



## ***A Natural Solution for Anxious Pets***

### **What is SerenZea™**

- ❖ SerenZea™ is a Zea mays (corn leaf)-derived, clinically proven stress and mood health support ingredient that contains proprietary standardized natural compounds
- ❖ Corn leaves contain a naturally occurring compound which can act as a positive regulator of serotonin levels that could lead to a calming effect in companions and domesticated animals
- ❖ Patent protected

### **Application\***

- ❖ May help calm aggressiveness or anxiety in companion animals
- ❖ Addresses occasional mild stress and mood concerns
- ❖ Provides positive mood support and enhances emotional well-being

### **Formulation**

- ❖ Can be used as an active agent in tablets, capsules, liquids, powders, chews, bars and other delivery systems



## Benefits & Claims\*



- Once-a-day dosing flexibility to formulate with food or treats
- High compatibility in formulating with other ingredients
- Natural compound with a long history of safe usage
- Extensive in vivo safety testing with no adverse effects
- Patent protected

## In vitro Efficacy\*



- SerenZea™ contains biologically active compounds proven to reduce the activity of liver enzyme tryptophan dioxygenase to free up a starting material, tryptophan, for the synthesis of Serotonin
- The bioactive standardized naturally occurring compound in SerenZea™ was found to positively regulate an enzyme during the production of serotonin
- The major active compound of SerenZea™ was found to increase significantly the neuro cell's synthesis of serotonin

## In vivo Efficacy\*



- The calming effect of SerenZea™ was evaluated in companion and domesticated animals with the following outcomes:
  - Male Labrador retriever obsessively collected and destroyed items; frequently barked. Calming effect was observed after a few days of 30-40 mg/kg SerenZea™.
  - 12-year-old dog with marked anxiety in multiple situations. Reaction to stressors was significantly reduced following a few days of SerenZea™. In particular, the agitation associated with being transported was minimized significantly.
  - Separation anxiety reflected as vocalization at the time of separation of the mares and foals was minimized when fed SerenZea™ at 20-40 mg/kg before and after weaning
  - Horse exhibiting significant startle and resultant aggressive behaviors was fed 40 mg/kg SerenZea™ mixed in grain daily and observed for behavioral changes. Within 3 days of supplementation, the horse was noticeably quieter and easier to handle, while maintaining energy and performance ability.
- Observations show SerenZea™ indeed may have significant impact in moderation of behavior in companion and domesticated animals when supplemented orally (positively regulating level of serotonin and cortisol)

## Botanical Origin & Physical Properties



- Name: Zea mays (corn leaf)
- Part of Plant: Derived from leaves
- ❖ Physical Properties: Off-white to light tan powder that dissolves in alcohol and other common solvents

**For more information, e-mail [contact@unigen.net](mailto:contact@unigen.net)**

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