

Find out More

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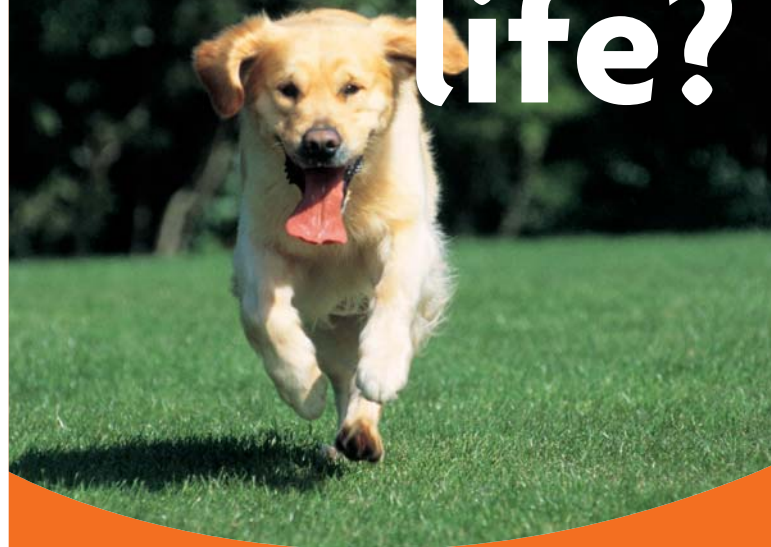
This brochure was produced by Deer Industry
New Zealand (DINZ), an industry organisation,
funded by NZ's 3500 deer farmers. Its roles include
generic promotion, quality assurance and research
programmes for the industry.

For further information on New Zealand deer velvet,
including possible side effects of velvet, see
www.velvet.org.nz

This brochure is approved in accordance with the TAPS guidelines
and procedures. TAPS NA 1777

Is your pet looking for

A new leash on life?



New Zealand deer velvet
is the ideal supplement
to revitalise your pet.
Ask your local vet for
more information.



**New Zealand
Deer Velvet**

FIND OUT MORE AT www.velvet.org.nz

Introducing Deer Velvet

If your pet's energy seems a little low, or the spring in their step isn't as bouncy, then it could well be worth giving New Zealand deer velvet a try to perk them up. Here's why...

...For more than 2000 years, the Chinese have held deer velvet in the highest regard as a powerful health tonic. The first documented use of deer velvet for health appeared on a silk scroll dated 168 BC. Since then deer velvet has been used consistently in traditional Chinese practice to support and maintain energy levels, and for healthy joint function.

Deer velvet is the name given to the antlers of male deer that are removed in the early stages of the antler's growth – when they are nutritionally at their peak.

When a product is used consistently for so long, there is generally something quite special about it. While scientists are still working to identify deer velvet's method of action, it may be due to two unique attributes of deer velvet:

1. Velvet grows extremely quickly, at up to 2 cm per day during its peak growth.
2. Velvet is the only mammalian organ that completely regenerates annually.



Research Health Benefits

An extensive research programme that supports traditional usage has been underway in New Zealand since the mid-seventies.

Approximately 1 million dollars per year is invested jointly by the New Zealand deer industry and AgResearch to study New Zealand deer velvet and the health benefits it provides.

Deer velvet has been shown to have properties which support the immune defences (immune response) and joint mobility in laboratory and scientific experiments. This might be due to growth factors in velvet that are involved with its rapid growth. Wang (1996)* has identified an ingredient in velvet that may be responsible for this activity.

*Wang B-X (1996): Advances in the research, chemistry, pharmacology and clinical application of pilose antler. Proceedings of the International Symposium on Deer Products, Changchun, People's Republic of China: 14-32