The Ceva Nutraceutical Range

- Maintains healthy cartilage
- Balanced and proven intestinal support
- Protects the bladder lining
- Manages brain ageing

**HEPATOSYL® Plus**
Liver Support Supplement
The UK’s number 1 liver support supplement now contains Silybin

**FLEXIVET® PLUS**
Maintains healthy cartilage

**Senilife**
Manages brain ageing

**diarsanyl®**
Balanced and proven intestinal support

**CYSTEASE® S**
Protects the bladder lining

1. iMAP data November 2010.
Senilife is a trademark of Innovet Italia.
The UK’s leading liver support supplement just got better!

HEPATOSYL® PLUS contains the same ingredients as original HEPATOSYL® but now also contains Silybin, the most active isomer of Silybum marianum (milk thistle).

Triple antioxidant approach

S-adenosylmethionine (SAMe)
- Stable, pure and absorbable form - stable in digestive and duodenal juices as well as in bile. Converted into the antioxidant glutathione.

Vitamin E
- Potent liver antioxidant

Silybin
- Antioxidant by increasing cellular superoxide dismutase

Free radicals are produced by hepatocyte mitochondria.
Free radicals cause oxidative damage to cell membranes, protein and DNA.
HEPATOSYL® PLUS contains three antioxidants to neutralise free radicals within the liver.
The only liver supplement that contains Vitamin K

- Needed by the liver for the production of clotting factors II, VII, IX and X

- HEPATOSYL® PLUS is ideally suited for pre- and post-anaesthetic liver support

**References**

1. iMap data June 2010

**Administration for cats and dogs**

- Capsules may be given whole or opened and mixed with food
- Extra small 50mg capsules for cats
- **Anaesthetic support** - administer for one week prior to and following anaesthesia
- **Long-term use** - administer once daily for 2-3 months and then reduce to every other day for long-term maintenance

<table>
<thead>
<tr>
<th>Bodyweight (kg)</th>
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**Recommended daily amount = 18mg/kg/day**
Senilife® contains a unique combination of ingredients that are proven to help manage signs of brain ageing in dogs and cats.

- **Phosphatidylserine**<sup>1,2,3,4,5</sup>
  - normalises neurotransmission by maintaining the integrity of the nerve cell membrane
  - 12 double-blind randomised trials in human cognitive dysfunction
  - 3 veterinary trials demonstrate activity in dogs
  - Contains more than 10 times the amount of phosphatidylserine than any other veterinary supplement

- **Ginkgo Biloba**<sup>6</sup>
  - natural and potent antioxidant and neuroprotectant

- **Natural vitamin E**<sup>1</sup>
  - an essential antioxidant with proven activity against brain ageing in dogs

- **Vitamin B6**<sup>7</sup>
  - an essential nutrient that helps to normalise neurotransmission

- **Resveratrol**<sup>6</sup>
  - a potent and natural antioxidant that has been proven to help neutralise free radicals and amyloid deposits

A recent study<sup>8</sup> assessing the effects of Senilife® in dogs and cats showing signs of brain ageing found:

**After just 7 days:**
- >50% of cases showed less severe signs of tiredness, apathy and playing less
- >70% of cases were less prone to howl or bark at night

**After 30 days:**
- 95% of dogs and 67% of cats showed fewer signs of brain ageing
- 86% of owners were satisfied with the results achieved

### Administration

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<tr>
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- Easy to administer liquid capsules
  - can administer directly or cut open and empty contents onto the food
- Once daily administration
- Formulated for long-term use

**References**
Diarsanyl® Plus contains a unique combination of ingredients that help support intestinal function:

- **Montmorillonite**
  - maintains intestinal function by:
    1. coating and protecting the enterocytes
    2. absorbing toxins

- **Na⁺, Mg²⁺ and K⁺ ions**
  - help maintain electrolyte levels

- **Dextrose**
  - provides an important intestinal energy source

- **Prebiotics**
  - now contains fructo-oligosaccharides (FOS), prebiotics which are scientifically proven to maintain normal intestinal flora by promoting the growth of “beneficial bacteria” such as *bifidobacteria* and *lactobacilli* at the expense of potentially harmful pathogenic bacteria²,³,⁴,⁵,⁶

