



## Focus

Ingredients: Fractionated Coconut Oil, Essential Oils of Vetiver (*Vetiveria zizanioides*), Black Spruce (*Picea mariana*), Spikenard (*Nardostachys jatamansi*), Frankincense (*Boswellia carterii*), Rue (*Ruta graveolens*), Valerian (*Valerian officinalis*), Cedarwood (*Cedrus atlantica*), Roman Chamomile (*Anthemis nobilis*), Anise (*Pimpinella anisum*), Rosemary Verbenone Chemotype (*Rosmarinus officinalis*).

## Sometimes we all need a little Focus!

Focus is a "Ready To Use" blend of essential oils created specifically to focus attention and motivation towards a certain project or activity. I actually created this blend with a wonderful man in mind - who had a hard time writing books without the assistance of prescription drugs. As an author, I know how there were times it was hard to focus on the task at hand - and I also know how much essential oils could motivate and direct my attention.

With the Focus blend, we can use it on a handler during training, pet it onto the animal, or apply it to a **Sniff-it**. We often use our new blends for months, if not longer, when they are first created. Focus has been used by professional handlers in dog shows, with wonderful results!

Please note - in general - cats and other smaller animals have not used Focus extensively - as they are usually not training or showing in the same manner as Dogs, Horses, Cattle, and other animals. It is not that they could not use Focus - and certainly their handler or human can wear it for their benefits - but petting Focus blend onto a cat, ferret, or hamster is likely not necessary, and there are other products that would fit the need with a much better acceptance.

## **Focus is not for diffusion as it contains Fractionated Coconut Oil!**

## Let's Face It...

Not all essential oils smell good to everyone! But, no matter their scent, they can have distinct physical and emotional actions. Focus is among those oil blends, that some people like (even love), some people can tolerate, and some people just can't stand! However, your dog is likely to love it! After all, they *will* roll in dead things! Focus has a very earthy fragrance, and with Rue and Valerian within the blend, these two oils are not always fast favorites of the human species. But, the results are well worth it - and there are many who do truly enjoy the fragrance, and the effects. I encourage you to try out a sample size if you have particular scents that you just can't tolerate.

Professional Dog Handler, Registered Veterinary Technician (RVT),  
Certified Canine Rehabilitation Practitioner (CCRP) - Elizabeth B. -  
gave Focus a test run for animalEo!

Here is what she had to say:

*"I wanted to let you know about my experience using your Focus formula for show and performance dogs. As a professional dog handler I show a variety of dogs with an equal variety of personalities, temperaments, and idiosyncrasies. At one recent cluster I was handling 7 dogs over a 5 day period, and had a great opportunity to give Focus a workout. The dogs ranged in age from 9 months to 4 years, and all had previous ring experience. On the first two days I did not use Focus so as to get a baseline of behavior for each dog. On days three through five I used two drops of Focus per dog, anywhere from ten to sixty minutes prior to going into the ring (rubbing it into my palms and then running my palms down their necks, and around their rib cages and fore chests in the area of their hearts.) I was really impressed with the differences I saw in the dogs that needed improvement.*

*Three dogs were by nature, worriers - worried about the judge, worried about the dog behind them, worried about what was going on outside the ring or in the ring next to them. These dogs relaxed and began to enjoy themselves, one to the point of going reserve to a major on two of the days.*

*One dog had "mommy-itis" and was more concerned about looking for mom or dad ringside than showing. This dog also relaxed and began having fun in the ring - and earned a three point major in doing so! On the flip side was a young female who is a pistol and was always busy looking for treats laying around to snatch up, wanted to play with all the dogs around her, and thought that gaiting around the ring was a timed event! Focus helped to ground her and get her head back into her body. She became more focused on me and on what I was asking of her. Gaiting her changed from a head bobbing race to a straight, balanced trot with ears up and forward attention. Despite the large entry and her young age, this girl too went reserve to a major with her new-found showmanship.*

*You can bet I'll always keep a bottle of Focus handy in my ringside bag from now on!"*

## Instructions for Use:

**Birds & Exotics:** For the most part, these animals are often not in need of "focus" for training or task purposes. However, if it is desired to enhance their attention during a training exercise or event - then I suggest the handler wear Focus on themselves to impart the effects onto the animal they are working with. A few drops rubbed onto wrists or the chest area of the human that will be near the animal - is very effective.

**Cats:** Cats like birds and other exotic animals, are rarely in need of additional "focus" or enhanced training needs. However, there are those rare occasions where cats can benefit from additional "mental clarity", and certainly some cats do participate in the "show world". When this is the case - then I also suggest that the human near the cat wear Focus to enhance and support a focused

mental state. Focus could also be applied to a bedding or materials near the cat, such as bedding within a show crate. When interested to see if Focus is beneficial for your cat - I suggest that you wear the blend on your own person as you interact naturally with your cat. If you noticed an enhanced behavioral state - then continued use of Focus will be great for your cat!

**Dogs:** Dogs are likely the most common species to use Focus. As they often participate in training classes, agility, fly-ball, and other canine activities which can require concentration and learning - Focus is perfect for them! I recommend using Focus for the first time when you are practicing or training - so that you can evaluate the effects. Using something new for the very first time at an important competition can certainly be done - but in general, knowing how your dog responds to something prior to the "big event" as well as making it a positive association, is a great recommendation.

The human handler can wear Focus, or 2-3 drops can be applied to the dog via Petting. By experimenting during training and practice, you can find the perfect timing for application - but in general - applying 10-20 minutes before an event is great. When applied to the human handler, you may find that you can apply Focus at the beginning of the day and affect all animals you work with for the entire day. However, there may be an occasional dog or two, who will benefit from their human re-applying the oil to themselves prior to working with them. With emotional support - sometimes there is a little bit of experimenting that needs to be done, to find the perfect recipe for an individual animal.

Repeat applications can generally be made as needed. But again, by using Focus during practice and training - you should be able to determine how long the effects of Focus will last for your dog, and if an additional application may be warranted after an hour or more. There may also be a dog who has slight effects from 2-3 drops - but application of an additional 2-3 drops really helps them to focus even more. In these cases, you are welcome to apply more - but we usually aim to use the least amount of oils that we can, to get maximum effects.

**Horses & Large Animals:** These animals also show and compete quite frequently. And, they respond much like dogs to the use of Focus. All of the ways described for use in dogs, is perfect for use with Horses, Cattle, Sheep, Goats, and other similar animals. Many times we will start with the use on the human handler - but creative uses have also included applications to halters, lead ropes, saddle blankets, and more! Again, just like with dogs - I recommend to "trial" the use of Focus when you are practicing for a race, instead of on "race day"! We have not had any concerns with this blend and competition testing requirements.

Prices (tax is not included)

2ml bottle - \$13.95

5ml bottle - \$19.95

15ml bottle-\$38.95