



Presents

N:OSE to TAIL GUIDE

to Calm
Veterinary Visits



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Welcome

From *nose to tail* = extraordinary results!

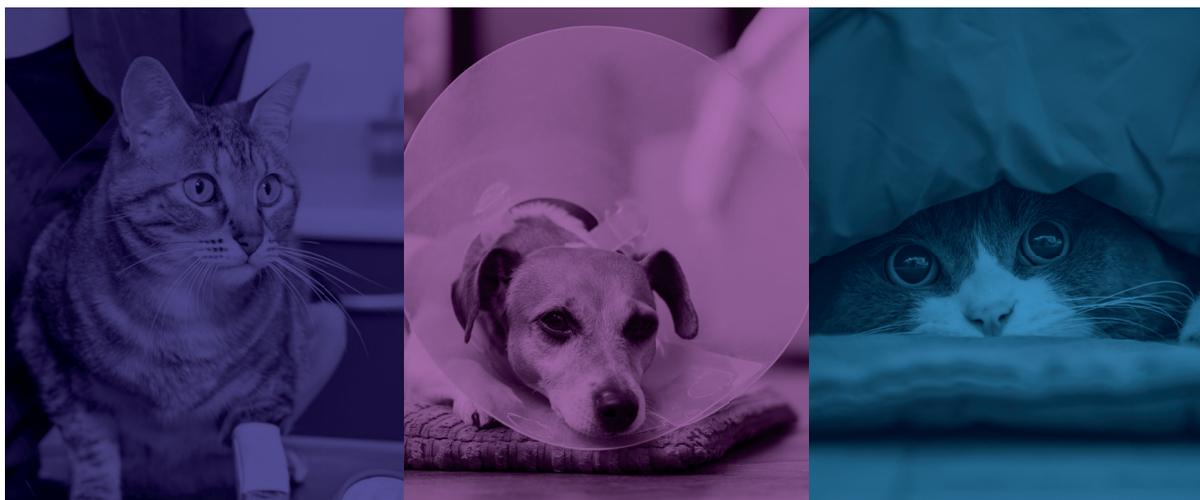
You work hard to maintain your thriving veterinary practice. However, what if something came along that could possibly help transform your clinic to an even more inviting, calm, and low-stress environment?

The Ceva Calm Clinic Program can help support clinics in helping pets stay calm before, during, and after their visits and may include:

- ✓ Enjoying an even greater level of peace and calmness throughout your entire day.
- ✓ Freeing up time for pet examinations.
- ✓ Increasing the team's level of job satisfaction.
- ✓ And much, much more!

The Ceva Calm Clinic Program encourages the use of pheromone therapy and pressure wraps to possibly create a sense of peace and calmness for both pets and their owners.

Although the Calm Clinic Program is new to the U.S., the implementation of Calm Clinic tools daily in Australia has proven to be very successful. Learn more in the following pages about how the Ceva Calm Clinic can help put your vet clinic *nose to tail* in front of your competitors!





Susanne A. Heartsill
Ceva Animal Health, LLC

Dear Colleagues,

A focus on reducing stress and fear supports your mission to provide the best health outcomes for pets and their owners. Importantly, it can also create a better working environment leading to improved job satisfaction for your staff and a better client experience.

Within this guide you will discover important tips and techniques such as:

- Guidance for a less stressful experience for the pet and owner from their home to your hospital and back.
- How to identify and address stress in the home.
- Tips for greeting and treating animals in your hospital to provide reassurance.
- How to identify and address escalating fear or anxiety that can lead to aggression.
- Ways to make veterinary appointments fun and fulfilling for everyone.

You will also learn how to best organize your clinic to reduce stress and anxiety. From waiting rooms to the use of treats, calming products, and staff training, you have a wide variety of tools and techniques available. All these help dogs, cats, and their owners relax as much as possible during their time with you.

The teams behind **ThunderEase®** and **Feliway®** will be with you on this journey. We can provide technical support, provide usage tips, and work with you to implement best practices. These are techniques we have identified during our 20+ years working in the specialty of behavior and calming.

Congratulations and thank you for making this commitment.

Susanne A. Heartsill
DVM, DABVP (Canine and Feline Practice)
Director, Companion Animal Veterinary Services
Ceva Animal Health, LLC



Calm Clinic Testimonials



Dr. Prue Honson
Thornleigh
Veterinary Hospital

“ It is amazing to watch the transformation of a pet that has pheromones applied – owners are constantly in awe of its ability to make their pet settle and be able to be handled calmly. Our number one recommendation (*to reduce fear, anxiety, and stress in patients*) is **Feliway®** and **ThunderEase®**, and we strongly advocate this to clients. ”

“ I find the products and program very easy to use, and it does not add any extra time to consultations or procedures. We use diffusers throughout the clinic, as well as **Feliway®**, **ThunderEase®**, and **ThunderShirt®**. Clients often give feedback that their pets are much calmer when they're in our clinic, and that makes me really happy. ”



Dr. Yuki Mak
James Street
Veterinary Hospital



Jade Brown
Registered Nurse,
Kingston Vets

“ Kingston Vets is a Ceva Calm Clinic, and we utilize **Feliway®** and **ThunderEase®** in all consultations and throughout the hospital. My passion is owner education and preventative care. Our pets' needs extend far beyond feeding, walking, and cleaning up after them. Sometimes it's overlooked that our closest friends have quite complex emotional needs that play a role in their overall health. The Ceva Calm Clinic Program is a great integration with our clinic, resulting in many pets LOVING coming to our vet! ”

From Your Vet



Are you stressing your *cat*?

If your cat seems anxious or tense, make sure you refrain from the making these 10 feline faux-pas, which could trigger behavior problems.

1. Hug your cat. Cats like to be able to escape situations. Holding them tightly can be stressful, likely because they anticipate that something bad is about to happen.

2. Punish your cat. Swatting or hitting teaches your cat to fear your approach, and telling him “no” merely interrupts inappropriate behavior. Instead, demonstrate what you want your cat do, and reward him for appropriate behaviors. Cats are curious and agile—so give yours places to go and things to do, and keep potentially dangerous items picked up and put away.

3. Grab your cat's head to touse his hair. Nobody likes to have their head grabbed and rubbed—including cats! Some cats prefer a few long strokes from head to tail, while others like gentle scratching around the chin or ears. But regardless of your petting habits, keep in mind that many cats become irritated by extended, repetitive stroking.

4. Assume your cat understands English. Animals are adept at deciphering body language and very good at figuring us out. Most people don't bother teaching their cats to sit, stay or otherwise, but it's actually quite easy to train them on cue. Just don't assume your cat understands the words you're saying without first showing him what you want him to do.

5. Leave your cat's litterbox dirty. Nobody likes to use a dirty toilet—cats included. Imagine not flushing your own toilet for three or four days! Ideally, the litterbox should be scooped every time you notice waste. Otherwise, scoop it at least once daily, and empty and clean it thoroughly every week or two.

6. Place your cat's litterbox in an inconvenient location. The spot you've chosen for the litterbox might work best for you, but if your cat has to negotiate humans of all ages, other pets, stairs or loud appliances to get there, he may feel like he's on a suicide mission every time he needs to eliminate.

7. Tempt your cat to play by wiggling your fingers or toes, then get angry when he bites or scratches you. Cats naturally grab prey using their teeth and claws. Offer your cat appropriate chew toys so he knows that hands are for loving—not biting!

8. Add a new cat to your household without a proper introduction. When a new cat is thrust into an already related

group, it's in the nature of the clowder (group of cats) to attack and force the outsider to leave. Without a proper period of controlled, gradual introduction, the likelihood for stress and inter-cat aggression increases.

9. Leave your cat home alone with lots of food but only one litter box when you leave for a long weekend. This can be stressful, especially for cats that eat quickly, because they'll have no food left by the end of the weekend. Cats can become sick if they don't eat every day. Timed feeders can be helpful in this situation. A self-cleaning litter box may also be an option, but don't rely on it when you're at home.

