

Made by  
nature,  
supported  
by science.

Why choose  
**DeerVelvet**

**Putting back the bounce**

It can be heartbreaking to see your pet crippled with osteoarthritis – robbed of their get up and go, and the joy of simply being a dog.

Talk to your vet about the options available for bringing the bounce back into your pet's life and ensuring their remaining years are happy ones.

Therapies based on New Zealand deer velvet can provide an exciting alternative to conventional drugs, and offer health benefits beyond the welcome relief from pain and inflammation.

For more information on the benefits of New Zealand deer velvet for both people and pets:

[www.velvet.org.nz](http://www.velvet.org.nz)

Immune Function

Tastes great

Healthy Coat

Joint Function



**New Zealand  
Deer Products**





## Bring back the bounce

### A scientific foundation

A recent study in Canada<sup>2</sup> revealed significant health benefits for dogs affected by osteoarthritis when given a course of deer velvet. The authors concluded that deer velvet should be considered as a therapy when treating the condition in dogs.

Other trials with animals using extracts from velvet antler have also demonstrated a clear anti-inflammatory effect.<sup>3</sup>

Deer velvet has been used in human health in Asia, especially China, for more than 2,000 years as a tonic to enhance overall health and strengthen the body. Health benefits are focused around improving blood cell production, enhanced functioning of the immune system and promoting cardiovascular health.

The complex proteins and lipids found in deer velvet are thought to provide these health benefits, and there is ongoing research to better understand these processes.

The benefits of deer velvet are now being increasingly recognised for pets. For dogs, a number of vets and owners claim that deer velvet has not only been shown to help manage joint issues. It also:

- helps with recovery after surgery
- improves immune system function
- gives a healthier looking coat
- acts as a good tonic for the cold winter months
- cats and dogs enjoy the taste.

## There've been 2,000 years of field trials. What's to argue with?

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[www.velvet.org.nz](http://www.velvet.org.nz)  
[velvet@deernz.org](mailto:velvet@deernz.org)

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# DeerVelvet

Owner information



New Zealand  
Deer Products

## If they could talk ...

It's an intriguing thought – if our dogs could talk to us they'd have plenty to say. Apart from reminding us when the food bowl is empty, they'd be able to tell us when they're in pain.

Just like humans, your dog will be affected by ageing, and one of the most common ailments in their middle and later years is arthritis. They can't put it in words, but there are number of tell-tale signs:

- reluctance to walk, climb, jump or play
- limping
- lagging behind on walks
- difficulty getting up
- yelping with pain when touched
- personality changes, e.g. aggression when approached or becoming withdrawn.

Changes like these can be a sign that your dog is suffering more than just the normal slowing down that comes with age.

### Canine osteoarthritis

Degenerative joint disease, or canine osteoarthritis occurs when the cartilage that protects the lining of the joints is damaged or destroyed, resulting in inflammation, pain



and discomfort. This can be a result of abnormalities like hip dysplasia, or just from the wear and tear of an active lifestyle. Osteoarthritis is thought to affect one in five adult dogs.<sup>1</sup> It is more common in older, large-breed dogs, but it can occur in dogs of all shapes, sizes, breeds and ages. Excess weight, poor nutrition and joint trauma can make the condition worse. Without treatment, the pain and inflammation caused by osteoarthritis can seriously affect your dog's quality of life for many years.

### Options for treatment

With the exception of expensive surgery for joint replacement, there is no cure for osteoarthritis in dogs. However there are treatments available to help relieve the pain, stiffness and inflammation caused by the condition. Your veterinarian can go through the options with you.

Something as simple as appropriate exercise and weight loss can help reduce the effects of the condition, but there are also treatments available.

Non-steroidal anti-inflammatory drugs (NSAIDs), prescribed by your vet, are commonly used. NSAIDs can be very effective, but like all drugs they carry risks of side effects. And your pet could be faced with years of NSAID treatment to help protect their quality of life.

If you're not ready to take that step, there is an exciting alternative that could help put the bounce back into your dog's life without prescription drugs.

### New Zealand deer velvet

Therapies based on New Zealand deer velvet can provide a natural, holistic treatment to help relieve symptoms associated with joint problems caused by osteoarthritis

in dogs. As well as providing your pet with relief from pain and inflammation and getting them moving again, deer velvet provides other long-term benefits for their general wellbeing.

The benefits claimed have a sound scientific backing. This is complemented by the 2,000-year track record of deer velvet in traditional Chinese human medicine and its growing popularity as a dietary supplement in Western countries.

### What is deer velvet?

Deer velvet is the name given to deer antlers when they are growing. The name comes from the dense coat of short hair that covers the developing antler. During its rapid growth phase, before it calcifies and hardens into bone, deer velvet antler is living tissue. Male deer are unique in the animal kingdom for the way they grow a new set of antlers each year.

New Zealand farmers are major producers and exporters of deer velvet, which is cut humanely under strict animal welfare and hygiene standards.

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