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Editor: **Sudhir**

# Editor's Note



### Paws, Patriotism and Progress

Dear Readers,

As the monsoon rains rejuvenate the land and the tricolour prepares to fly high, a feeling of pride and renewal fills the air. On behalf of the entire team at PET'n'VET, I extend our warmest wishes on the occasion of **India's Independence Day**. This day, which marks our nation's journey of freedom and progress, feels like the perfect time to reflect on the evolving, freer, and more compassionate world we are building for our beloved animal companions.

### Monsoon Must-Dos for Happy Pets

The pitter-patter of rain brings joy, but it also calls for extra vigilance in pet care. This issue is dedicated to helping you navigate the season with ease. During these damp months, **preventive care is paramount**. We're focusing on simple yet crucial steps:

- **Hygiene First:** Thoroughly dry your pet's coat and paws after every walk to prevent fungal and bacterial infections. Pay special attention to the areas between their toes and ears.
- **Pest Protection:** Humidity is a breeding ground for ticks and fleas. Ensure your pet's anti-parasite treatments are up-to-date.
- **Wellness Watch:** Keep an eye out for water-borne illnesses by ensuring your pet drinks only clean, filtered water. To combat rainy-day blues, engage them with indoor games and puzzle toys to keep their minds and bodies active.

A little extra attention now ensures a season of happy wags and contented purrs, not vet visits!

### A New Era for Pet Companionship in India

Looking at the bigger picture, it's thrilling to witness the incredible growth of India's pet care ecosystem. We are in the midst of a beautiful transformation where pets are increasingly seen as integral family members. This shift is fueling a vibrant industry, and the progress is remarkable.

We're seeing a surge in **pet tech**, with everything from GPS trackers and automated feeders to AI-powered health monitors becoming accessible. **Veterinary science** is making leaps, offering specialized treatments that were once unimaginable. This progress is matched by the passion of countless entrepreneurs launching innovative businesses in pet nutrition, grooming, boarding, and accessories. This burgeoning ecosystem isn't just about commerce; it's about building a stronger, more supportive community for pet parents and professionals alike. It's a testament to a modern India that values compassion and companionship.

At PET'n'VET, our mission is to be your trusted companion on this journey. We strive to educate, empower, and connect you to the very best of this exciting world.

Here's to freedom, growth, and the unconditional love of our pets. Jai Hind!

Warmly,

**Sudhir Aheriya**

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# How to Take Care of Your Pet in Monsoon



## Keeping Your Pet Dry is Key

Monsoons are not only a source of flooding, they also encourage the growth of bacteria and fungi. This is especially important if your pet has wet fur because this results in an accumulation of moisture that may cause skin infections and irritation. Here's what you can do:



**Limit outdoor time:** Do not take your pet for a walk or spend much time outdoors in extreme rainfall. You can use pet raincoats or ponchos only during brief walks outside the house if necessary.

**Thorough drying:** If your pet has gotten wet, take advantage of this opportunity to get a clean and highly absorbent towel to dry it up gently. For long-haired breeds, you should use a Friendly Hairdryer occasionally, but you should not let your pet face too close to the hairdryer for fear of burns. Ensure they dry off well before bringing them to their bed, where they can snuggle.



With the gentle tapping of droplets striking the floor, the musky smell in the environment, and all the greener-than-green we are surrounded by, everyone enjoys the monsoon season after the scalding summer months. As much as we love the rainfall, we should remind ourselves that some of our furred or feathered friends will likely not feel the same. The effects of the weather can cause several health issues in our pets. But do not be concerned; with tips on taking care of pets in the monsoon safety tips, you could also ensure your puppy has a cheerful and healthy monsoon!

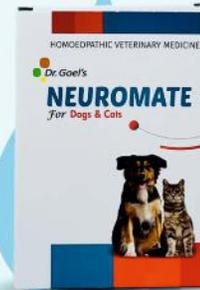
**Paw care:** Slippery areas and water patches, likely formed by water puddles, may contain parasites and bacteria. Wash your pet's paws with fresh water and a gentle pet soap, or you could use wet wipes whenever you bring your pet back home.

## Essential Pets Care Tips for Monsoon Season

Your pet also follows a new schedule during the monsoon season because it is not just people affected by the change in weather conditions. To ensure their well-being during this wet season, here are some essential pet care tips:



# “Monsoon Wellness for Pets – Naturally with Dr. Goel's Homeopathy”



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- 🐾 **Adjust Bath Schedule:** Pet grooming involves washing them, which is very useful. However, overdoing it is not so good since it strips off the natural oils on their coat. Ask your vet about how often you should bathe your pet. Some factors that influence this decision are your pet's type of coat and its level of activity.
- 🐾 **Paw Care is Paramount:** It is essential to wash your pet's paws afterward and as often as possible to get rid of the germs that love moist legs. Pet stores or veterinary supplies have pet shampoo or wet wipes with a tear-free formula that does not sting or hurt the pet.
- 🐾 **Fight the Fungus:** Excess moisture causes the fungal odor to appear and develop through the building's walls. Symptoms may include redness, itchiness, and hair loss in your pet. So, if you see any problems, turn to your veterinarian for help immediately.
- 🐾 **Dental Defense Continues:** This is important for pet owners: do not forget about dental problems during the monsoon season. They should also brush their teeth to manage gum disease risk, which worsens with a compromised immune system.

### Maintaining Hygiene During Monsoon

General pet care tips are vital to avoid infection, especially during the monsoon season.

- 🐾 **Bathing:** Bathe your pet and change its frequency according to breed and activity level. However, depending on your dog's breed and skin condition, you should consult your vet about the proper frequency of bathing. Avoid bathing your dog too often since you will remove healthy skin oils. Pat your pets gently with a mild shampoo and leave them to dry well.
- 🐾 **Ear care:** Floppy ears are often damp and easily infected. It is advised to clean your pet's ears at a fixed interval using a solution prescribed by the veterinarian.
- 🐾 **Dental hygiene:** Unfortunately, pets' dental habits should not be forgotten during the monsoon. Regular brushing removes plaque, which is important as it reduces the chances of developing gum diseases that may be aggravated by a compromised immune system during this period.