10. Use strong-smelling cleansers, deodorizers or products containing alcohol. Cats' noses are sensitive, and these scents can be offensive to them. Some cats may even find the smell of hair spray, perfume or cologne unpleasant, so be careful when using these products in your home or on your person. **dvm360**

Information was provided by Valarie V. Tines, DVM, DACVB, DACAW, Premier Veterinary Behavior Consulting, Sweetwater, Texas, and Colleen Koch, DVM, DACVB, Lincoln Land Animal Clinic, Jacksonville, Ill. For more information, check out *Decoding Your Cat: The Ultimate Experts Explain Common Cat Behaviors and Reveal How to Prevent or Change Unwanted Ones*, by the American College of Veterinary Behaviorists.





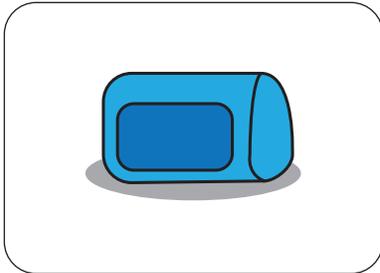
Implementing Calm Clinic Techniques for Cat Pre-Visit

When cats arrive in a stressed state for their appointment, calming them down becomes far more challenging. However, if pets arrive in a calmer state, they are more likely to stay relaxed throughout the entire visit.

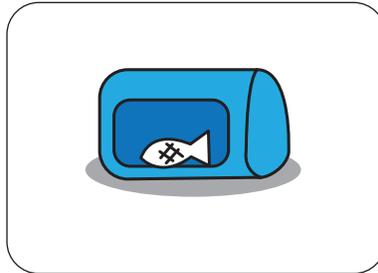
It is important to prepare pet owners with pre-visit information so cats are less stressed when they arrive at their appointment. This may include prescribing pre-visit antianxiety medications which may require being picked up a day or two prior to the appointment.



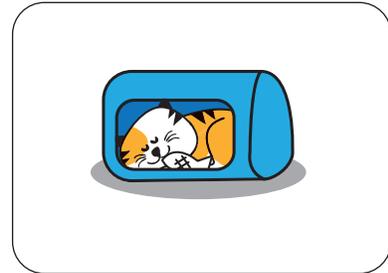
Cat Owner Handout – Get Your Cat Used to the Carrier in Advance of Travel



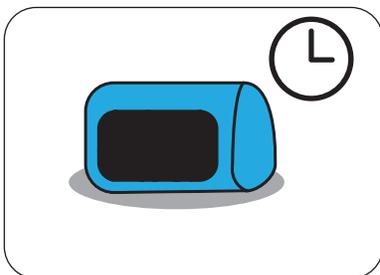
1. Place carrier with door open in location of home where cat is more comfortable and takes interest in exploring it.



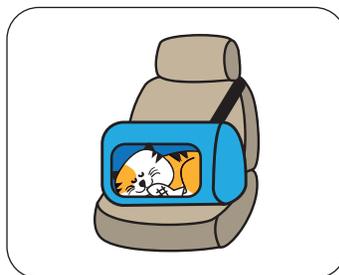
2. Place some of cat's belongings in carrier (e.g., bedding) for familiar scent.
3. Reward cat with treats for entering carrier. This may encourage cat to enter and leave at will.
4. If cat is still hesitant to enter carrier, consider luring with a toy.



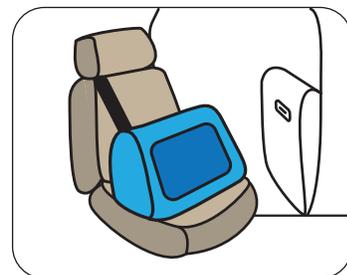
5. When cat is comfortable, shut door and leave cat in carrier for a short time. Reward cat with treats for staying relaxed.
6. If cat shows signs of stress, stop training and return to previous step.



7. Gradually increase time cat remains in carrier. To avoid unfamiliar sights, place towel or blanket over carrier to provide some comfort.

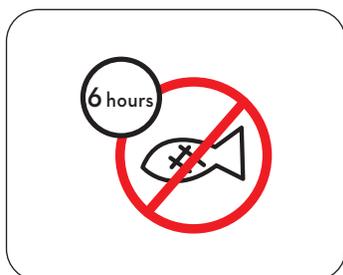


8. Once fully relaxed, begin lifting and walking with cat while in carrier, eventually leading to car.

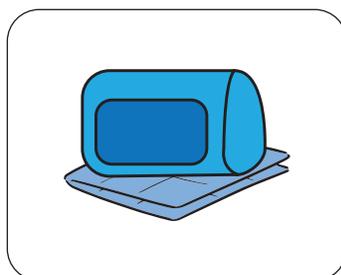


9. Best time to place carrier in car is when car is turned off and car door is open.

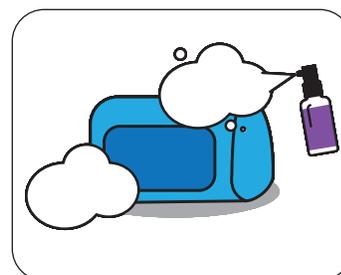
Cat Owner Handout – Acclimate Your Cat to Car Travel



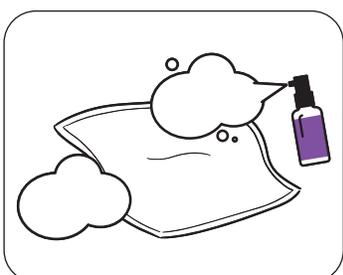
1. Avoid feeding cat 6 hours prior to travel to avoid travel sickness.



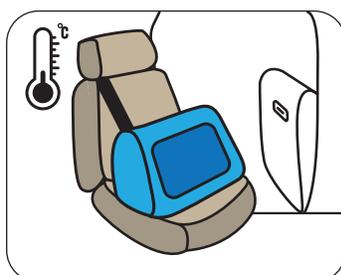
2. Place absorbent pad in bottom of carrier in case of unforeseen accidents.



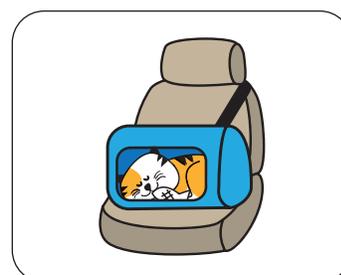
3. Apply **Feliway® Classic Spray** in all four corners of carrier 15 minutes prior to placing cat in carrier.



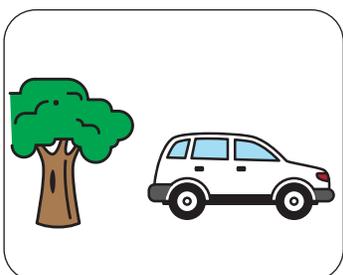
4. Apply 8-10 pumps of **Feliway® Classic Spray** to towel or blanket. Once dry (approximately 15 minutes), place over carrier to avoid unfamiliar sights.



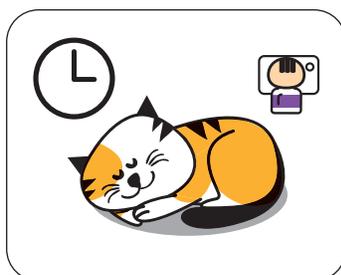
5. Ensure car is at comfortable temperature for cat.



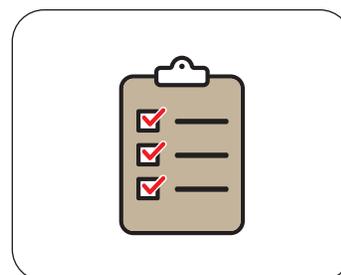
6. Place carrier in area of car with the least vibrations, ensuring that carrier is secure with a seat belt.



7. Start with short trips to get cat comfortable and to associate car with positive experience.



8. Consider **Feliway® Diffuser** before trip so cat is in a calm, relaxed state prior to vet visit.

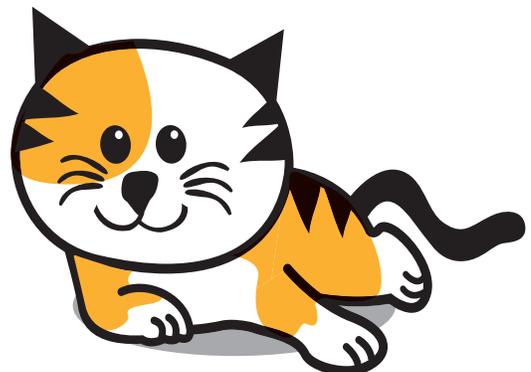


9. If applicable, complete the Behavior Checkup Form provided by your vet.

Implementing Calm Clinic Techniques for Cat in the Waiting Area

In an ideal world, pet owners would be able to walk straight into an examination room with their pet. As this may not be practical, there are other initiatives that will help provide a lower stress environment for pets.

