



Specific Formulas for our Furry Friends



Rik J. Deitsch, MS Biochemistry
Chief Scientific Officer, Avini Health

Avini offers **Cell Defender™ for Pets** and **Plus Relief for Pets**. These formulations are made specifically for our furry friends – available in a hypoallergenic chicken-flavored gel that is safe and effective for dogs and cats. This delivery system and suspension is the best way to make these formulations available for our pets.

There are currently over 78 million dogs and 85 million cats in the US. These companion animals are as susceptible as humans to ailments and issues that require detoxification and pain-relieving solutions.

Surprisingly, the total market for companion animals in the US reached an estimated \$124 billion in 2021. Of these expenditures, over \$13 billion was spent on medication for the animals. Additionally, a survey conducted by Virbac Pharmaceuticals puts the annual US market for companion animal pain relievers at more than \$250 million. The upshot of all of this is amazing:

People spend more on their pets than they do on themselves!



This is an all natural, homeopathic formula that is long-lasting with clinically tested ingredients.

So, in order to help our distributors and really help our furry friends, we've launched Cell Defender™ for Pets and Plus Relief for Pets.

Cell Defender™ for Pets

We all know the amazing benefits of Cell Defender™; the micronized and activated clinoptilolite zeolite that we've branded as *Detoxolite™*. Just as people have exposure to heavy metals, volatile organic compounds and other toxins – our pets have that exposure as well. In fact, some of their exposure can be worse than ours. For pets living outdoors, they are exposed to: air filled with lead particles from exhaust fumes; herbicides and pesticides blown from nearby farms and yards; as well as weather-treated wood. This last item is very important: wood used outdoors is treated with arsenic to reduce termite damage. So, if you have a wooden deck, do not give your pets chew toys on that deck. As they chew on the toy and it rolls around on the deck, it will adsorb arsenic, which can then get into your pet. For pets living indoors, they are exposed to: fumes of cleaners and detergents; synthetic fibers in carpeting; colored ink in newsprint; perfumes and lotions we use on ourselves; flea collars and sprays and shampoos we use on them; pollutants we track into the house on our shoes; as well as tap water and food we offer that can be full of heavy metals, hormones, and antibiotics. If we take our pets out for a walk, they lick their paws after trotting through the chemical-saturated run off from yards and golf courses and through oil and gasoline residue.



Just as the Cell Defender™ helps us systemically remove toxins and heavy metals, the Cell Defender™ for Pets can do the same for our furry companions.

Plus Relief for Pets

It's hard to know when your pet is in pain. They can't just tell you that they hurt and where they hurt. You need to look for the signs of pain and discomfort. If they are touch sensitive, if they aren't eating or playing, if they shy away from you – these can be warning signs.

The fact is that there are very few things that we can use to treat pain in our pets. For dogs, your veterinarian would probably give you a narcotic, like Tramadol or Demerol. These make your dog sleepy and have terrible side effects. The vet may also prescribe an NSAID (non-steroidal anti-inflammatory drug). These also have limited efficacy and terrible side effects; mostly digestive issues like diarrhea. For cats, every single pain medicine can potentially cause kidney failure. So the vet probably won't give you anything.

Just as Plus Relief helps us humans deal with pain and inflammation, the Plus Relief for Pets can do the same for our companion animals. The product is primarily aimed at treating moderate to severe chronic pain in our pets and is specifically indicated to treat pain from hip dysplasia, arthritis pain, joint pain, and general chronic pain in companion animals. Specialized proteins derived from natural cobra venom modulate the action of acetylcholine, a major stimulating neurotransmitter in the nervous system and activator of the inflammatory



pathways. As a result, the pain and inflammation pathways are temporarily shut off. This is an all natural, homeopathic formula that is long-lasting with clinically tested ingredients. It is safe & effective, non-narcotic & non-addictive, Acetaminophen & NSAID-free and safe for use in cats & dogs.

The clinical research on the peptides derived from cobra toxin is quite impressive with more than 46 human clinical studies completed as well as several studies specifically in dogs. In fact, oral safety in dogs goes back to 1874! The data from these many studies provide compelling clinical evidence that cobra venom provides an effective treatment for many types of pain without the side effects associated with NSAIDs, acetaminophen or opiates. Additionally, our research has been published in Dr. Steven Fox's textbook; Multimodal Management of Canine Osteoarthritis: Second Edition – where he quotes our research as an alternative to NSAIDs in the treatment of chronic arthritis in dogs. This book is currently being used at most Veterinary schools in the United States.

Both Avini Cell Defender™ for Pets and Avini Plus Relief for Pets are provided as an oral paste what can be given directly to your pet on your finger, on their food or on their favorite treat. It is naturally flavored with hypoallergenic chicken flavor that both cats and dogs love.

So — let's take care of our furry friends at least as much as we take care of ourselves.

Let's make sure that they're toxin-free and pain-free with Cell Defender™ for Pets and Plus Relief for Pets.





thank you