### Boosting Your Pet's Immunity

A healthy immune system assists your pet in preventing monsoon diseases by combating them. Here's how to give them a boost:

- 🐾 **Balanced diet:** Ensure your pet has the right diet with all the nutrients required for normal growth and functioning. It is always advisable to contact your veterinarian in case the animal's diet changes. Supplements such as omega fatty acids should be considered, as they improve pet skin and coat.
- 🐾 **Deworming:** It may be advised to deworm your pet daily during the monsoon since parasites multiply in wet conditions. This is why you should consult your vet in as much as you know that worms can be harmfully present in your pets to establish the right time and frequency for deworming.
- 🐾 **Vaccinations:** Ensure your pet is vaccinated, as other diseases might be prevalent during the rainy season.

### Keeping Your Pet Entertained Indoors

The lack of direct sunlight and cool temperatures limits the outdoor time, so pets get annoyed and frustrated. Here are some ways to keep them entertained indoors:

- 🐾 **Interactive toys:** Spend money on puzzle feeders, chewing toys, and toys for playing that enrich your pet's mind and body.
- 🐾 **Indoor play sessions:** Take short, energetic breaks of about five to ten minutes in which you can play games such as fetch, tug, or hide-and-seek with your pet.



- 🐾 **Training:** It is time for some good training sessions with your pet. You should consider practicing with your pet because it helps build bonds and enhances its mental well-being.

### What to do if Your Pet Gets Wet

Despite all these measures being taken, it is always possible that your pet will get washed by rain now and then. Don't panic! Here's how to handle the situation:

- 🐾 **Dry them thoroughly:** As pointed out above, the first step should be patting your pet with a towel or blow-dryer on the cool settings.
- 🐾 **Monitor their health:** Look for other sickness symptoms, such as shaking, tiredness, or lack of appetite. If affected, seek a vet's advice as soon as possible.

### Additional Monsoon Safety Tips

Here are some additional monsoon safety tips to keep your pet safe and healthy:

- 🐾 **Keep them away from stagnant water:** This could be due to water accumulation in stagnant water bodies, breeding grounds for mosquitoes and other insects that spread diseases.
- 🐾 **Lightning and thunder:** Some pets may get frightened when they hear a loud noise, such as thunder or flashes of lightning. Ensure they have a place to run to during thunderstorms, a quiet room, or even a covered crate.
- 🐾 **Rodent control:** Pests like rodents may be attracted during the monsoon. Rodents can carry sicknesses to your house, so make sure your home is free from them. Also, ensure pet food is placed in pet-proof containers.

### Conclusion

So, when implementing the tips on taking care of pets during the monsoon season listed above, you can avoid all these issues and keep your pet in the best health throughout the monsoon period. A little effort can keep your pet safe and comfortable during a wet and lively season. Therefore, with some level of planning and rearrangement of the lifestyle, the pet owner can make the indoors comfortable and stimulating for the pet. Having a healthy pet would also mean a stress-free monsoon for you!

***Bonus Tip:** It's also advisable to prepare a special 'muddy paw zone' right at the door to make cleaning easier during the monsoon period. This could be a tray filled with towels or washable rugs where your pet could rub its paws before entering the home. This will help maintain the floors and reduce dirt transfer, stain formation, and dampness...*

# GET READY, PET LOVERS!

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**Dr Akanksha Diwakar**  
Head - Marketing  
Allana Consumer Products Pvt Ltd

# Monsoon Woofs:

## Keep Your Dog Happy and Healthy This Rainy Season with **Bowlers**

As the rains roll in and the smell of petrichor fills the air, we slip into cozy blankets and hot drinks. But for our four-legged companions, monsoon brings its own challenges—muddy paws, damp coats, reduced outdoor play, and a drop in appetite.

Luckily, with a little extra care and some help from Bowlers' nutrition-packed meals, your dog can breeze through the wet season healthy, happy, and tail-wagging ready!

Here's your monsoon care guide for dogs — packed with practical tips and nourishment from **Bowlers**, a brand built on trust, legacy, and love.

### 1. Dry Those Paws — Wet Isn't Always Fun

Dogs love puddles—but wet paws can lead to fungal infections and skin irritation. Moisture trapped between their pads becomes a breeding ground for bacteria, especially during humid days.

**Tip:** Keep a towel near the entrance and wipe your dog's paws after every walk. Not only does this prevent infections, it also keeps your home clean.

### 2. Moisture Inside Out – Wet Food for the Win

Dogs may drink less water in monsoons, increasing the risk of dehydration. One of the smartest changes you can make is add **Bowlers Wet Food** to their meals.

### Why Bowlers Wet Food is Perfect for Monsoons:

- High in moisture, aiding hydration
- Soft texture makes it easy to digest
- More palatable—great for fussy eaters
- Available in irresistible chicken, lamb, and chicken liver flavours



Try mixing it with **Bowlers Nutrimax Dry Food** for texture and taste. This combo provides nutrition + hydration = the perfect monsoon fuel!

### 3. Groom More, Worry Less

Humidity makes fur prone to matting, shedding, and smells. Damp fur can also attract ticks and fleas.

**Tip:** Brush regularly and dry your dog completely after baths or rain walks. Consider waterless shampoos for in-between freshen-ups.

### 4. Keep Them Busy — Rainy Day Play

With fewer outdoor runs, boredom can creep in. Mental stimulation is just as important as physical.

#### Rainy Day Fun:

- 🐾 Tug ropes, chew toys, and treat puzzles
- 🐾 Indoor fetch or hide-and-seek
- 🐾 Use Bowlers jerkies as rewards for mini training sessions

### 5. Watch for Monsoon Woes

Be alert for skin infections, itchy paws, or sudden changes in appetite. Excessive scratching, dull coat, or lethargy? Time to check in with your vet.

And of course—quality nutrition from Bowlers

helps build stronger immunity to fight seasonal stress.

### 6. Make a Cozy Den

Rain and thunder can cause anxiety. Create a snug, safe space with:

- 🐾 A clean, warm bed
- 🐾 Toys and chew ropes
- 🐾 A bowl of their favorite Bowlers meal
- 🐾 Easy access to fresh water

### Final Woof: Rainy Days Just Got Better with Bowlers

Monsoon doesn't have to be messy or moody. With daily care, indoor play, and the nutrition-rich wet and dry food range from **Bowlers**, your pup will thrive this season.

Backed by the Allana Group's legacy and crafted with love, Bowlers ensures every meal supports immunity, hydration, and vitality—even on the cloudiest days.

