

SIGNS Secure Range

A new generation of pheromone products delivers innovation and species-specific well-being

THE CHALLENGE

Stress and stress-related behaviors are common in pets and may arise from various sources at home, outdoors, during travel or at a veterinary clinic. Each of these scenarios asks pets to quickly adapt to change without considering the natural pheromonal communication they rely on to feel safe and secure.

Species-specific pheromones can provide support and comfort to animals during stressful situations by restoring a familiar, soothing chemical environment.

New research shows that although existing pheromone products represent a breakthrough in animal health, adjustments to current delivery systems could provide better results. Although alcohol is the ideal carrier for pheromone molecules, it can be aversive for some pets. And while



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Patrick Pageat, a pioneer in veterinary behavioral medicine, has significantly improved our understanding in this field along with communication within and among species. He patented the feline facial pheromones and founded IRSEA, a private research institute. He also co-founded the European College of Animal Welfare and Behavioral Medicine (ECAWBM).

plug-in diffusers provide long-lasting pheromone solutions, they don't account for the ways heat can alter chemical compounds.

Pheromones are not simple odors; they are communication tools that affect target animals in complex ways.

A biologically and scientifically inspired approach that accounts for how companion animals detect and interpret pheromone signals is

required to achieve the desired benefits.

THE SOLUTION

The Secure product line was developed specifically to address problems associated with pheromone delivery and reduced efficacy in modern veterinary practice. SecureCat™, SecureDog™ and SecureBunny™ products combine species-specific pheromones with innovative release systems that closely mimic an animal's natural experience.

Our research team designed four delivery systems that take the guesswork out of using pheromone products. Each formulation addresses a specific use case relevant to pet owners and veterinary teams:

- **Home:** Home is a glass diffuser with custom-engineered plant-based sticks that disperse pheromones at room temperature without heat or electricity. The passive system delivers species-specific calming signals

SIGNS SECURE RANGE



continuously for four weeks or more, making it ideal for homes, hospital wards, boarding areas and exam rooms.

- **Adventure:** When applied to a pet's neck, this water-based cream uses fur to wick and slowly release the product in a way that mimics natural glandular secretions.

Adventure provides support for five to seven days, making it ideal for travel and hospitalization.

- **Transport:** This fine, water-based mist with microdroplet technology dries quickly for fast, localized calming during car rides or crate time. Transport provides calming support for a minimum of three hours and leaves no stains or residue. The product is safe to use directly in carriers or exam rooms and on any fabric or surface.

- **Gentle Touch:** Gentle Touch was designed specifically for veterinary professionals to facilitate calm examinations. Applied to a veterinary professional's hands, this pheromone-infused hydroalcoholic hand gel creates a calming signal that promotes low-stress interactions.

THE INNOVATION

Pheromones are not simple compounds — they are complex mixtures released in delicate ratios and in specific scenarios to communicate a signal to other animals. These messengers must remain stable to reach and affect the target pet as they would in nature. Secure products avoid altering delicate molecular mixtures during delivery to more closely replicate natural mechanisms.

The Secure line also remedies barriers to consistent use, such as:

- Use of outlet space and electricity

- Disposable plastic and product waste
- Offensive odors from electric diffusers
- Volatile compounds used in delivery vehicles
- Confusion about product use
- Perceived poor efficacy

The Secure Home diffuser design is simple, elegant and eco-friendly, using a refillable glass container and biodegradable diffusion sticks that absorb and release pheromones gradually into the ambient airflow. The design mimics natural diffusion from fur and creates no offensive smells or messes. In studies, Home products

quickly upon contact. This eliminates the harsh odor of traditional pheromone sprays and makes the mist safe for use on all surfaces, including delicate clothing fabrics. Clinical studies show that Transport helps cats adapt faster to new environments.

The Gentle Touch gel supports low-stress handling methods by allowing veterinary professionals to send pheromone signals. Species-specific gel formulations dry quickly and remain effective on hands or gloves for an hour or longer. In studies, Gentle Touch reduced agitation scores and stress indicators during handling.

Secure pheromone products

THE DIFFERENCE MAKER

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increased play behaviors and calm interactions with veterinary staff.

The Adventure cream provides reliable on-animal efficacy. Applied to the neck, the cream deposits pheromone molecules that gradually diffuse to provide several days of calming relief. The formula is water-based and lipophilic, ensuring safety. Studies in rabbits show that Adventure improves appetite and willingness to enter new environments.

The alcohol-free Transport mist suspends pheromones in water microdroplets that evaporate

address the needs of multiple pet species, and the line is the first to offer scientifically validated products for rabbits. Each product in the line contains laboratory-validated, studied, patented and species-specific compounds to ensure efficacy and provide veterinary teams with a product they can trust.

Whether a pet is resting at home, navigating a stressful event or receiving veterinary care, SIGNS Secure pheromone products' innovative features help them feel safe and confident.