1. Consider your appointment scheduling, so that cats and dogs, fearful pets, and assertive or noisy pets are not all arriving together.
2. To help make pets feel secure, separate dogs and cats in the waiting area with visual barrier.
3. Use **Feliway® Classic Spray** on cat carrier covers, and be certain to place cat carriers on elevated surfaces while in waiting area.
4. To reduce risk of confrontation and further triggers to already anxious pets, try to keep cats in examination rooms while owners settle their invoices.
5. Rather than white or dark colors, consider pastel-colored walls throughout your practice. Studies have shown that these can provide a calming effect on animals.
6. Prepare plenty of bite or lick-size treats for pet arrivals.



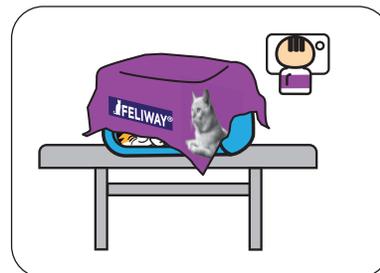
Cat Arrival



1. Apply 8-10 pumps of **Feliway® Classic Spray** to towel or blanket 15 minutes prior to arrival. Once dry (approximately 15 minutes), place over carrier to avoid unfamiliar sights.

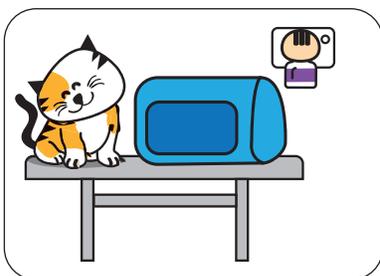


2. Cats need 5-10 minutes to adjust to new environments and feel safe. If possible, allow cat owner to call upon arrival to avoid longer waits with other animals.



3. Ensure **Feliway® Diffusers** are operating in appropriate areas.

4. Upon arrival, cover cat carrier and escort owner and cat to waiting area (or, if possible, straight to the examination room).



5. Place carrier at appropriate height to ensure cat is not eye to eye with other animals.

6. Place carrier near **Feliway® Diffuser**.



7. Ask cat owner to complete a Behavior Checkup Form while waiting.

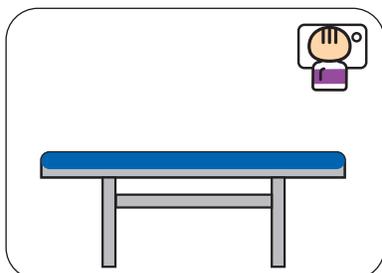
Implementing Calm Clinic Techniques for Cat in Examination Rooms

There are several steps that can be taken to achieve a smoother, calmer environment for a cat visiting the vet.

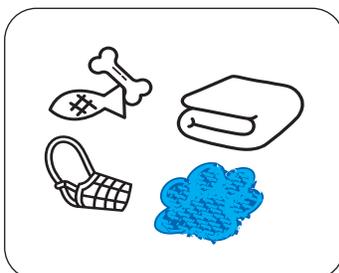
1. Create a calming environment with pastel-colored paint and soft, non-slip surfaces.
2. Keep **Feliway® Diffusers** plugged in to provide comforting effect.
3. Provide natural light.
4. Allow cat to explore examination room.
5. Provide litter boxes, scratching posts, and utilize plenty of treats, treats, treats throughout their stay.
6. Work with cat owner to understand cues that pet is familiar with and use when cat is being examined.
7. Use gentle handling techniques:
 - Avoid direct eye contact
 - Allow cat to approach
 - Prevent loud noises and raised voices
 - Use calm, gentle movements
 - Keep cat facing away from you
 - Minimize intensity and duration of restraint
8. Be in tune with cat body language and reconsider approach as needed.
9. Maintain records of emotional response.

Remember that a cat's emotional state can change very quickly, so being well versed with interpreting cat body language is very important. If the cat's stress levels are high or increasing, reschedule procedure and educate the pet owner on steps that can be taken at home prior to the next appointment, such as pre-visit medication. Be empathetic but firm with the pet owner to ensure there is an understanding that their cat's welfare is paramount.

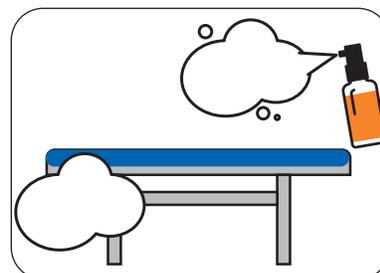
Calm Clinic Techniques for Cat Examination Rooms



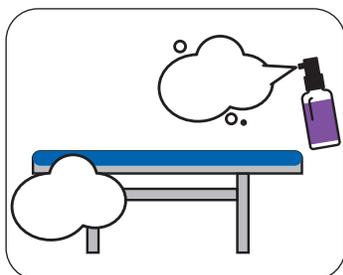
1. Ensure **Feliway® Diffusers** are running in appropriate areas.
2. To reduce stress during examination, include a non-slip surface on exam room table such as **Feliway® Mat**.



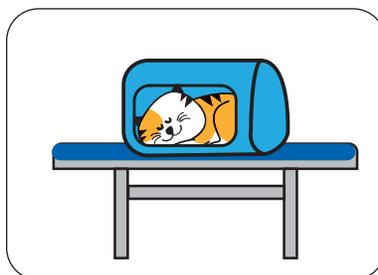
3. Have treats, muzzles, **Feliway® Towels**, toys, and **Lick Mats** ready.



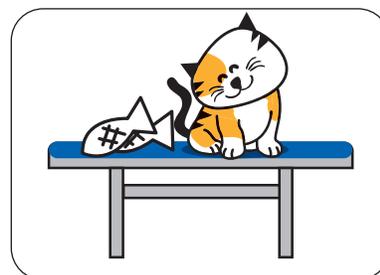
4. Make sure exam room has been thoroughly cleaned between pet visits with non-offensive, vet-recommended disinfectant.



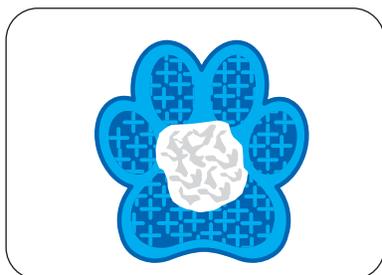
5. Pre-spray exam room tables, mats, and/or towels with **Feliway® Classic Spray**.
6. Allow time between examinations for cat to become acclimated to the room prior to the examination.



7. To help cat feel secure, examine cat inside carrier with roof off.



8. Provide multiple treats throughout physical examination to create positive experience.



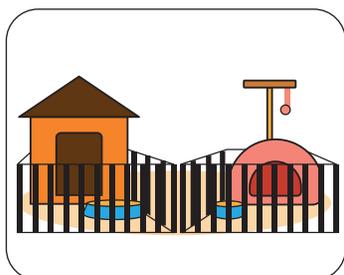
9. Cat might appreciate a **Lick Mat** spread with tasty treats to keep them occupied during examination.
10. Record emotional state of cat for future reference.

Implementing Calm Clinic Techniques for Cat in Hospitalization/Housing

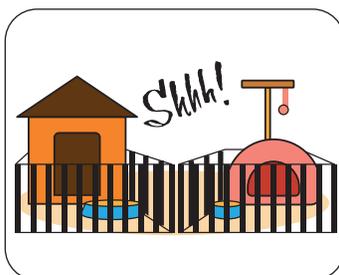
Most cats that require hospitalization or housing aren't used to being separated from their family, let alone having to be confined to a veterinary kennel. It can be a very stressful experience for them. It is beneficial to extend the Ceva Calm Clinic Program techniques throughout the entire practice, including the housing and hospitalization areas, to help comfort and reassure them.