**Bowlers – The Taste of Love Your Doggos Deserve This Monsoon...**



# Current Perspectives on Grain-Free Diets in CANINE and FELINE Nutrition: Nutritional Efficacy and Emerging Health-Related Concern

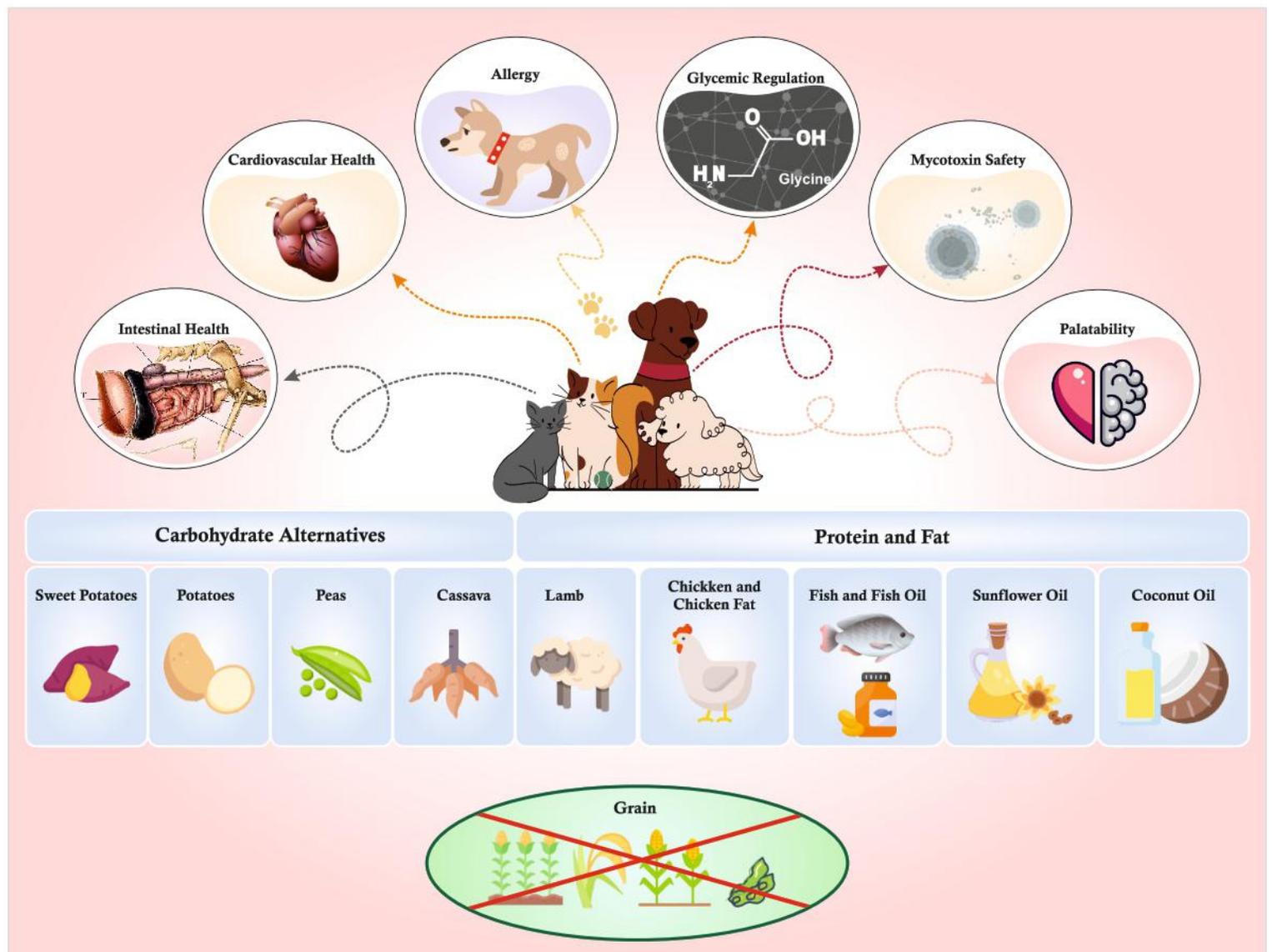
Dr. Pawar Rutik Namdev<sup>1</sup>, Dr. Shipra Tiwari<sup>1</sup>, Dr. Mohini Tripathi<sup>1</sup>

## 1. Introduction

The global rise in grain-free diets for companion animals reflects a growing consumer perception that grains may predispose pets to adverse reactions, such as allergies or gastrointestinal disturbances. These diets are typically formulated to replicate presumed ancestral feeding patterns, favoring high protein intake and minimizing carbohydrate content by substituting grains with alternative plant-based sources like legumes or tubers.

Despite their widespread adoption, recent investigations including the U.S. FDA's 2018 inquiry into the association between grain-free diets and canine dilated cardiomyopathy (DCM) have raised concerns regarding potential nutritional imbalances and unintended health consequences. This review critically examines the current body of evidence related to grain-free pet nutrition, with emphasis on:

- 🐾 Macronutrient composition and gastrointestinal bioavailability
- 🐾 Prevalence and etiology of diet-related hypersensitivities
- 🐾 Cardiovascular and systemic health outcomes, particularly DCM risk
- 🐾 Translational recommendations for veterinary practitioners and pet owners



**Figure 1.** Consequences of Grain-Free Feeding Practices on the Physiological Health and Overall Welfare of Dogs and Cat

## 2. Nutritional Composition and Digestibility

### 2.1 Macronutrient Profiles

Grain-free diets are commonly formulated by substituting conventional cereal grains (e.g., rice, corn, wheat) with legumes (peas, lentils), tubers (sweet potato), or non-traditional animal proteins (e.g., fish, exotic meats). These formulations typically exhibit:

- 🐾 Elevated protein levels (30–40% vs. ~25% in grain-inclusive diets)
- 🐾 Variable carbohydrate content (15–30%), determined by the plant starch source
- 🐾 Increased fat inclusion to maintain caloric density

Species-specific considerations are essential. Dogs may exhibit reduced enzymatic capacity to digest legume-based starches, leading to lower metabolizable energy. In contrast, cats, as obligate carnivores, have minimal carbohydrate requirements (<10% dry matter). Grain-free diets may better fulfill feline macronutrient profiles if protein quality and amino acid composition are sufficient.

### 2.2 Digestibility and Microbiome Modulation

Comparative studies demonstrate that grain-free kibble exhibits similar or slightly reduced digestibility relative to grain-based diets in both canine and feline models. High-legume diets may influence gut microbial composition due to elevated fermentable fiber content, potentially resulting in mild gastrointestinal symptoms such as flatulence or soft stools. The long-term physiological impact of these microbiome shifts warrants further investigation.

