega Alpha® products have helped us immensely.

After observing these dogs and their behaviors, we are better able to understand their needs, but sometimes they need a little help or a boost to allow them to succeed in their training, and in the daycare. The main product we use and recommend most is EnduraStress™.

We utilize EnduraStress™ in the daycare on a day-to-day basis (as needed) in order to ensure that our pups are at their most comfortable. We also recommend it to pet parents if they need help in the home environment such as during a move, during construction, or if their pets have anxiety behavior. With its non-sedating effects and all natural ingredients, we love that the product is non-habit forming and does not change a pet's personality like chemical-based drugs do. If it did, we would not be able to effectively treat behavioral problems. Instead, we have seen that EnduraStress™ helps take the edge off of their anxiety, fixation, and excessive barking/pacing behaviors. It allows the dog to take in stimuli and process it effectively without feeling overwhelmed or over-stimulated. It can be used as needed, or on a daily basis.

EnduraStress™ helps bring balance back to a pet's mind and their body so that they feel more at ease and in control of their environment.

— Tamara S., B.C. (Canine Concierge)