1. House cats and dogs in separate areas.
2. Aim to reduce reflective surfaces in cages.
3. Make sure noise levels are minimized; use cages with soft close latches and hinges.
4. Use species-specific calming music in housing and hospitalization areas.
5. Keep **Feliway® Diffusers** plugged in to provide calming effect.
6. Spray cages with **Feliway® Classic Spray** at regular intervals.
7. Provide natural light in hospitals.
8. Keep cat cages covered.
9. Prevent cats from facing each other while hospitalized or housed.
10. Ensure hospitals are adequately ventilated.

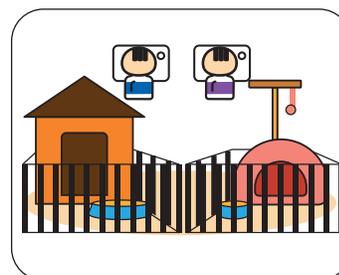
Calm Clinic Techniques for Cat Hospitalization/Housing



1. Separate cat boarding area from dog boarding area.



2. Use non-slip and padded flooring to increase comfort and reduce noise.

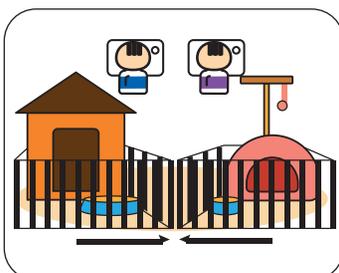


3. Ensure that **Feliway® Diffusers** are running in appropriate areas.

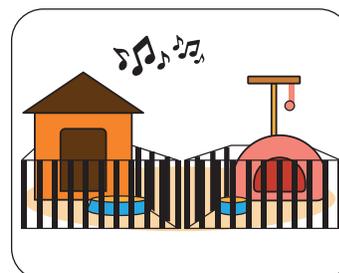
4. Use **Feliway® Classic Spray** in cages and on bedding.



5. Provide hiding spots for cats, and cover cat cages with **Feliway® Cat Carrier Covers** to reduce unfamiliar sights.



6. Close doors gently.



7. Play calming music, provide toys and scratching areas.



Place a **ThunderShirt®** on all cats in the boarding area to provide an extra measure of calm.

Understanding Cat Body Language

Most cat owners are familiar with some behaviors that indicate their cat is stressed or frightened: shivering, cowering, and/or hiding. However, many times, more subtle cues of anxiety may be missed, such as yawning, lip licking, tucking front paws underneath themselves, looking or moving away, a wrinkled forehead with ears to the side, and refusal to take treats.

There are four basic ways in which animals behave when stressed or afraid: Fight, Flight, Freeze, and Fidget.

- **Fight:** A cat is more likely to try and defend itself from unwanted handling by becoming aggressive, which can include growling, hissing, biting, and other types of these behaviors.
- **Flight:** This is a cat's attempt to flee from humans. This includes digging or chewing at the carrier, cage bars, or floor of the enclosure.
- **Freeze:** More likely to occur in a cat, will hold rigidly still or stiff with pupils dilated. Cat may lie with front paws curled protectively underneath them or walk in slow motion.
- **Fidget:** This is perhaps the most common sign of stress in a cat. It's the cat equivalent to a human biting their nails or twirling their hair when nervous. An anxious, fidgety cat might lick their lips, yawn, or continuously scan the room.

Approximately 75% of cats show a couple of these signs when visiting the vet. Sometimes this is situational. Be alert of signs so fear can be addressed.

Developing an understanding of cat body language is essential to identifying a stressed pet and taking prompt action to ensure the well-being of both the cat and the veterinary team.

Cat Language



Interested



Friendly



Attentive



Relaxed



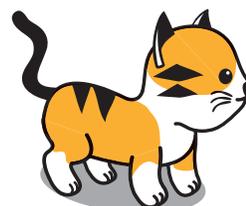
Trusting



Friendly & Relaxed



Content



Conflicted, Cautious
(radar ears)



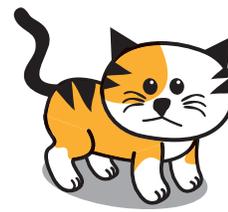
Playful



Excited
(scratching)



This is Mine
(scent marking)



Anxious



Predatory



Worried



Frightened
(looking to hide)



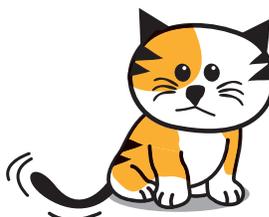
Threatened



Terrified



Super Terrified

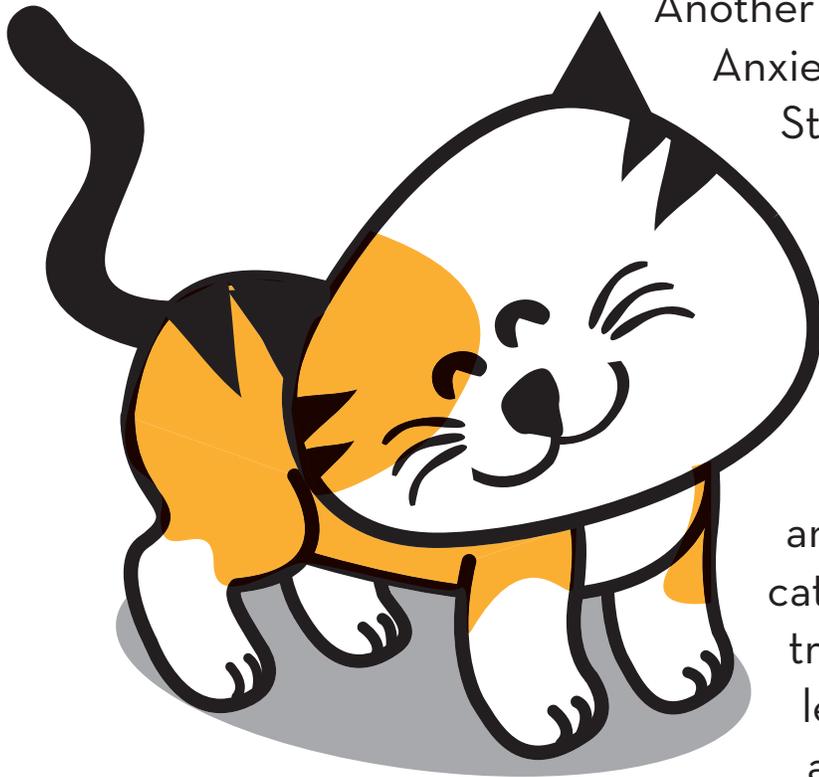


Irritated



Disgusted

The FAS Scale: Fear, Anxiety, and Stress



Another useful tool is the Fear, Anxiety, and Stress Scale

(a.k.a., FAS Scale).

Using the FAS Scale, the veterinary team can assess and assign a score of 0-5 based upon obvious and subtle signs of the cat's emotional health; track their comfort level before, during, and after the exam; and adjust treatment

plan if necessary. A pet experiencing particularly high

FAS may require a slower approach or even a follow-up exam with antianxiety medication. Explaining the FAS Scale with owners helps them understand what you are doing and how it is beneficial for their pet.

FAS Scale for Cats

RED

SEVERE SIGNS – FIGHT /AGGRESSION (FAS 5)

- **Offensive Aggression:** pupils constricted or dilated, cat leaning forward, ears forward, moving forward, whiskers forward, tail is an inverted L (first inch of tail is horizontal with ground then the tail drops down), rump raised higher than front (on tiptoes), staring, may be growling.
- **Defensive Aggression:** ears back, pupils dilated, hunkered down, tail tight or tucked or tail thrashing, whiskers back, hissing, lips pulled back, staring, furrowed brow, could be swatting.



SEVERE SIGNS – FLIGHT/AGGRESSION (FAS 4)

- **Flight:** actively trying to escape, pupils dilated, ears back, whiskers back, tail down and bottle-brushed, fleeing, turning to look at stimulus.
- **Freeze/Fret:** tonic immobility, dilated pupils, body flattened and tense, tail tucked, increased respirator rate, ears back, staring, whiskers back.