## 3. Allergies and Food Sensitivities

### 3.1 Prevalence of Grain Allergies

Contrary to public perception, true IgE-mediated grain allergies in companion animals are infrequent, with reported prevalence estimates of 1–2%. The majority of food hypersensitivities in dogs and cats are associated with recurrent exposure to specific animal proteins (e.g., chicken, beef, dairy).

### 3.2 Diagnostic Confounders in Diet Trials

Dietary elimination trials frequently involve concurrent removal of both grains and familiar protein sources. Clinical improvement is often misattributed to grain exclusion when, in reality, the primary trigger is typically a previously consumed animal protein. Therefore, unless a grain allergy is definitively diagnosed, routine grain elimination is generally unwarranted.



## 4. Cardiovascular and Systemic Health Considerations

### 4.1 Diet-Associated Dilated Cardiomyopathy (DCM)

Dilated cardiomyopathy (DCM) is a progressive myocardial disorder characterized by ventricular dilation and impaired systolic function, leading to congestive heart failure or sudden cardiac death. While DCM has recognized genetic etiologies in certain dog breeds (e.g., Doberman Pinschers, Great Danes, Boxers), recent reports suggest a nutritional component linked to grain-free diets, raising concern within the veterinary and regulatory communities. Since 2018, the U.S. Food and Drug Administration (FDA) has received and investigated over 500 reports of DCM in dogs with no known genetic predisposition. Epidemiological data indicate a strong association with:

- 🐾 High inclusion of pulses (peas, lentils, chickpeas), often replacing traditional cereal grains
- 🐾 Grain-free commercial formulations, especially those marketed as boutique or exotic diets
- 🐾 Use of novel protein sources, such as kangaroo, bison, rabbit, or other non-standard meats



#### Proposed Mechanisms :

The pathophysiology behind diet-associated DCM is multifactorial and not fully elucidated but likely involves:

- 🐾 **Taurine deficiency or altered metabolism:** Taurine is a conditionally essential amino acid for dogs involved in myocardial contractility, osmoregulation, and antioxidation. Although dogs can synthesize taurine from precursors (methionine and cysteine), diets high in legumes may interfere with this process by reducing taurine bioavailability or altering gut microbiota that participate in sulfur amino acid metabolism.
- 🐾 **Fiber-related nutrient loss:** High levels of fermentable fiber from legumes may increase fecal bile acid loss, indirectly depleting taurine reserves.
- 🐾 **Ingredient matrix effect:** The use of non-traditional protein and carbohydrate combinations may result in suboptimal amino acid profiles, micronutrient imbalances, or nutrient interactions affecting cardiac health.

**Clinical Findings :** Affected dogs often present with low plasma and whole-blood taurine levels, but not all cases are taurine-deficient, suggesting alternative or additional mechanisms. Clinical signs include lethargy, exercise intolerance, syncope, and in advanced stages, signs of congestive heart failure. Diagnostic evaluations typically reveal echocardiographic evidence of ventricular dilation and reduced fractional shortening.

**Management and Prognosis:** Dietary correction, including the transition to grain-inclusive diets with standard protein sources and taurine supplementation, has led to partial or complete reversal of DCM in many reported cases, particularly when detected early. However, advanced DCM may progress to irreversible myocardial damage despite intervention.

**Caveats and Breed Considerations:** It is important to note that not all grain-free diets carry the same risk. Diets using alternative carbohydrate sources such as sweet potatoes, combined with balanced amino acid profiles and adequate taurine levels, may not demonstrate the same association with DCM. Moreover, genetic predisposition remains a confounding factor, requiring careful differentiation between hereditary and diet-associated cases.

#### 4.2 Systemic Health and Metabolic Implications

Beyond cardiovascular effects, grain-free diets may impact other aspects of systemic metabolism and general health, necessitating a holistic evaluation of long-term safety.

**Energy Balance and Obesity Risk** Many grain-free formulations are higher in fat content to compensate for the caloric density typically provided by grains. This elevation in lipid content can inadvertently increase daily caloric intake if portion sizes are not properly adjusted, raising the risk of obesity and related comorbidities such as insulin resistance, osteoarthritis, and pancreatitis.

#### Gastrointestinal Health and the Microbiome

Grain-free diets frequently contain elevated levels of fermentable fibers from legumes and tubers. These dietary fibers can significantly alter the gut microbiota composition, affecting:

- ❧ Short-chain fatty acid (SCFA) production, which may have beneficial or deleterious metabolic effects depending on the balance of microbial species.
- ❧ Gastrointestinal tolerance, where increased fermentation may lead to bloating, flatulence, and soft stools in sensitive individuals.
- ❧ Bile acid metabolism, potentially influencing fat digestion and taurine utilization.

While alterations in the gut microbiome are not inherently pathological, long-term impacts on metabolic homeostasis remain poorly understood. Research is ongoing to determine whether these microbiome changes influence systemic inflammation, nutrient absorption, or disease susceptibility in companion animals.

#### Nutrient Dilution and Bioavailability:

High-fiber, plant-based carbohydrate sources may also dilute dietary protein quality and affect the bioavailability of essential nutrients, including taurine, L-carnitine, and certain fat-soluble vitamins. This is particularly relevant in obligate carnivores such as cats, where plant-based ingredients may not adequately fulfill specific amino acid or micronutrient needs.

## 5. Clinical Recommendations

### 5.1 Indications for Grain-Free Feeding

Grain-free diets may be therapeutically indicated for:

- ❧ Documented cases of food allergies or grain intolerances
- ❧ Veterinary-supervised elimination protocols
- ❧ Feline diabetes or insulin resistance requiring stringent carbohydrate restriction

### 5.2 Scenarios Favoring Grain-Inclusive Diets

Grain-inclusive diets are preferable in cases of:

- ❧ Dogs with idiopathic or early-stage DCM, or those genetically predisposed
- ❧ Pets with histories of pancreatitis requiring fat-restricted nutrition

### 5.3 Nutritional Assessment Criteria

A comprehensive evaluation of pet food should include:

- ❧ Protein quality, focusing on amino acid completeness
- ❧ Taurine adequacy, particularly in canine grain-free diets
- ❧ Digestibility validation, through published studies or adherence to NRC/FEDIAF guidelines
- ❧ Nutritional adequacy statements (AAFCO or FEDIAF compliance)
- ❧ Veterinary supervision for at-risk populations (e.g., growth, geriatrics, pre-existing disease)

## 6. Research Directions and Regulatory Considerations

Ongoing investigations are addressing:

