

# Banishing Pet Stress - Naturally

Rescue Remedy was originally developed for people, but Nelsons has now created a version specifically for our four-legged companions.

By Melissa Breau

Homeopathy has been around since the 1800s, but has gained renewed interest in recent years due to alternative and complementary approaches to health care. According to the National Center for Homeopathy, retail sales for homeopathy in the United States are around \$300 to \$450 million annually. And as more people begin to use homeopathic remedies for themselves, the trend has begun to carry over to their pets. *Pet Business* caught up with Curt Finckler, senior brand manager at Nelsons, to discuss the company's new, natural Rescue Remedy made specifically for pets.

**Pet Business:** Nelsons' Rescue Remedy was originally designed for the human market; what made you decide to create a version for pets?

**Curt Finckler:** Over the past 70 years, Rescue Remedy has been used by both veterinarians and pet owners as an all-natural solution for stress relief in pets. In fact, about half of all of our consumer calls are related to questions regarding the proper use for Rescue with particular pets. Eventually, we came to realize that there was a pre-existing market available for a pet-specific formula. As a result, we made developing the pet market, with a pet-specific formula, a top priority.

**PB:** What changes were made when adapting Rescue Remedy for the pet market?

**Finckler:** Although not originally developed for pets, we wanted to make certain that the active ingredient formula stayed true to that which was developed decades ago by Dr. Edward Bach. As a result of pet industry research, we chose to adapt our original formula by changing the base to better serve the needs of pets.

The new variation of the original stress reliever contains a blend of the same five Bach flower remedies found in the original Rescue Remedy formula. However, the remedies are now



preserved in a glycerin-based alcohol-free formula. We find that this change is ideal for sensitive pets. Available in a dropper format, pet owners can easily administer the formula to their reptiles, fish, birds, cats, dogs, horses and rabbits.

**PB:** What are some keys to success for retailers that sell homeopathic remedies for pets? What are some common mistakes they make?

**Finckler:** Typically, pet retailers look to separate homeopathic remedies from other supplements. However, that strategy is contrary to the way consumers shop. Most consumers will

shop by indication, so be sure to have a product like Rescue Remedy Pet alongside other behavioral products or supplements.

Retailers have had great success placing Rescue in high-traffic areas,

like by the register. This effort helps generate incremental sales by creating consumer impulse purchases. In addition, the product can be placed on a clip strip, making it perfect to display as a complementary product in the dog or cat food or treat aisles, or even near the pet toys.

**PB:** What are some of the common concerns or questions that customers have about this product? How can retailers' best educate themselves to answer these issues?

**Finckler:** Typically, consumers have heard about the product through their veterinarian, or from TV and magazines, so apart from the recommendation, their knowledge may be pretty limited. Retailers should know that the product is not a sedative and there are no known side effects. I also recommend that retailers try the product with any of their pets to get a direct experience. If first-hand experience won't answer a consumer's question, Nelsons is always available to answer retailer or consumer questions. We can also be found online at [www.rescuere medy.com/pets](http://www.rescuere medy.com/pets). **PB**

# RESCUE REMEDY