YELLOW

MODERATE SIGNS (FAS 3)

- Ears further to side, more pupil dilation but not completely dilated, increase in respiratory rate, brow furrowed, looking at stimulus instead of looking away, tail tight to body, possible tip of tail moving some, whiskers back, body crouched and leaning away.



GREEN

MILD/SUBTLE SIGNS (FAS 1)

- Avoids eye contact, turns head away without moving away, partially dilated pupils, head held just slightly down, slight brow furrowing, whiskers slightly back, ears partially to the side, body shifted slightly away, tail closer to body with possibly some slight flicking.



PERKED/INTERESTED/ANXIOUS (FAS 0-1)

- Looking directly but not intensely, tail up and winding, mouth closed with loose lips, ears perked forward, whiskers forward, slight pupil dilation.



RELAXED (FAS 0)

- **Sleeping**
- **Neutral:** ears in neutral position, brow soft, eyes soft, mouth closed with relaxed lips, body loose, tail carriage U-shaped, pupils normal dilation.
- **Friendly Greeting:** tail up and winding, may elevate rear end slightly by standing on toes, ears neutral, forward, or slightly back, might have squinty eyes, brow relaxed, might cheek mark or rub on person or object.



Sleeping



Neutral



Friendly Greeting

From Your Vet



Are you *stressing* your dog?

If your dog seems anxious or tense, make sure you refrain from making these 10 canine faux-pas, which could trigger behavior problems.

1. Punish your dog. Dogs are creatures of opportunity, so avoid opportunities for them to get into trouble. If you leave trash or your personal items where your dog can get them, she will explore the wonderful-smelling tidbits and assume they're hers. If you value your things, keep them picked up and put away.

2. Keep telling your dog "no." When you tell your dog "no," she likely will stop the behavior but then repeat it a short time later—making the "no" simply an interrupter. Skeptical? Try saying "pickle" instead of "no," and the same pattern of stopping then repeating the behavior is likely to return. Instead, show your dog what you want her to do.

3. Assume your dog understands English. Animals communicate using body language and are very good at figuring us out, but they have no command of language. So, unless you have taught your dog to "drop it," "leave it," "come" or any other commands, she may not actually know these terms. Using them without sufficient training will result in stress as your dog attempts to guess what you want.

4. Expect your dog to "love everyone." Just like you, not all dogs love all other people and animals. Some dogs are social butterflies; others would prefer to stay home enjoying a nice toy. Dragging your "introverted" dog to many places in the hopes of socializing her will likely result in frustration and anxiety.

5. Pull on the leash. Leash pulling is miscommunication at its best. You walk slow, your dog walks fast. Your dog is frustrated that he has to pull that lazy human around; meanwhile, you think your dog is being stubborn, willful or disobedient. Bridge this gap in communication and reduce frustration all around by teaching your dog—in a humane way—to walk on a loose leash.

6. Hug or kiss your dog. Do you like when someone holds onto you so you can't move away? Dogs generally don't like to be hugged and kissed—especially by strangers. Restraining a dog so it can't get away puts you on her "not-to-be-trusted" list.

7. Stare at your dog. Direct, prolonged eye contact with dogs is considered very confrontational. In canine body language, it suggests that you would like to interact—and not necessarily in a good way.

8. Touch your dog or take her food away while she is eating. Imagine you are in a restaurant and your waiter touches your shoulder every time he walks by, or he takes your plate away as soon as you start to eat. If this occurred at every visit we would likely not return to that restaurant. Our pets do not have that luxury. Bothering pets or taking their food away while they are eating will not lead them to be more accepting of people/toddlers being in close proximity while they are eating. To the contrary, it likely teaches dogs to be more concerned

and anxious about people approaching them while eating.

9. Command your pet to "get down" when it's jumping. What word do you use when you want your dog to get into the position where her belly is touching the floor? If it's "down," then when your pet is jumping up to greet a guest, use a different term such as "off," or "four on floor" and teach her what the word means. The name of the cue is irrelevant, as long as you show the dog the action that goes along with it. (See No. 3 above.)

10. Don't "let sleeping dogs lie." Dogs don't like to be bothered while they're sleeping any more than we do. [dvm360](#)

Information was provided by Valarie V. Tynes, DVM, DACVB, DACAV, Premier Veterinary Behavior Consulting, Sweetwater, Texas, and Colleen Koch, DVM, DACVB, Lincoln Land Animal Clinic, Jacksonville, Ill. For more information, check out *Decoding Your Dog: Explaining Common Dog Behaviors and How to Prevent or Change Unwanted Ones*, from the American College of Veterinary Behaviorists.





Implementing Calm Clinic Techniques for Dog Pre-Visit

When dogs arrive in a stressed state for their appointment, calming them down becomes far more challenging. However, if pets arrive in a calmer state, they are more likely to stay relaxed throughout the entire visit.

It is important to prepare pet owners with pre-visit information so pets are less stressed when they arrive at their appointment.

This may include prescribing pre-visit anti-anxiety medications which may require being picked up a day or two prior to the appointment.



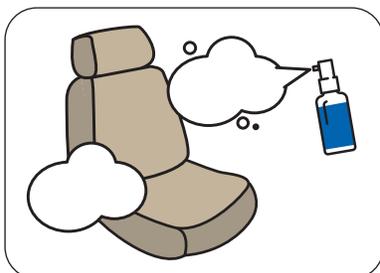
Dog Owner Handout – Handling Algorithm for Dogs

The Low-Stress Handling Algorithm provided below was developed by Colleen S. Koch, DVM, DACVB, and is another valuable resource to structure the dog's examination and procedure.

Being cognizant of the dog's emotional state will help build a better relationship with both owner and dog, thus increasing dog's well-being, dog owner compliance, safety, and job satisfaction for the veterinary team.



Dog Owner Handout – Acclimate Your Dog to Car Travel



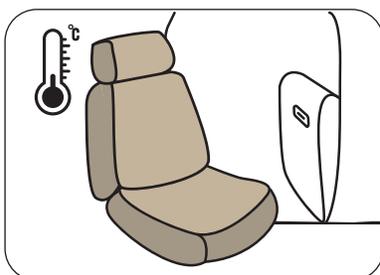
1. Apply 8-10 pumps of **ThunderEase® Spray** to car seat, dog bedding, or inside dog carrier 15 minutes prior to travel.



2. Train dog to get comfortable with harness (or carrier for small dogs). Reward dog with treats and praise.



3. Train dog to stay calm while car is stationary, when engine is running, and while driving on short trips.



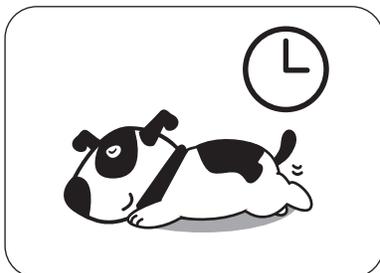
4. Ensure car is at comfortable temperature for dog.



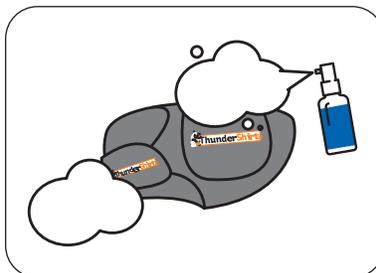
5. When staying calm, reward dog with treats and praise.



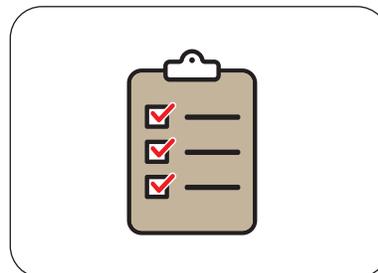
6. Start with short trips to get dog comfortable and to associate car with positive experience.



7. Consider using **ThunderWunders® Calming Chews** before trip so dog is in a calm, relaxed state prior to vet visit.



8. For dog showing additional stress, apply **ThunderEase® Spray** to a **ThunderShirt®**. After 15 minutes, place on dog for trip to vet.