- ❧ Longitudinal studies on dietary patterns and DCM risk in susceptible breeds
- ❧ Regulatory initiatives promoting transparent nutrient profiling by pet food manufacturers
- ❧ Microbiome research focused on the long-term impact of legume- versus grain-based diets on gastrointestinal and metabolic health

## 7. Conclusion

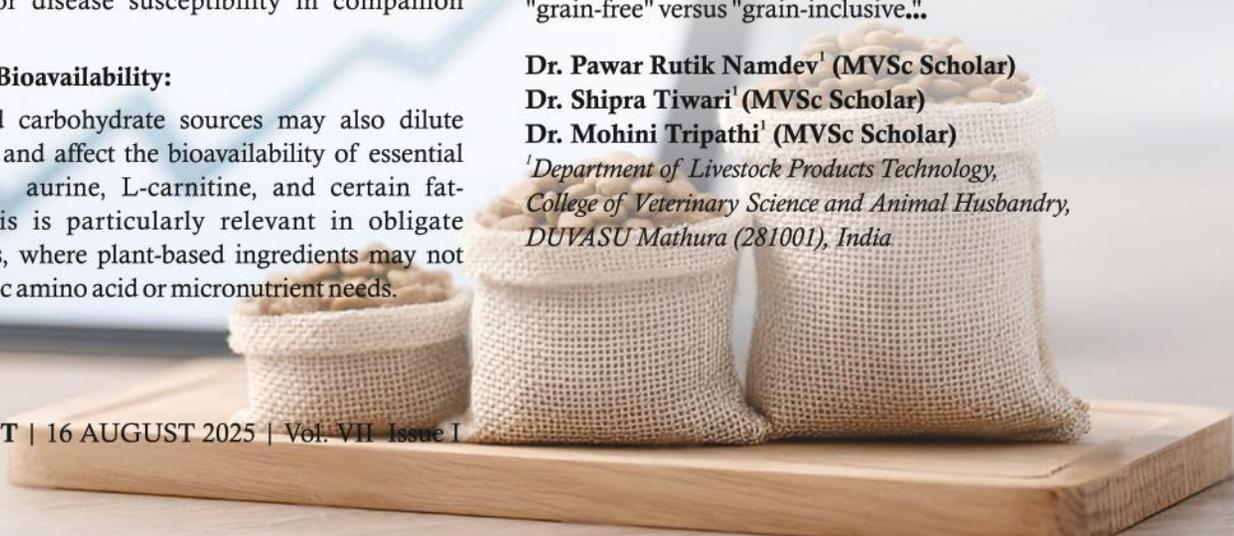
Grain-free diets may confer benefits in specific clinical contexts, such as managing feline carbohydrate intolerance or documented food allergies. However, concerns over diet-associated DCM and potential nutritional imbalances underscore the necessity for evidence-based dietary selection. Current findings suggest that adverse outcomes are more closely related to dietary composition—particularly legume content and amino acid balance—than to grain exclusion alone. Optimal dietary recommendations should be individualized, considering species-specific physiology, life stage, health status, and validated nutritional adequacy, rather than broad categorizations such as "grain-free" versus "grain-inclusive."

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# Global Pet Food Market Projects 6.5% CAGR through 2035



**New market analysis from Future Market Insights shows conventional pet food maintains 70% share while premium segments drive expansion across key regions.**

According to FMI, the global pet food market is experiencing an unprecedented surge, driven by the profound trend of pet humanization, a growing demand for premiumization, and an increasing shift toward tailored nutrition.

The global pet food market is positioned for significant expansion over the next decade, according to new industry analysis from Future Market Insights (FMI). The market, currently valued at US\$132.4 billion in 2025, is projected to reach US\$247.7 billion by 2035, representing a compound annual growth rate of 6.5%.

The analysis said conventional pet food products are expected to maintain market leadership, holding a 70% share in 2025, driven by affordability and distribution accessibility. Dog food continues to dominate the animal type category with over 60% market share. According to FMI, this reflects higher global dog ownership rates and demand for specialized canine nutrition.

Western Europe emerges as a key growth region, with the UK projected as the fastest-growing market at 6.8% CAGR from 2025 to 2035. The U.S. and Germany are expected to show growth rates of 6.2% and 6.4% respectively, while Japan projects 6.1% growth driven by small-breed and age-specific diet demand.

Future Market Insights

## Product categories and innovation

Kibble and dry food products lead the product type segment with 42.5% market share in 2025, attributed to cost-effectiveness, convenience and dental health benefits. Animal-derived ingredients, particularly chicken and fish proteins, are set to capture 22.7% of the source segment in 2025.

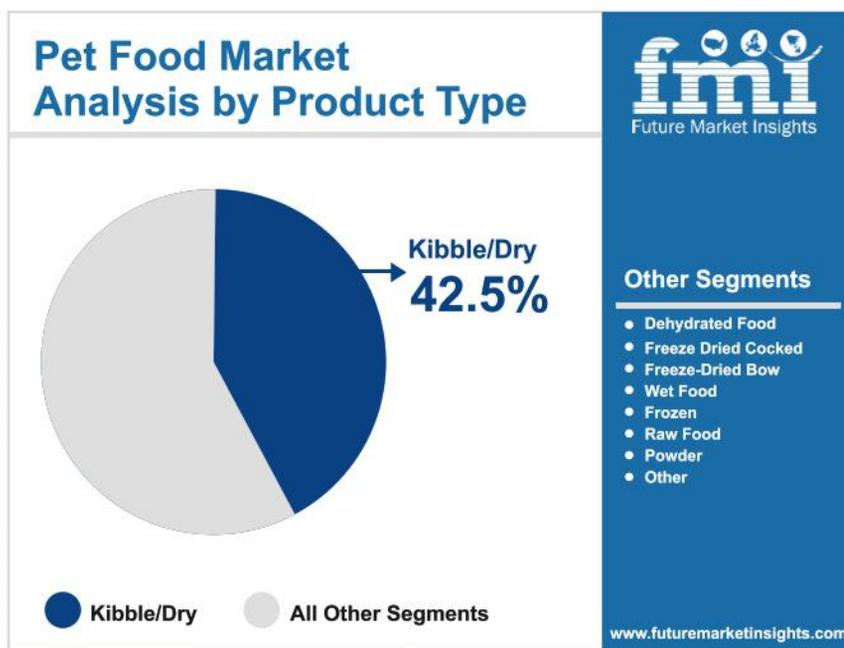
FMI's report noted major industry players including Mars Petcare Inc., Nestlé Purina PetCare, Hill's Pet Nutrition, Blue Buffalo (General Mills), and Cargill are investing in research and development focused on personalized

nutrition, functional ingredients including probiotics and omega-3 fatty acids, and sustainable protein alternatives.

