



# Pets love music

*(and we love pets)*

## Can a carefully curated music soundscape the calm pets in your waiting room, operatory and kennels?

The research says YES.

The *Journal of Veterinary Behavior* reports that music calmed the behavior of dogs, noting that the right kind of music can also help dogs sleep. (Colorado State University, 2012).

***“Music... may help mitigate some of the stress inherent for many kenneled dogs.”*** <https://tinyurl.com/yxwfn4p>

A 2016 study showed that music decreased respiratory rates in cats under anesthesia in surgery. (Interdisciplinary Centre of Research in Animal Health) ***“The use of music in the surgical theatre may contribute to allowing a reduced anaesthetic dose, minimising undessireable side effects and thus promoting patient safety.”*** <https://www.ncbi.nlm.nih.gov/pubmed/25824137>

Author/veterinarian Dr. Karen Becker says music has the ability to beneficially impact an animal’s metabolism and gastrointestinal motility. <https://healthypets.mercola.com/>

The nonprofit Rescue Animal Mp3 Project plays music in more than 1350 shelters, soothing 160,000 animals across all 50 states. More than 500 follow-up evaluations show up to 95% less barking. Project oranzers estimate that ***animals are 58% more relaxed*** when listening to the calming music. <http://rescueanimalmp3.org/>

## About This Special Service

**Brandi Music™** serves businesses of all sizes with streaming music for audio branding, background enhancement and in-store marketing.

Brandi's new **Pet Care Channel** is a special music stream designed especially for veterinarian offices. This carefully-curated collection of soothing music is effective in reducing stress and anxiety in pets.

The slow rhythms, sustained notes, moderated frequencies and comforting melodies will soothe and relax pets and pet owners alike.

Waiting rooms, operatories and kennels can all benefit

from the use of this specialized music, which has been shown to slow heartbeat rates and induce a state of relaxation. Music also provides important sound-masking, protecting animals from sudden noises.

### Q. What are the costs?

A single channel stream is \$30/month and **includes all performance licensing** for a single location (street address). Brandi Premium is \$35/month and allows users to blend 3 additional channels for a unique mix.

### Q. Do I need equipment?

**Yes.** Brandi Music recommends our professional business music streaming audio player (\$199 setup fee) that will plug into your existing sound system.

**Brandi**  
YOUR BRAND • YOUR MUSIC

**Pet Care Channel**  
\$30/mo.



## About Music Licensing

The right to perform musical works in your business belongs exclusively to the music copyright holders. Playing music without proper licensing may lead to serious consequences.

### Q. Can I play Pandora, Spotify, etc.?

**No.** Personal streaming music accounts do not relieve your business of licensing liability. Internet broadcasters will not pay for your use of the music.

### Q. Can I play audio CDs or .mp3s I have purchased?

**No.** Music recordings in any form are only for personal, non-commercial use.

### Q. Can I use a "PetCalm" speaker?

**No.** PetCalm states that their service should not be used in a professional or commercial setting, as they do not provide a commercial license.

## Try the Pet Care Channel at your practice for 2 weeks, free.

Sign up for a **FREE trial**. Log in and play Brandi right from your PC or mobile device. If our exclusive **PET CARE CHANNEL** makes your practice a better place, register for the professional streaming audio player for the best sound and uptime.

Contact **Kenny Mollitor** at Easy On Hold®, the authorized distributor of Brandi Music.

**1-888-798-4653**

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