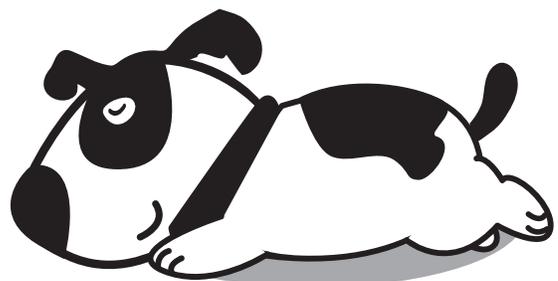


9. If applicable, complete the Behavior Checkup Form provided by your vet.

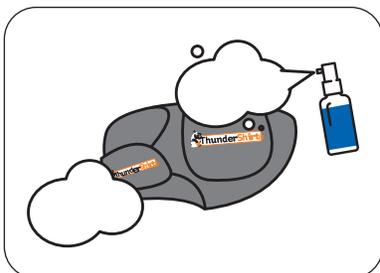
Implementing Calm Clinic Techniques for Dog in the Waiting Area

In an ideal world, pet owners would be able to walk straight into an examination room with their pet. As this may not be practical, there are other initiatives that will help provide a lower stress environment for pets.

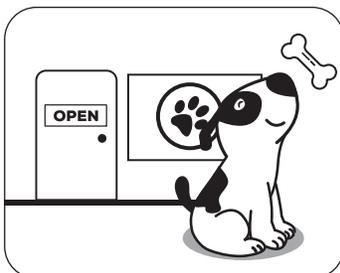
1. Consider your appointment scheduling so that cats and dogs, fearful pets, and assertive or noisy pets are not all arriving together.
2. To help make pets feel secure, separate dogs and cats in the waiting area with visual barrier.
3. To reduce risk of confrontation and further triggers to already anxious pets, try to keep dogs in examination rooms while owners settle their invoices.
4. Rather than white or dark colors, consider pastel-colored walls throughout your practice. Studies have shown that these can provide a calming effect on animals.
5. Keep in mind that rugs and non-slip mats for traction are ideal since slippery surfaces are sometimes scary for dogs (especially those suffering from arthritis).
6. Prepare plenty of bite or lick-size treats for arrivals.



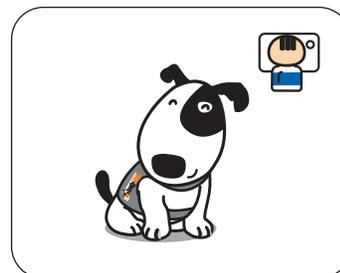
Dog Arrival



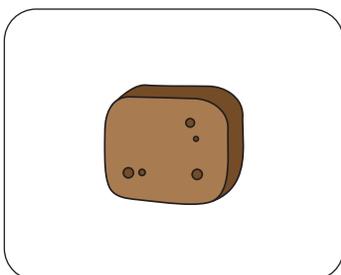
1. Have loaner **ThunderShirt®** ready and pre-sprayed with **ThunderEase® Spray** 15 minutes prior to arrival.



2. Ensure **ThunderEase® Diffusers** are running in appropriate areas.
3. Give treats to dog when being weighed and upon entering examination room.

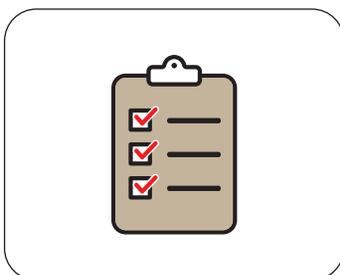


4. Rather than standing over dog, let dog come to you.
5. Correctly fit **ThunderShirt®** on dog and escort to waiting area.

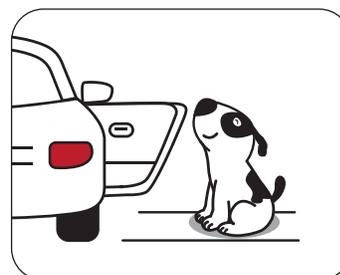


6. Give dog 1-6 **ThunderWunders® Calming Chews**, depending on size:

- For dogs up to 26 pounds: 1 chew
- For dogs 27-50 pounds: 2 chews
- For dogs 51-99 pounds: 4 chews
- For dogs 100 pounds and up: 6 chews



7. Ensure there are not multiple dogs waiting in same location to avoid uncomfortable encounters.
8. Ask dog owner to complete a Behavior Checkup Form while waiting.



9. If dog is not calm, ask owner to wait in car, go for walk, or take dog straight to exam room.
10. Encourage owners to “pop in” outside scheduled visit with their dog for a treat. This will help create a positive response when visiting the vet clinic.

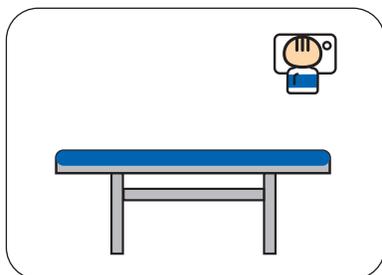
Implementing Calm Clinic Techniques for Dog in Examination Rooms

There are several steps that can be taken to achieve a smoother, calmer environment for a dog visiting the vet.

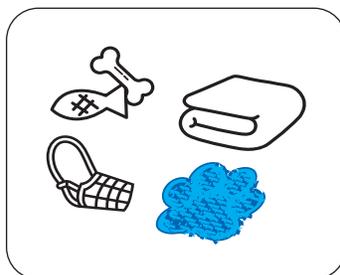
1. Create a calming environment with the use of music, pastel-colored paint and soft, non-slip surfaces.
2. Keep **ThunderEase® Diffusers** plugged in to provide comforting effect.
3. Provide natural light.
4. Allow dog to explore examination room.
5. Provide toys and utilize plenty of treats, treats, treats throughout their stay.
6. Work with dog owner to understand cues that pet is familiar with and use when dog is being examined.
7. Use gentle handling techniques:
 - Avoid direct eye contact
 - Allow dog to approach
 - Prevent loud noises and raised voices
 - Use calm, gentle movements
 - Examine dog on floor
 - Minimize intensity and duration of restraint
8. Be in tune with dog body language and reconsider approach as needed.
9. Maintain records of emotional response.

Remember that a dog's emotional state can change very quickly, so being well versed with interpreting dog body language is very important. If dog's stress levels are high or increasing, reschedule procedure and educate pet owner on steps that can be taken at home prior to the appointment, such as pre-visit medication. Be empathetic but firm with pet owner to ensure there is an understanding that their dog's welfare is paramount.

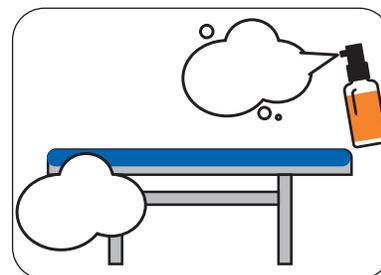
Calm Clinic Techniques for Dog Examination Rooms



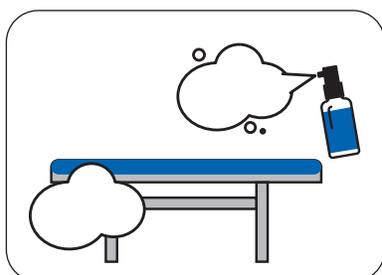
1. Ensure **ThunderEase® Diffusers** are running in appropriate areas.
2. To reduce stress during examination, include a non-slip surface on examination room table such as **ThunderEase® Mat**.



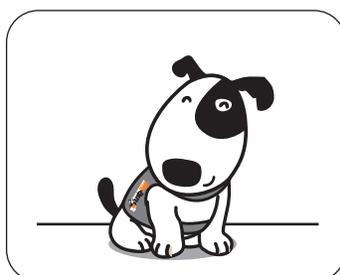
3. Have treats, muzzles, **ThunderEase® Towels**, toys, and **Lick Mats** ready.



4. Make sure room has been thoroughly cleaned between pet visits with non-offensive, vet-recommended disinfectant.



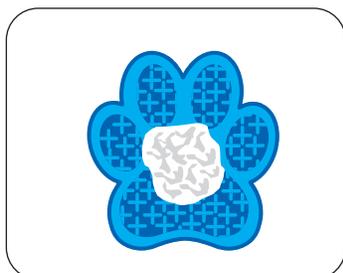
5. Pre-spray examination room tables, mats, and/or towels with **ThunderEase® Spray**.
6. Allow time between exams for dog to become acclimated to room prior to examination.