## Recent industry developments

In February 2025, Pets at Home launched Chick Bites dog treats manufactured with lab-grown chicken meat by Meatly, representing advancement in sustainable protein sourcing. This follows Mars Petcare's acquisition of Champion Petfoods (ORIJEN and ACANA brands) in February 2023, which FMI indicated continued market consolidation around premium positioning.

FMI's report noted the premium and natural segments continue to show strong performance with 5% to 7% annual growth rates, as manufacturers develop products addressing specific life-stage, breed and health requirements including digestive health, joint support and immune function formulations...



# Royal Canin advances veterinary dermatology at the 4<sup>th</sup> edition of the Indian Congress for Veterinary Dermatology

**ROYAL CANIN**  
a division of Mars Petcare

*The three-day event brought together over 500 veterinary professionals, postgraduate students, and academicians who engaged in scientific exchange of knowledge for the betterment of pet dermatology*



When it comes to our pets' well-being, their dermatological health plays a crucial role, and in tropical countries like India, pets often suffer from various skin issues. To help veterinarians manage pets' skin health better, Royal Canin, a leader in the 'Health through Nutrition' for cats and dogs, reinforced its commitment to scientific knowledge sharing and clinical advancement in veterinary dermatology through its role as one of the prime sponsors 4th Indian Congress for Veterinary Dermatology (ICVD IV). Held from 13th to 15th June 2025 at the Hyatt Regency Pune, the international symposium, hosted by the Association for Veterinary Dermatology (India), brought together global and Indian experts, researchers, and practitioners to address pressing dermatological challenges in small animals.

Serving as a platform for 500+ veterinary professionals, postgraduate students, and academicians, ICVD IV enabled them to engage in three intensive days of scientific exchange for the betterment of pet dermatology. The congress focused on "Recent Trends in Veterinary Dermatology: Tackling Antimicrobial Resistance," underlining the critical need for evidence-based approaches in an era of increasing resistance to conventional treatments.

The event commenced with a high-demand pre-conference hands-on workshop on diagnostic cytology and dermatopathology led by renowned expert Dr. Sonya Bettenay. This was followed by a series of Continuing Veterinary Education (CVE) sessions featuring international dermatology leaders like Dr. Koji Nishifuji and Dr. Susan Paterson. Topics ranged from the diagnostic workup of pruritic skin diseases in dogs and cats to the latest guidelines on canine pyoderma and topical therapy solutions. The sessions highlighted Royal Canin's longstanding support for science-based care and a holistic understanding of pet dermatological disorders.

Royal Canin's strategic partnership with ICVD IV was marked by scientific sponsorship and engagement with the veterinary community across India. Dedicated sponsor sessions and knowledge-sharing forums enabled discussions on nutrition-linked skin issues and preventive care.

Reflecting on the success of the event, **Dr Vishal Dangle, Scientific Communication Manager, Royal Canin** said, "At Royal Canin, we believe in empowering veterinary professionals through science and education. Our support of ICVD IV reflects our continued investment in a healthier future for pets. Dermatological issues are often complex and deeply linked to nutrition, environment, and emerging medical trends. In cases of skin diseases, especially, nutritional management should be seen as the first line defense and long-term strategy to break the cycle of infection-inflammation-antibiotic use. With the rise of AMR, management of skin diseases through dietary intervention is not just beneficial – it is essential. And by facilitating a collaborative platform for global and Indian experts to exchange ideas and best practices, we aim to build stronger diagnostic capabilities and treatment outcomes."

ICVD IV concluded with a valedictory session and gala dinner, marking a significant milestone in India's veterinary dermatology journey, one that Royal Canin proudly championed...



# रेबीज एक खामोश लेकिन घातक खतरा

लेखक: डॉ. संमीत कौर

(पीएच.डी. पशु सूक्ष्मजीव विज्ञान,

गुरु अंगद देव वेटेरिनरी एंड एनिमल साइंसेज विश्वविद्यालय, लुधियाना)

जब हम खतरनाक बीमारियों के बारे में सोचते हैं, तो रेबीज का नाम अक्सर दिमाग में नहीं आता – लेकिन यह आना चाहिए। हर साल, रेबीज दुनिया भर में लाखों जानें लेता है, जबकि यह एक ऐसी बीमारी है जिसे पूरी तरह से रोका जा सकता है। अब समय आ गया है कि हम इस जानलेवा वायरस के प्रति जागरूकता बढ़ाएँ और खुद को, अपने परिवार और समाज को सुरक्षित रखें।

## रेबीज क्या है?

रेबीज एक वायरल बीमारी है जो केंद्रीय तंत्रिका तंत्र (Central Nervous System) को प्रभावित करती है और यदि समय रहते इलाज न हो तो यह मस्तिष्क में सूजन और मौत का कारण बनती है। यह मुख्य रूप से संक्रमित जानवरों के काटने या खरोंचने से फैलती है। पालतू कुत्ते इसके सबसे बड़े वाहक हैं, लेकिन जंगली जानवर जैसे चमगादड़, लोमड़ी और रैकून भी इस वायरस को फैला सकते हैं।

एक बार जब लक्षण जैसे बुखार, भ्रम, चिड़चिड़ापन और पानी से डर (हाइड्रोफोबिया) शुरू हो जाते हैं, तो रोग का इलाज लगभग असंभव हो जाता है। लेकिन अगर जानवर के काटने या खरोंचने के तुरंत बाद चिकित्सा सहायता ली जाए, तो टीकाकरण के जरिए रेबीज से बचाव संभव है।

## जन-जागरूकता क्यों है जरूरी?

हालाँकि रेबीज को रोका जा सकता है, फिर भी यह आज भी दुनिया के कई हिस्सों में एक गंभीर सार्वजनिक स्वास्थ्य समस्या है, खासकर एशिया और अफ्रीका में। अधिकतर मामलों के पीछे जागरूकता की कमी और समय पर इलाज न मिलना प्रमुख कारण हैं।

## जन-जागरूकता अभियानों से हम:

- 🐾 लोगों को जानवरों के व्यवहार और उनसे सुरक्षित रहने के तरीकों के बारे में शिक्षित कर सकते हैं।
- 🐾 जिम्मेदार पालतू जानवर पालन और नियमित टीकाकरण को बढ़ावा दे सकते हैं।
- 🐾 किसी भी जानवर के काटने या खरोंचने पर तुरंत इलाज कराने के महत्व को समझा सकते हैं।
- 🐾 बीमारी से जुड़ी गलत धारणाओं और डर को कम कर सकते हैं।

