



Zesty Paws Professional™

Healthy Aging

NAD+ Precursor



A Veterinary Approach for Healthy Aging Support

Why Healthy Aging Matters in Veterinary Practice

As dogs age, cellular energy production naturally declines. This foundational biological change impacts multiple physiological systems over time — including muscle function, neurologic health, metabolic efficiency, immune response, and overall vitality.

These changes often emerge gradually, which leads pet parents to express concerns about their slowing down, reduced activity, or changes in quality of life.

Supporting healthy aging requires a proactive, upstream approach that addresses aging at the cellular level, rather than focusing only on visible or downstream signs.

The Zesty Paws® Solution

Zesty Paws Professional™ Healthy Aging NAD⁺ Precursor was developed to support healthy aging in dogs by addressing one of the biological mechanisms associated with aging: the natural decline of cellular NAD⁺ levels over time.

Formulated with **Niagen® (Nicotinamide Riboside)** – a well-characterized NAD⁺ precursor – this Zesty Paws Professional™ solution helps promote cellular energy production and repair at the molecular level. By helping replenish NAD⁺ availability, it provides veterinarians with a **science-based** option to help maintain vitality, energy, and physiological resilience throughout the aging process.

Designed for **daily administration**, Zesty Paws Professional™ Healthy Aging integrates easily into ongoing wellness and proactive health support strategies, offering veterinary teams a practical tool to help promote long-term vitality and quality of life.



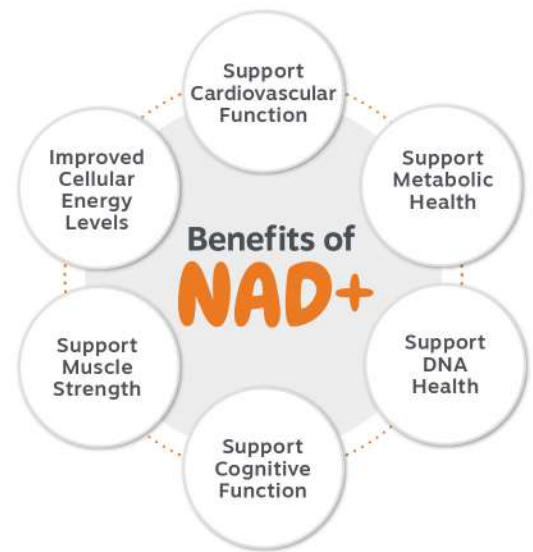
Breakthrough Science: NAD⁺ & Cellular Health

Zesty Paws® Healthy Aging NAD⁺ Precursor is powered by Niagen® (Nicotinamide Riboside), an important form of vitamin B3 and a well-characterized NAD⁺ precursor.

NAD⁺ (nicotinamide adenine dinucleotide) is an essential co-enzyme required for cellular energy metabolism and repair. All cells rely on NAD⁺ to function properly; however, **NAD⁺ levels naturally decline with age** in all animals^(1,3), including dogs.

Supplementation with Niagen® can increase NAD⁺ production. In turn, this helps generate increased mitochondrial function by refueling cellular processes to promote cellular generation, DNA repair, healthy mitochondria, and increased NAD⁺ levels, while maintaining overall body function.⁽²⁾

POWERED BY
Niagen®



¹Massudi, H., Grant, R., Braidy, N., Guest, J., Farnsworth, B. and Guillemin, G.J., 2012. Age-associated changes in oxidative stress and NAD⁺ metabolism in human tissue.

²Amjad S, Nisar S, Bhat AA, Frenneaux MP, Fakhro K, Haris M, Reddy R, Patay Z, Baur J, Bagga P. Role of NAD⁺ in regulating cellular and metabolic signaling pathways. Molecular Metabolism. 2021 Jul 1;49:101195.

³Mehmel M, Jovanovic N, Spitz U. Nicotinamide Riboside-The Current State of Research and Therapeutic Uses. Nutrients. 2020 May 31;12(6):1616. doi: 10.3390/nu12061616. PMID: 32486488; PMCID



Veterinarian Recommended

to Support Healthy Aging*



Product Facts

Active Ingredients per 1 Packet (2 g):

Nicotinamide riboside chloride (Niagen™) 60 mg

Inactive Ingredients: Chicory Root Fiber.

For use in dogs only.

Recommended for cellular health support.

Directions for use: Use the below chart based on the weight of the animal per day or as directed by your veterinarian.

Weight	Daily Amount
Up to 25 lbs	1 Sachet
26–75 lbs	2 Sachets
Over 75 lbs	3 Sachets



Provides Cellular Support During the Aging Process

Developed to provide the fuel cells need for the body to support cellular tissue and muscle health as dogs age.



Supports Energy and Metabolism

With Niagen to provide energy for healthy cell metabolism while supporting cells at the molecular level.



Supports Muscle, Neurological and Immune Health

May help support energy production that is beneficial to muscle maintenance, neurological health and immune benefits.

Why Choose Zesty Paws® Healthy Aging?

- 1. Addresses a High-Frequency, Life-Stage Need**
Healthy aging is a growing focus in veterinary practice as dogs live longer. That's why Healthy Aging NAD⁺ Precursor supports dogs through age-related changes by addressing cellular energy decline that impacts vitality and quality of life over time.
- 2. Science-Led, Cellular-Level Approach**
Powered by Niagen® (Nicotinamide Riboside), a well-characterized NAD⁺ precursor, Healthy Aging targets one of the foundational biological drivers of aging at the cellular level, rather than focusing only on downstream signs.
- 3. Supports Proactive Care**
Designed for daily, ongoing use, Healthy Aging fits naturally into wellness and life-stage conversations, enabling veterinarians to proactively support dogs of all ages, especially the ones entering mid-to-senior life stages.
- 4. Easy to Integrate into Practice**
Clear science, convenient administration, and flexible daily use make it easy for veterinary teams to introduce, explain, and reinforce continued use with pet parents as part of long-term care plans.
- 5. Trusted Brand That Drives Compliance**
Zesty Paws® is a well-recognized and trusted** brand among pet parents, supporting confidence, compliance, and continuity of care when Healthy Aging is recommended by veterinary professionals.

** Based on over 380,000 5-Star Ratings and Reviews on all Zesty Paws® supplements on all eCommerce channels in the US and ZestyPaws.com as of August 2025.

*Based on online survey of 507 vets conducted by Applied marketing Science/AMS in Dec 2023.



A Veterinary Approach for Dog's Healthy Aging

Cellular Support for Energy, Repair & Vitality.
For veterinary professionals ahead of the curve.