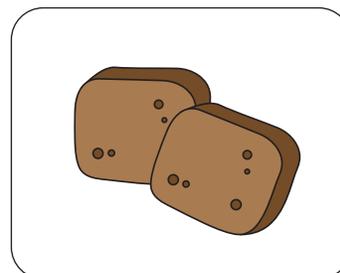
7. Rather than lifting larger dog onto table, consider examining on floor to minimize stress.



8. Provide multiple treats throughout physical examination to create positive experience.



9. Dog might appreciate **Lick Mat** spread with peanut butter to stay occupied during examination.



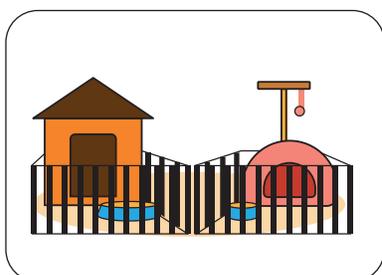
10. Record emotional state of dog for future reference.
11. At end of examination, provide **ThunderWunders® Calming Chews** to dog. Recommend owner give to dog to help reduce stress after vet visit if needed. Make owner aware to not exceed the recommended daily dosage.

Implementing Calm Clinic Techniques for Dog in Hospitalization/Housing

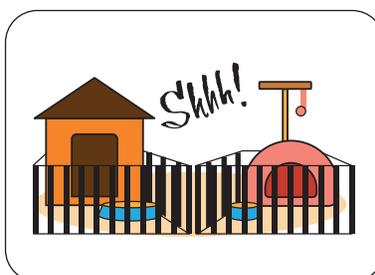
Most dogs that require hospitalization or housing aren't used to being separated from their family, let alone having to be confined to a veterinary kennel. It can be a very stressful experience for them. It is beneficial to extend the Ceva Calm Clinic Program techniques throughout the entire practice, including the housing and hospitalization areas, to help comfort and reassure them.

1. House cats and dogs in separate areas.
2. Aim to reduce reflective surfaces in cages.
3. Make sure noise levels are minimized; use cages with soft close latches and hinges.
4. Use species-specific calming music in housing and hospitalization areas.
5. Keep **ThunderEase® Diffusers** plugged in to provide calming effect.
6. Spray cages with **ThunderEase® Spray** at regular intervals.
7. Provide natural light in hospitals.
8. Prevent dogs from facing each other while hospitalized or housed.
9. Ensure hospitals are adequately ventilated.

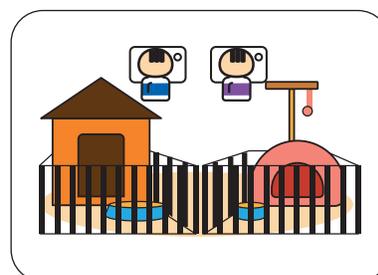
Calm Clinic Techniques for Dog Hospitalization/Housing



1. Separate dog boarding area from cat boarding area.

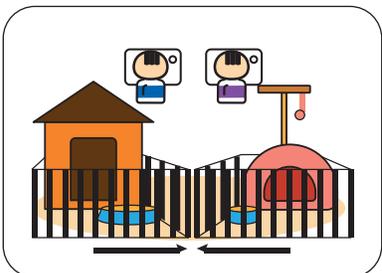


2. Use non-slip and padded flooring to increase comfort and reduce noise.

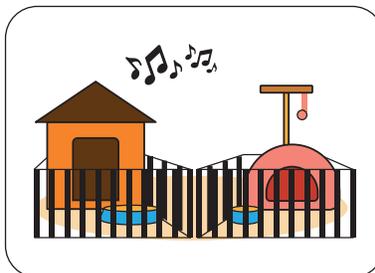


3. Ensure that **ThunderEase® Diffusers** are running in appropriate areas.

4. Use **ThunderEase® Spray** in cages and on bedding.



5. Close doors gently.



6. Play calming music and provide toys.



Place a **ThunderShirt®** on all dogs in the boarding area to provide an extra measure of calm.

Understanding Dog Body Language

Most dog owners are familiar with some behaviors that indicate their pet is stressed or frightened: shivering, cowering, and/or hiding. However, many times, more subtle cues of anxiety may be missed, such as yawning, lip licking, raised hackles, tail pointed down to the ground or tucked underneath their body, tail pointed straight up, looking or moving away, a wrinkled forehead with ears to the side, and refusal to take treats.¹

There are four basic ways in which animals behave when stressed or afraid: Fight, Flight, Freeze, and Fidget.

- **Fight:** Dog may bite and show other aggressive behaviors.
- **Flight:** This is a dog's attempt to flee from humans. This includes digging or chewing at the carrier, cage bars, or floor of the enclosure.
- **Freeze:** More likely to occur in a cat. However, a dog may do this as well; hold rigidly still or stiff with pupils dilated.
- **Fidget:** When anxious, a dog may begin yawning, lip licking, pacing, panting, getting up and down, or nudging their owner. If a dog is yawning in waiting area that's a clear sign of anxiety.

Approximately 75% of dogs show a couple of these signs when visiting the vet. Sometimes this is situational. For example, a dog may be fine until lifted onto an exam table before it gets scared. Be alert of signs so fear can be addressed.

Developing an understanding of dog body language is essential to identifying a stressed pet and taking prompt action to ensure the well-being of both the dog and the veterinary team.

Reference: 1. <https://www.akc.org/expert-advice/advice/how-to-read-dog-body-language/>

Dog Language



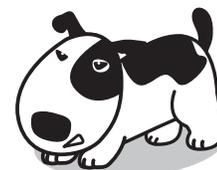
Alert



Suspicious



Anxious



Threatened



Angry



Stressed (nose licking, yawning, scratching)



Stalking



Stress Relief (shaking off)



Relaxed (soft ears, blinking eyes)



Friendly



I'm Your Lovebug (belly-rubbing pose)



Respect! (offering his back)



Curious (tilting head)



Pretty Please (round puppy face)



You Will Feed Me



Need Space (whale eye)



Happy or Hot



Overjoyed (wiggly)



I'm Friendly (play bow)



Hello, I Love You So Much (greeting stretch)

The FAS Scale: Fear, Anxiety, and Stress



Another useful tool in practice is implementing the Fear, Anxiety, and Stress Scale (a.k.a., FAS Scale). Using the FAS Scale, the veterinary team can assess and assign a score of 0-5 based upon obvious and subtle signs of the dog's emotional health; track their comfort level before, during, and after the exam; and adjust treatment plan if necessary. A pet experiencing particularly high FAS may require a

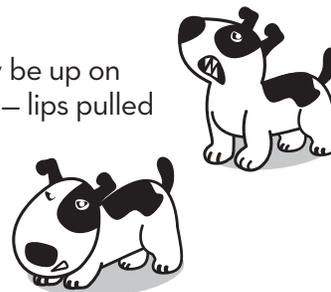
slower approach or even a follow-up exam with antianxiety medication. Being transparent with the FAS Scale with owners helps them understand what you are doing and how it is beneficial for their pet.

FAS Scale for Dogs

RED

SEVERE SIGNS – FIGHT /AGGRESSION (FAS 5)

- **Offensive Aggression:** lunging forward, ears forward, tail up, hair may be up on the shoulders, rump, and tail, showing only the front teeth, lip pucker – lips pulled forward, tongue tight and thin, pupils possibly dilated or constricted.
- **Defensive Aggression:** hair may be up on the back and rump, dilated pupils, direct eye contact, showing all teeth including molars, body crouched and retreating, tail tucked, ears back.



SEVERE SIGNS – FLIGHT /FREEZE/FRET (FAS 4)

- **Flight:** ears back, tail tucked, actively trying to escape – slinking away or running, mouth closed, or excessive panting – tongue tight instead of loose out of mouth, showing whites of eyes, brow furrowed, pupils dilated.
- **Freeze/Fret:** tonic immobility, pupils dilated, increased respiratory rate, trembling, tense closed mouth, ears back, tail tucked, body hunched.