## आप क्या कर सकते हैं?

### 1. अपने पालतू जानवरों का टीकाकरण कराएँ:

कुत्तों, बिल्लियों और यहां तक कि मवेशियों का भी समय-समय पर रेबीज टीकाकरण करवाना जरूरी है। इससे न सिर्फ जानवर सुरक्षित रहते हैं बल्कि इंसानों के लिए भी खतरा कम होता है।

### 2. आवारा और जंगली जानवरों से दूरी बनाए रखें:

बच्चों को भी सिखाएँ कि अनजान जानवरों के पास न जाएं। यदि कोई जानवर असामान्य व्यवहार कर रहा हो – जैसे बहुत आक्रामक या बेहद डरपोक हो – तो तुरंत पशु नियंत्रण विभाग को सूचित करें।

### 3. तुरंत चिकित्सा सहायता लें:

यदि कोई जानवर काटे या खरोंच दे, तो घाव को साबुन और पानी से कम से कम 15 मिनट तक अच्छी तरह धोएँ और तुरंत डॉक्टर से संपर्क करें। पोस्ट-एक्सपोजर प्रोफिलैक्सिस (PEP) जान बचाने में मदद कर सकता है।

### 4. सामूहिक प्रयासों का समर्थन करें:

स्थानीय टीकाकरण अभियान और जागरूकता कार्यक्रमों में भाग लें या उनका समर्थन करें। पूरे समुदाय की मदद से हम रेबीज के खतरे को काफी हद तक कम कर सकते हैं।

## वैश्विक प्रयास और भविष्य की उम्मीद

विश्व स्वास्थ्य संगठन (WHO), वर्ल्ड ऑर्गेनाइजेशन फॉर एनिमल हेल्थ (WOAH) और ग्लोबल अलायंस फॉर रेबीज कंट्रोल (GARC) जैसी संस्थाएँ "Zero by 30" लक्ष्य की ओर काम कर रही हैं – यानी 2030 तक कुत्तों से फैलने वाले मानव रेबीज के मामलों को समाप्त करना।

सही प्रयासों, शिक्षा और जिम्मेदारी से पालतू जानवरों की देखभाल के जरिए हम एक ऐसा भविष्य बना सकते हैं जहाँ किसी को भी रेबीज का डर न हो।

याद रखें रेबीज जानलेवा है, लेकिन पूरी तरह से रोका जा सकता है। जागरूकता ही हमारी सबसे बड़ी सुरक्षा है...



# FLEA AND TICK CONTROL PRACTICES IN PETS

Alok Kumar Singh<sup>1\*</sup>, Deepali Tiwari<sup>2</sup>, Pradeep Kumar<sup>3</sup> and Amit Singh<sup>4</sup>



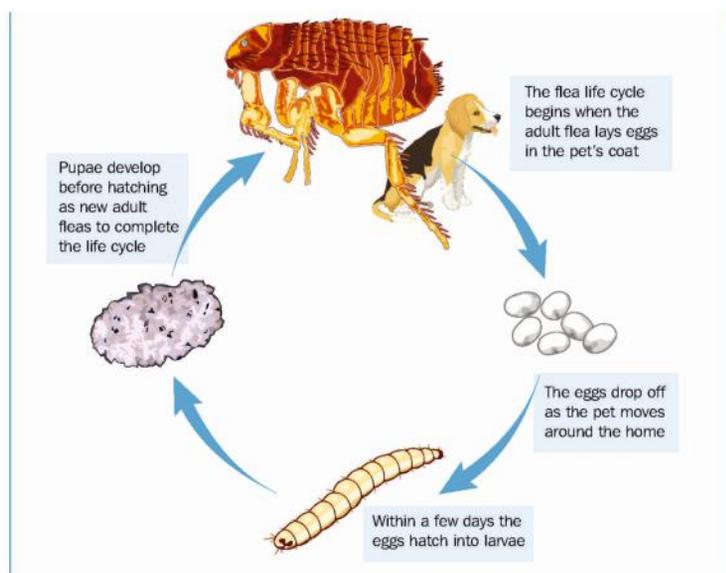
## Fleas

Fleas are small, wingless, 1/16 inch size blood-sucking insects which are flattened side to side, allowing them to move freely in the hairs of the host. They cause irritation and pain on biting and transmit diseases like plague and dog parasites to various hosts. Different fleas feed on specific hosts like cat flea on cats, dog flea on dogs specifically, while the problem is also common in wild animals.

Major problems are seen in pets and are common complaints of pet owners. Hence proper care should be taken into consideration.

### Life Cycle:

Flea life cycle includes 4 stages – egg, pupa, larvae, and adult – which undergo metamorphosis and cause infestation in different stages to the host.



- ❗ Adult fleas lay up to 50 eggs per day and several thousand eggs in their lifecycle on the animal body.
- ❗ As soon as adult fleas lay eggs, they fall off into bedding material or resting places of the host, which provide a conducive environment for development. Dirt, organic debris, and bedding material provide a medium for larval growth and development. Larvae mainly feed on animal faeces and dried blood accumulated near the animal body, i.e., bedding material.

- ❗ Larvae convert to pupae in the cocoon and remain there for 2–4 weeks, then convert to adults. Common hiding places for these fleas are bedding material, cracks and crevices, beneath furniture cushions, and carpet fibers.
- ❗ Pupae are generally resistant to insecticides and remain alive for an extended period even after treatment.

### Management:

- ❗ Proper, effective treatment is essential for the removal of ticks and fleas from premises to minimize loss in animal health. The approach includes inspection, client education, treatment of pets, and treatment of premises.
- ❗ Awareness for pet owners is required. They should be told to clean pet bedding properly and, if needed, destroy bedding material and remove infected toys, clothing, food items, and floor debris to clear tick populations.
- ❗ Remove infected pet food and water dishes and regularly vacuum the area where pets rest, including bedding, toys, clothes, carpets, and rugs where ticks and fleas can hide.
- ❗ Vacuuming is a successful method of prevention as regular vacuuming removes eggs, pupae, larvae, and adult stages, thus controlling the population in pet premises.
- ❗ Raising carpet rugs and proper vacuuming also facilitate better penetration of insecticide into fibers, thus killing insecticide-resistant ticks and fleas. Vacuum bags should be sealed properly and discarded in outdoor trash or burned to kill insects.

