



SENIOR CARE

90 CAPSULES

COGNITIVE SENIOR SUPPLEMENT FOR DOGS AND CATS

- For Senior and Geriatric Dogs and Cats
- Available in 90 capsule form that can be given whole or opened and sprinkled into food
- Using EU approved scientific ingredients, human grade using a veterinary strength formula produced in GMP facilities to ISO9001 standards

FOR DAILY USE

Natural Chicken Flavour – can be sprinkled or mixed with food or for fussy eaters can be rolled into a ball of wet food or made into a paste and given as a treat.

Senior care – As we age, our brains often don't function as well as they did when we were younger. The same is true of dogs and cats. While aging is normal none of us likes to see the effects it has on our canine and feline companions. One of the more common troubling aspects of aging involves the central nervous system, specifically the brain. Senility, Dementia and Alzheimer's are all terms used to describe the clinical signs seen in aging dogs and cats.

If you notice symptoms such as your pet barking at night, pacing, getting stuck in strange places or suddenly forgetting to go outside to do his or her business, then it's worth considering a senior care supplement.

The active bioflavonoid complex in **Milk Thistle Silymarin** – pharmaceutical grade 80% Silymarin and 30% Silybinin - increases the uptake of hepatic glutathione and stimulates hepatocyte protein synthesis.

Known for its powerful antioxidant effects including a full range of B vitamins which may help promote normal liver function and help support the nervous system.

Ginko biloba – is a neuro–protectant helping to block the effects of free radicals and beta amyloid on neurons. Ginko may also act as a monoamine oxidase inhibitor prolonging the availability of Dopamine. Ginko may also help increase blood flow (oxygen) to the brain, counteracting hypoxia.

(Reference William F Fortney DVM) Aug 2010

Phosphatidylcholine, also called **choline**, **lecithin** or **tetramethylglycine** is a supplement used for cognitive support. It's a component of several major cell membrane lipids that are critical for normal cell membrane structure and function.

Choline – is an effective and versatile supplement that can help doggie dementia. It's a component of several major cell lipids that are critical for normal cell membrane structure and function. Certain foods are rich in Choline such as eggs and liver however for real benefits increased supplementation is necessary. Choline helps control growth and gene expression. It is a component of liquid surfactant to keep the lungs healthy.

In both dogs and people general uses for phosphatidylcholine include improving memory, treating high cholesterol and protecting the liver from toxicity (without adequate phosphatidylcholine, fat and cholesterol accumulate in the liver due to reduced low density lipoprotein levels. Regular Choline supplementation may help or treat canine cognitive disorder.

Inositol – is present in all animal tissues, with the highest levels in the heart and brain. It is part of the membranes (outer linings) of all cells and plays a role in helping the liver process fats as well as contributing to the function of muscles and nerves. The vitamin unofficially referred to as vitamin B8 promotes the growth of hair, reduces cholesterol levels, contributes to the function of muscles and nerves and has a calming effect. As with Choline Inositol is needed for lecithin formation and in the metabolism of fat and cholesterol. Inositol a naturally occurring isomer of glucose is also useful for removing fats from the liver and can be used in pets with fatty liver disease.

It is also recommended for Alzheimer's, obsessive compulsive disorder and attention deficit disorder. Inositol can be found naturally in Brewer's yeast, lecithin, meats, vegetables and grains, seeds, beans and wholegrains supply a substance called phytic acid which releases inositol when acted on by bacteria in the digestive tract.

(reference from Shawn Messonnier DVM past supporting Member, Oncology Association of Naturopathic Physicians Author and award-winning The Natural Health Bible for Dogs and Cats)

DL-Methionine – is a urinary acidifier used in the treatment and prevention of certain types of urinary stones. Methionine is one of the 10-plus essential amino acids that are required by both cats and dogs. Methionine can be found naturally in meat and fish ingredients. At the whole animal level methionine is part of the body protein and is important for skin and coat condition, eye health, heart health and more. It serves as a precursor to other amino acids like cysteine which can then be converted into taurine. Methionine can also be converted into glutathione, an important physiological antioxidant and into the cat pheromone felinine. It is an amino acid that is vitally important to the long term health of the dogs and cats.

References - Dr Greg Aldrich, Pet food industry advisor

Turmeric - in India, where Turmeric is used regularly among many, the number of people suffering from dementia and similar memory related diseases is considered very low.

Turmeric has many studies and reports about the many benefits one being its anti inflammatory properties and helping support arthritis and stiff joints. Curcumin is also a blood thinner which make it an essential component when it comes to reducing the risk of blood clots and ridding the body of excess cholesterol and heart issues. Irritable Bowel Syndrome – Curcumin also stimulates bile production in the liver which aids in digesting food properly because it helps to break down the dietary fats. It is also a powerful antioxidant

Other benefits of turmeric – may reduce chronic pain, promote cardiovascular health and aids digestion by stimulating bile production.

Several studies by the National Centre for Biotechnology Information (NCBI) have shown promising results in using curcumin with cancer patients. The herb seems to affect cancer growth as well as development and spread at molecular level. It has also been shown to inhibit the growth of blood vessels within tumours and contributes to the reduction of cancer cells.

Promotes healthy brain activity in Aging Dogs and Cats

The rates of Neuro-degenerative diseases in India – where Turmeric is consumed regularly - are considered very low in comparison to western nations. This may be due in part at least to Curcumin which crosses the blood brain barrier to reduce inflammation and oxidative damage. A study by NCBI also showed it to be beneficial in clearing Amyloid plaques in the brain associated with dementia.

Promotes healthy joints in Senior Dogs

As many senior dog and cat owners know joint pain and mobility is one of the most common signs of ageing. Turmeric has an anti-inflammatory action which in turn fights pain.

References from Justin Palmer – (I love dogs)

ADVICE

- Don't give Broadreach Nature Senior Care with any Other Milk Thistle Supplement due to the concentration of ingredients.
- Turmeric may not be ideal for dogs or cats with certain conditions like kidney stones or diabetes as it increases urinary oxalate levels or If taking any anti-coagulants as turmeric has blood thinning properties.

EACH CAPSULE CONTAINS

- 100mg Milk Thistle Extract 80% Silymarin and 30% Silybinin
- 50mg Inositol
- 50mg Choline
- 50mg Turmeric
- 50mg Ginko Biloba
- 20mg DL-Methionine
- 10mg Pantothenic Acid (B5)
- 5mg B1
- 5mg B2
- 5mg B6
- 10ug B12
- 0.5mg Bioperine™

DIRECTIONS FOR USE

For animals less than 10kg in body weight, give one capsule with meals. For each additional 10kg of body weight, give an extra capsule, or as recommended by your vet. The total amount of capsules given per day can be split between morning and evening meals. Capsules can be given whole, or sprinkled and mixed with food.