



For Immediate Release

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Woman-Owned Boulder, CO Company, Okoa Animal Health,
Launches “Hush,Puppy” Calming CBD Soft Chews for Dogs

Timed to Help Calm Dogs During July 4th Fireworks
Best Given 3-5 Days in Advance to Prevent 30% of Pets from Going Missing

Boulder, CO; June 22, 2020 — **Okoa Animal Health** (www.okoapet.com), a woman-owned animal health company offering holistic pet products made with a high potency CBD extract, has launched its flagship product – **“Hush, Puppy” calming soft chews for dogs** —timed to help dogs cope with July 4th fireworks.

“One of the highest callings of CBD is to help relieve a dog’s nervousness and anxiety,” said Okoa Pet Veterinary Science Officer, **Dr. Robert Silver**, DVM, MS, who has 38 years of clinical experience as a veterinarian. “Loud noises like thunder and firecrackers can be scary for dogs. CBD can help a nervous dog settle down. The cannabidiol (CBD) works with the body’s nervous system to increase the production of serotonin, which is the calming molecule in the brain,” said Dr. Silver who formulated the calming chews and has over 25 years of experience in developing high-potency, professional-grade, nutritional and herbal supplements that are both safe and effective for pets.

While July 4th fireworks are a celebration for humans, it is a dangerous time for dogs. An estimated 30% increase in lost pets occurs between July 4th and 6th bringing the total to over **7.6 million pets lost annually**. Of those pets who are lost, only 26% will be returned to their owners and of those turned into shelters, 35% will be put to sleep.

The calming chews contain Okoa Pet's proprietary, broad-spectrum CBD hemp extract which provides calming and relaxation benefits. Other naturally-occurring minor cannabinoids, such as CBG, CBC, CBN, as well as terpenes and flavonoids in the hemp extract work synergistically with CBD. These chews also contain tryptophan, an amino acid which increases the amount of the relaxing neurotransmitter serotonin. Other ingredients include chamomile, a commonly-used herb known to calm, and choline, an important compound that supports clear thinking, and helps to combat mental aging in older dogs.

Dr. Silver suggests that if CBD is intended to help calm a dog during the July 4th fireworks, that **CBD be given starting three to five days in advance of July 4th**. This helps to create a sense of calm in the dog before it becomes disrupted by frightening sounds or events. “With frightening stimuli, once they build momentum in the dog’s mind they are a lot harder to control than if they are addressed early or before the process begins to accelerate”, explained Dr. Silver.

Okoa Pet Launches CBD Calming Chews ... /2

Okoa Pet was co-founded by CEO **Nancy Retzlaff** who brings decades of experience in commercial development and operations from the pharmaceutical and bio-tech world. “We hope our *Hush, Puppy* calming chews will help dogs feel safe during the July 4th fireworks, and better able to cope with the ongoing stresses pet parents are experiencing due to covid-19. As a devoted pet parent myself, I know our four-legged furry friends are sensitive to what their human caregivers are feeling.”

The company aims to be a trusted source for scientific and medically-backed pet health information. Okoa Pet has posted resources on their blog *The Boop*: [10 Tips To Help Your Dog Cope With Fireworks Anxiety](#) and produced a 1-min. video: [Can CBD help calm an anxious pet?](#) to help educate pet parents about CBD for dogs and holistic approaches to pet health and wellness.

Prior to the launch of “Hush, Puppy” calming chews, the company conducted an observational survey with 25 dogs taking the *Hush, Puppy* calming chews. Participants reported their dogs feeling “happier,” “calmer” and “more chill.” One participant wrote about the effects on her 11-year-old Siberian Husky/Australian Shepherd dog: “Since being on the chews, Rocky is more tolerant of weather, noises, and rain on the walks as far as not insisting on turning around and bolting for home. He’s doing better on the walks when the clouds and rain are threatening.”

Okoa Pet Hush Puppy soft calming chews will be followed by calming chew for cats, plus tinctures and chews for calming and mobility for dogs, cats, and horses. The industrial hemp used in the calming chews was sustainably grown on a family farm in Colorado. The hemp extract is a broad-spectrum (THC-free) CBD extract produced by a Colorado company that is certified in current good manufacturing practices (cGMP), adheres to high-quality food safety standards, and has preferred supplier status with the National Animal Supplement Council (www.NASC.cc). The preferred supplier program assures pet parents that NASC certified products have the highest quality control and transparency available in the pet supplement market.

About Okoa Pet

Okoa Pet Health is a Boulder, CO-based private company co-founded by former pharmaceutical and biotechnology executive Nancy Retzlaff. Retzlaff, pet parent of Casey, a 10-year old Cavalier King Charles Spaniel, was inspired to create a company that brings safe and effective CBD supplements to pets and supports their wellness needs throughout their entire life. The company is based on two pillars: love of animals and the strength of scientific research. Okoa Pet products are formulated by Dr. Robert Silver, a national leader in integrative veterinary medicine.

The word “**Okoa**” comes from the Hawaiian word “Oko’a” whose meanings include: “**transparent**” — there’s nothing hidden in the products; they do not contain chemicals or additives, and are clean, safe and effective; “**different**” — a company uniquely built equally on evidence-based veterinary science combined with an overflowing love of animals; and “**whole**” — following a holistic approach to support the whole pet, not just a specific condition, and using a broad-spectrum hemp extracted from the whole flower. More information at www.okoapet.com.

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