

For Immediate Release

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Arenus Announces New Flower Essences to Help Put the Bloom Back in Behavior

St. Louis, MO (December 1, 2010) – Owners of animals with behavioral issues now have the ability to put the bloom back in their animal's temperament with BOTANICAL ANIMAL[®] Flower Essences, often called behavior modification in a bottle. Arenus has added two new BOTANICAL ANIMAL Flower Essences to their line, PANIC ATTACK[™] and SIBLING RIVALRY[™], which effectively helps owners and their animals deal with these specific behavioral issues.

“Flower essences have historically been used to balance and harmonize emotional, psychological and spiritual states,” said Stacey Small, an Arenus representative and creator of the Flower Essence products. “We have added two new flower essences to our line that help when adding new animals to your household, whether you've brought them home from a shelter or rescue or you are living with the growing pains of young siblings. Our two new flower essences, PANIC ATTACK[™] and SIBLING RIVALRY[™], are also beneficial if you are just trying to get everyone in the house to get along.”

BOTANICAL ANIMAL Flower Essences are liquid plant preparations infused with fresh flower blossoms that address specific behavioral issues. Each blend is "issue-specific," not animal-specific, and specifically formulated to address issues unique to large and small animals. BOTANICAL ANIMAL Flower Essences are easy to administer, fine to use during competition and will not conflict with other protocols. These are proprietary liquid plant preparations made by infusing fresh flower blossoms under very specific conditions.

PANIC ATTACK™ helps alleviate hysterical behavior or extreme terror arising from feelings of abandonment or isolation when left home alone, and protects animals from panic that may cause self-inflicted injury. “A new animal adopted from a shelter often faces issues such as abandonment,” Small said. “The animal may be fine when the owners are home, but they become terrified when left alone. PANIC ATTACK™ really helps these animals get a handle on their panic.”

Small said their other new flower essence, SIBLING RIVALRY™, helps reduce competitive, jealous behavior between animals in a family. “It also helps ease intolerance towards others and guides animals to accept their place in the pecking order,” she said.

Arenus features the product families ASSURE® digestive aids, STEADFAST® joint & structural health, EQUILITE™ herbal blends, SORE NO-MORE® topicals, and two products containing DHA/Omega-3- ALEIRA™ for respiratory health and RELEIRA™ for reproductive health. The company is dedicated to delivering scientifically sound health and nutritional products so pets and horses can have many happy years working, playing and competing. The Arenus global staff includes more than 75 animal health professionals and veterinarians who believe that supplements should be supported by science.

To learn more about BOTANICAL ANIMAL® Flower Essences, visit www.equilite.com/product-flower-essences.asp.

About Arenus

Arenus is a premier provider of innovative health and nutrition products for pets and horses. Arenus is a growing division within Novus Nutrition Brands, a global company dedicated to Health and Nutrition Through Science™. To learn more about Arenus products, or find an Arenus event near you, call (866) 791-3344 or visit www.arenus.com.



Photo: Arenus's BOTANICAL ANIMAL[®] Flower Essences, often called behavior modification in a bottle, has added two new flower essences to their line, PANIC ATTACK[™] and SIBLING RIVALRY[™], which helps owners and their animals deal with these specific behavioral issues. Arenus is a premier provider of innovative health and nutritional products for pets and horses. (Photo courtesy of Arenus)