YELLOW

MODERATE SIGNS (FAS 3)

- Similar to FAS 2 but turning head away, may refuse treats for brief moments or take treats roughly, may be hesitant to interact but not completely avoiding interaction.



MODERATE SIGNS (FAS 2)

- Ears slightly back or to the side, tail down but not necessarily completely tucked, furrowed brow, slow movements or unable to settle, fidgeting, attention seeking to owner, panting with a tighter mouth, moderate pupil dilation.



GREEN

MILD/SUBTLE SIGNS (FAS 1)

- Lip licking, avoids eye contact, turns head away without moving away, lifts paw, partially dilated pupils, slight panting but lip commissure is relaxed.



ALERT/EXCITED/ANXIOUS (FAS 0-1)

- Tail up higher, looking directly, mouth closed, eyes more intense, more pupil dilation, brow tense, hair may be just slightly up on the back and tail, may be expectant and excited or highly aroused.



PERKED/INTERESTED/ANXIOUS (FAS 0-1)

- Looking directly but not intensely, tail up slightly, mouth open slightly but loose lips, ears perked forward, slight pupil dilation.



RELAXED (FAS 0)

- **Sleeping**
- **Neutral:** ears in neutral position, not perked forward, brow soft, eyes soft, mouth closed but lips relaxed, body loose, tail carriage neutral, pupils normal dilation.
- **Friendly Greeting:** slow back and forth tail and butt wag, ears just slightly back relaxed brow and eyes, may have mouth slightly open with relaxed lips and loose tongue.



Sleeping



Neutral



Friendly Greeting

Feliway®/ThunderEase® Diffusers



Feliway® Diffuser for Cats & ThunderEase® Diffuser for Dogs

To help calm and comfort cats and/or dogs, set up diffusers throughout your clinic, including waiting area, examination room, prep room area, and housing area/hospital. In addition, recommend to owners to use diffusers at home to ensure their pet remains calm following visits to the veterinarian.

- Screw refill vial into electric diffuser unit.
- Plug **Feliway®** or **ThunderEase®** Diffuser unit into electric socket.
- Ensure **Feliway®** or **ThunderEase®** Diffuser is not under or behind furniture, doors, and/or curtains.
- Leave diffuser plugged in continuously for one month.
- Each refill lasts up to 30 days. Remember to replace refill every four weeks.
- Each refill covers an area up to 750 feet.

Feliway® Classic Spray



- For car travel, advise cat owner to apply **Feliway® Classic Spray** to cat carrier 15 minutes prior to introducing cat.
- In the veterinary clinic, apply 8-10 pumps of **Feliway® Classic Spray** on objects including cat carrier covers, cat cages, towels used in cages or for wrapping, non-slip examination mats, exam room tables, and prep tables prior to catheter placement or blood draw.
- **Feliway® Classic Spray** takes effect upon initial spray. However, wait 15 minutes for alcohol to evaporate before introducing the cat.
- Reapply **Feliway® Classic Spray** as needed.
- Kennels should be re-sprayed after daily cleaning. If cat will not leave kennel, bedding can be removed, sprayed, and reintroduced 15 minutes after applying **Feliway® Classic Spray**.
- Remember to utilize **Feliway® Cage Sprayed Signage** to keep track of when cages need to be re-sprayed.



ThunderEase® Spray



- For car travel, advise dog owner to apply **ThunderEase® Spray** to dog carrier 15 minutes prior to introducing dog.
- In the veterinary clinic, apply 8-10 pumps of **ThunderEase® Spray** on objects including dog cages, non-slip mats on dog scales, non-slip examination mats, examination room tables, prep tables prior to catheter placement or blood draw, and **ThunderShirt®**.
- **ThunderEase® Spray** takes effect upon initial spray. However, wait 15 minutes for alcohol to evaporate before introducing the dog.
- Reapply **ThunderEase® Spray** as needed.
- Spray dog kennels with **ThunderEase® Spray** before introducing the dog.
- Kennels should be re-sprayed after daily cleaning.
- Remember to utilize **ThunderEase® Cage Sprayed Signage** to keep track of when cages need to be re-sprayed.

ThunderShirt®



If a dog has history or observable signs of stress and anxiety, **ThunderShirt®** might ease the situation.

For pet owner, suggest having their dog wear **ThunderShirt®** to feel calm and safe during car travel.

For vet visits, **ThunderShirt®** can be beneficial during examination, or any other treatment needed by the veterinarian. In fact, **ThunderShirt®** has been demonstrated to reduce anxiety in hospitalized dogs, with a significant reduction in behavioral assessment scores when wearing a **ThunderShirt®**.²

- Apply **ThunderShirt®** to dog's torso. It should be a snug fit against dog's chest, as pressure created is what will help keep dog calm.
- To select size, measure chest size of dog (as illustrated by red arrow in the diagram below).

Size	Weight (lb)	Chest Size (in)
XXS	< 8 lb	9" - 13"
XS	8 - 14 lbs	13" - 17"
S	15 - 25 lbs	17" - 21"
M	26 - 40 lbs	21" - 25"
L	41 - 64 lbs	25" - 30"
XL	65 - 109 lbs	30" - 37"
XXL	110 lbs +	37" - 50"



Reference: 2. Damon M, Rozanski E, Spagnoletti C, et al. Use of the ThunderShirt to control canine anxiety in the ICU. *Journal of Veterinary Emergency and Critical Care* 2014, S5-S6.

ThunderWunders® Calming Chews for Dogs



ThunderWunders® Calming Chews are specially formulated as a daily use calming supplement.

- Provide chew at beginning of examination to help calm the dog.
- An ideal time is when dog is being weighed on scale.
- The chew may not only help calm the dog, but the ginger may help relieve nausea during the car ride home.

Weight (lbs)	Give Daily
< 26 lbs	1 chew
27-50 lbs	2 chews
51-99 lbs	4 chews
> 100 lbs	6 chews



Use of Ceva Calm Clinic Program Materials



Feliway® Classic and ThunderEase® Spray Counter Testing Station

Keep Feliway® Classic and ThunderEase® Spray bottles within reach to demonstrate to pet owners the extra care your practice puts in to ensure pets are well cared for.

Apply 8-10 pumps on individual carrier covers, cages, towels used in cage or for wrapping, examination mats, and examination room and prep tables.



Feliway® Disposable Pads (packs of 50)

The perfect size for cat carriers and cat/dog cages, our easy to use Feliway® Disposable Pads are absorbent and can be used for both examination and hospital visits.



Feliway® and ThunderEase® Towels

Soft and quick drying, our Feliway® Towels are not only ideal for use in the exam room and surgery, but a perfect fit for cage covers and cat wrapping.

Use of Ceva Calm Clinic Program Materials



Feliway® and ThunderEase® Wall Stickers

Conveniently die-cut to fit around the plug, these **Wall Stickers** help communicate to pet owners the extra steps your practice takes to ensure that pets are comfortable throughout their visit.



Feliway® and ThunderEase® Open/Closed Door Sign

No need to drill or tape, because our **Open/Closed Door Signs** include a suction cup that easily adheres to your practice's door. Plus, they are easy to wipe and keep clean.



Feliway® and ThunderEase® Cage Spray Signage

These easy to use signs help staff track when cages were sprayed with **Feliway®** and **ThunderEase® Spray**.

Use of Ceva Calm Clinic Program Materials



**Feliway® and ThunderEase®
30-Day Reminder Magnets**
These easy-to-use **Reminder Magnets** facilitate on-time changeover of **Feliway®** and **ThunderEase® Diffuser** refills to ensure pheromones are always active in your practice.



Feliway® Cat Carrier Cover
This branded cat carrier cover not only provides a layer of security and protection for cats, but helps cats stay calm by blocking visual stimuli that may cause stress. Crafted from lightweight material that is easy to wash and reuse.



**Feliway® and ThunderEase®
Lick Mat**
The licking motion can be calming for pets, so using spreadable treats on our custom **Lick Mat** can aid in carrying out veterinary procedures such as nail trims. Suction cups on back are intended for wall placement and allow for easy removal.



Presents

N·O·S·E to TAIL GUIDE

to Calm
Veterinary Visits