**Administration**

- administer twice daily for 3-5 days, or as required
- palatable formulation
- easy to use syringe with twisting mechanism of action
- three pack sizes, including the unique cost-effective 60ml syringe for large dogs

### Presentation	Species	Dosage (graduations)
Diarsanyl® Plus 10 ml	Dog < 7kg, Cat, Rabbit, Ferret, Guinea Pig, Rat	1
Diarsanyl® Plus 24 ml	Dog 7 - 18kg	1
Dog 18 - 30kg	2
Diarsanyl® Plus 60 ml	Dog > 30kg	1

**References**
In cats, the integrity of the bladder is affected by many factors, including:

- **Obesity and lack of exercise**
  - Predisposes to stagnation of the urine, increasing the contact time between the urine and the bladder wall\(^1\)

- **Low water intake**
  - Predisposes to the formation of more concentrated urine which can cause irritation to the bladder wall\(^1\)

- **Stress**
  - Adversely affects the integrity of the bladder lining\(^1,2\)
  - Feliway® can help reduce stress by providing a feeling of security\(^3\)

- **The glycosaminoglycan (GAG) layer**
  - Lines the bladder and helps to maintain the integrity of the bladder lining by stopping microorganisms and crystals adhering to the bladder wall\(^1,2\)

Each Cystease® S capsule contains 125mg N-acetylglucosamine, which is a building block for the GAG layer. It therefore helps to maintain the integrity of the cat’s bladder lining\(^4\).

**Administration**

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- Capsules may be given whole or opened and mixed with food
- Administer twice daily for 7-14 days as required
- If long-term administration is needed, this can be reduced to daily or every other day
- Can be administered in conjunction with Feliway® during or prior to periods of predicted stress
- Available in two convenient and space-saving dispensing tubs; one containing 100 capsules and the other containing 300 capsules

**References**

Joint cartilage is composed of two main components:

- **Collagen fibres**
  - protect against tensile (pulling apart) forces

- **Proteoglycans**
  - strongly bind to water and act as shock absorbers by protecting against compressive forces

**Flexivet® Plus** is a pharmaceutical grade joint support supplement for dogs which contains a unique combination of ingredients that help to maintain healthy cartilage.

- **Green-lipped mussel**
  - a natural marine source of chondroitin sulphate, which is an important building block for proteoglycans

- **Glucosamine HCl**
  - an amino-sugar that also provides a key building block for proteoglycan synthesis

- **Methylsulphonylmethane**
  - a source of organic sulphur, which is involved in collagen formation

- **Manganese**
  - activates the antioxidant superoxide dismutase and is required for the enzyme glycosyltranferase, which is essential in the formation of collagen and proteoglycans

- **Vitamin C**
  - an antioxidant which is needed by the body to synthesise collagen

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<th>Active Ingredients Per Tablet</th>
<th>Amount (mg)</th>
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<tbody>
<tr>
<td>Green lipped mussel</td>
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<tr>
<td>Glucosamine hydrochloride</td>
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<tr>
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<tr>
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<td>30</td>
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<tr>
<td>Vitamin C</td>
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**Part of the CEVA Animal Health Joint Care Range, which also includes:**

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<th>Loading (first 6 weeks)</th>
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- **Once daily administration**
- **May be added to food or given as a tasty treat**
- **After the initial 6 weeks loading period reduce to half this amount for long-term maintenance**


**ADMINISTRATION**

**HEPATOSYLL® Plus**

- Anaesthetic support - administer for one week prior to and following anaesthesia.
- Long-term use - administer once daily for 2-3 months and then reduce to every other day for long-term maintenance.

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**Senilife**

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- Formulated for long-term use.

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**diarsanyl®**

- Administer twice daily for 3-5 days, or as required.

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**Cystease® S**

- Capsules may be given whole or opened and mixed with food.
- Administer twice daily for 7-14 days as needed.

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**Flexivet® Plus**

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Ceva Animal Health Ltd 90 The Broadway, Chesham, Bucks HP5 1EG
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www.ceva.com