



Is The Peaceable Kingdom

WILL THAT FAMOUS AND MUCH-LOVED PAINTING BY EDWARD HICKS (1780-1849) FINALLY BECOME SOME SORT OF REALITY? That would take a major evolutionary leap, of course, but for pet owners who would like to see their dogs, cats, and other animals calmer and/or in less pain, the introduction of CBD hemp oil products offers some hope and interesting possibilities.

Cannabidiol (or CBD), discovered in 1940, is one of a class of diverse chemical compounds, naturally occurring, that is found in the resinous flower of cannabis, the therapeutic properties of which are currently being tested and often confirmed by both scientists and the medical profession. CBD is closely related to, but also quite different from tetrahydrocannabinol or THC, the compound that produces the “high” for which cannabis is justly famous. CBD, however, as shown by the evidence so far, offer zero “high” and seems both safe and non-addictive. Medicinal uses for CBD include treatment for certain types of epilepsy and various neurological disorders, and we humans are now increasingly using it for its calming effects, as a pain remedy, and more. Not surprisingly, we’ve also begun to give CBD to our beloved pets – for everything from anxiety and arthritis to pain and even seizures. As cannabis has become increasingly “legal” (according to the website [Leafly](#), there remain only four states in which it is still completely illegal), attitudes of the medical and veterinarian professions toward it and its offshoots seem to be keeping step with our changing times. All this has now spawned a recent and increasingly major addition to the pet products industry, by companies producing CBD products, some of which – as usually



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Arriving at Last? *The ins-and-outs of CBD Products for Pets*

BY JAMES VAN MAANEN



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happens when everyone wants to jump on the latest bandwagon – are noticeably more reliable than others.

To bring you up-to-date regarding this evolution, *FIDO Friendly* spoke with some of the major producers of CBD-related hemp oil products, beginning with a company that was first in the field and offers a full spectrum of hemp-oil-infused products for pets: Treatibles, located in Petaluma, California. Jodi Ziskin, director of communications at Treatibles, tells us that she has seen quite a change over the past cou-

ple of years in the way that veterinarians are reacting to hemp-oil pet products. "Here in California, vets can now talk to pet owners about all this. They cannot, by law, *recommend* the products, but simply being able to talk about them is a big step forward." Veterinarians most often want to know that the hemp used is being grown in the USA, Ziskin notes, and in particular that the dosages are accurate. "While there is no risk of overdose," she explains, "we still want the pet to remain comfortable, with calm, ease and balance at every step along



MaxDaddy Bark Nuggets

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the way.” What about pet owners themselves, we wonder? Are they better understanding the differences between CBD and THC in hemp-related products? “Yes”, insists Ziskin, “there has been a great shift in the type of questions we’re being asked. People are understanding the differences, in part, I think, because there has been a lot more good information being relayed via the media.”

Over at Innovet, in Gardena, California, Dave Louvet CEO, notes that it is important to go the extra step in providing pet owners with as much information as possible, so they feel reassured. “They need to know exactly what they’re giving to their pet, so we’re there to answer questions.” Louvet says his company has been formulating CBD in-house for almost three years, and what has separated Innovet from other brands is transparency. “We have a dedicated customer support team, as well as a Facebook group, and we offer a plastic pipette to pre-

vent breakage, childproof cap for security, a suggested CBD calculator on our website for easy dosing, third party certificates and in-house published tests.”

Trustworthiness, coupled to affordability, is the hallmark of CBD hemp tincture producer, Fetch. Located in Boulder, Colorado, Fetch’s brand manager, Grant Rogers, explains, “When it comes to shopping for CBD, pet parents want to make sure they are getting a trustworthy product for their animals – without breaking the bank. With Fetch, we promise your animal will always get the cleanest product, for an affordable price. To help prove this promise, all of our products are backed by a batch tracking system that allows you to view third-party lab results for each product to see exactly what you are giving your animal. No generics!”

Brian Lexmond, Vice President of Marketing for MaxDaddy adds “We believe CBD oil derived from full spectrum whole-plant hemp has many benefits for humans and dogs alike without the harsh side effects that come with many prescribed medications. As more research comes out



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and CBD Oil becomes more mainstream, we expect to see significant growth in the industry. Most pet owners want to give their pets the best quality of life possible. We believe MaxDaddy products with CBD oil can help dogs live their best life."

Mayra Morales with Honest Paws says her products offer more variety than any other CBD brand. "In addition to our calming treats, we offer soft chews, pure CBD oil and CBD-infused coconut oil and peanut butter."

Just as you would speak to your physician prior to beginning any new medicine yourself, be sure to consult your veterinarian before you do the same for your pet, of course. But, as Treatibles' Ziskin notes, "I believe we are at the dawn of something great. Just seeing how many other new companies have started up -- not that everyone is doing a great job of it -- is impressive. The problem is that when the product is sub-par, it hurts everybody because, once the pet owner tries something that doesn't work, or doesn't work well or consistently, it reflects on all of us."



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