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New Line of CBD Products for Pets Now Available

Smart Hemp CBD products were inspired by the founder's personal success using CBD products to treat the effects of Parkinson's disease.

By Amanda Carrozza

Smart Hemp CBD is a newly launched line of terpene- and phytocannabinoid-rich hemp cannabidiol (CBD) extract products specifically formulated for cats, dogs, and horses. Developed under the direction of a veterinarian, the product line aims to provide everyday health benefits as well as relief for anxiety, appetite loss, aggressive behavior, allergies, inflammation, seizures, and arthritis.



The company's founder, Bill Hansen, was inspired to create Smart Hemp CBD for animals after his family dog was diagnosed with cancer last year. CBD products had helped Hansen slow the progression of his own Parkinson's disease, and he wanted to provide similar relief for his dog. "When considering CBD products for my 4-legged friend, my most important considerations were safety, quality, and consistency," Hansen said.

CBD is believed to help calm pain- and anxiety-related ailments by supporting a pet's endocannabinoid system, which helps regulate every biological system, including neurologic, cardiovascular, digestive, and immune function. Scientists have found that CBD mimics other naturally occurring chemicals that bind to these receptors, helping to keep a pet's body in dynamic equilibrium.

Like many other pet-centric CBD products that have become available over the past year, Smart Hemp CBD products do not contain tetrahydrocannabinol (THC)—so there is no risk of animals getting "high." While there are still questions and concerns about the validity and legality of CBD use in veterinary medicine, a growing number of professionals and pet owners are becoming increasingly curious about how CBD can benefit a pet's immune system and whether these products may be able to rival prescription medications. CBD products for cats and dogs are expected to be one of the biggest **trends in pet care** for 2019.

Mounting research evidence is proving the efficacy and safety of these products. For instance, a 2018 study conducted by investigators from Cornell University College of Veterinary Medicine and published in *Frontiers in Veterinary Science* showed that CBD oil increased comfort and activity in the home environment for dogs with osteoarthritis.

Currently available for purchase online, Smart Hemp CBD products include topical balms; soft bites and chews for dogs; gel capsules that can be mixed with food or wrapped inside a treat; powdered hemp meal supplements that can be mixed with food; tinctures that can be administered under a pet's tongue or by mixing it with food; and hemp meal pellets for horses.

"Our Smart Hemp CBD products are veterinarian formulated and sourced from carefully screened suppliers that meet or exceed USDA standards," Hansen explained. "We only use the highest-quality ingredients that have been tested to assure that they contain no pesticides, artificial chemicals, or other contaminants."

<https://www.americanveterinarian.com/news/new-line-of-cbd-products-for-pets-now-available>