### Proper Management Can Be Divided Into:

#### 1. Pet Premises Management:

- ❗ Treatment of pet homes infected with fleas is done by using insecticides which kill most insects. Once flea and tick populations are established in premises, remove pets and humans from that place and spray insecticide all over surfaces, rugs, and carpets properly so that it reaches every place.
- ❗ Proper spraying should be done and the area allowed to dry before pets are allowed to enter, as insecticides can be harmful. Insecticide drying depends upon ventilation, carpet type, and method of application; hence this should be taken into consideration.



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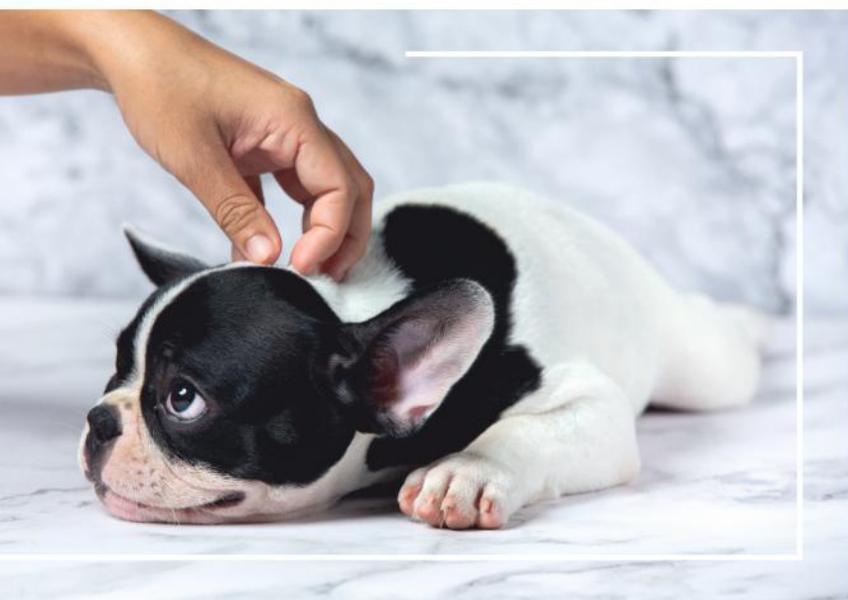
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- 🐾 Insecticide formulations are generally preferred which kill adults and suppress insect growth regulators to control eggs and larval populations.
- 🐾 The method of application commonly adapted is aerosol rather than liquid spraying, as aerosol provides larger coverage in carpets, rugs, and better penetration.
- 🐾 Generally, treatment is needed in areas where fleas and ticks are observed, and places where animals sleep and rest (under rugs, carpets, clothes) should be routinely cleaned. Hard floors and tiles don't require spraying but need regular vacuuming and mopping.

## 2. Pet Treatment:

- 🐾 Adult fleas mainly live on pets for their development and nourishment. Treatment of animals should be done on the same day as house treatment for complete removal of flea populations. Veterinarians or dog owners can use insect growth promoters that prevent the hatching of eggs.



- 🐾 Collars are commonly placed on the neck to control flea populations by delaying and preventing egg hatching, thus stopping population growth. They are generally placed before the breeding season of fleas and ticks.
- 🐾 Oral tablets can also be used with similar compositions to prevent flea populations, generally given orally once a month.
- 🐾 When fleas bite the animal during feeding, active insecticide ingredients go into the flea egg, preventing hatching and controlling its population, similar to collars and tablets. These should be given before the breeding season starts so that the population remains controlled in the summer season.

## 3. Treating Yard and On-Spot Treatment:

- 🐾 Before treatment, pet owners should clearly read the label and indication prior to application. Treatment of pets and premises also includes treatment of yards or outdoor areas where animals play, rest, or sleep. Kennels should also be flea-free, as animals, even after treatment, can bring fleas from outside into the home.
- 🐾 Fleas can cause infestation in other animals in surrounding areas. Different age groups of animals should be treated with different concentrations of pesticides; a common approach should be ruled out. Treatment should be based on age, infection level, and requirements. It can be applied with an



insecticide pump spray which disperses the formulation to outdoor areas near fences, kennels, fountains, and open ground areas.

## Ticks:

- 🐾 Ticks are 8-legged blood-sucking arthropods which resemble mites and spiders. They feed on small, medium, and large-sized animals and are found in large numbers in wild animals living closely in dense forests, shrubs, and plants. Ticks suck animal blood for feeding and can also transmit pathogens to susceptible animals.
- 🐾 Ticks have four stages – egg, larvae, nymph, adult – and their development takes around 1 year for conversion. The three active stages feed on animal blood, depending on species specificity, feeding on different animals like reptiles, dogs, cats, ruminants, etc.
- 🐾 They live on the host body for a few days for a blood meal, then fall off to the ground and moult to another stage. Ticks can require a different number of hosts. Depending upon the number of hosts required for stage conversion, ticks can be one-host, two-host, or three-host ticks.
- 🐾 Ticks cannot jump or fly, so they are found near bushes and trees from where they get access to the host during grazing or passing near trees. In humans, the areas mostly affected are legs and toes, and from there they crawl upward and blood-feed on softer skin areas. Similarly, in animals, ticks feed from softer areas of skin where fewer hairs are present. Ticks are commonly found near paths taken by hosts and open yards.



## Steps to Remove Tick from Host Skin:

Ticks attach to the skin for a blood meal and feed for a few hours. A tick needs at least an hour to transmit disease to a susceptible host. To avoid disease transmission, as ticks can transmit many blood protozoa that can be fatal for animals (e.g., Trypanosoma, Babesia, Ehrlichia, etc.):



- 🐾 Once ticks are seen on the surface, use fine tweezers and pull the tick out. Avoid twisting or sudden pulling, as the tick's mouthpart can break off and remain in the skin, causing damage and transmitting infectious agents to the host bloodstream. If the mouthpart remains, remove it with tweezers or leave it to heal if removal is not possible.
- 🐾 After removing the tick, clean the area and hands with alcohol, iodine scrub, soap, and water (whatever is available). Dispose of live ticks by placing them in plastic bags containing alcohol and discard or burn them. Do not squeeze with hands as infectious organisms can enter through wounds.
- 🐾 If symptoms of itching appear, use topical ointment containing hydrocortisone to relieve symptoms. Place recovered ticks in an alcohol container for 3 weeks; if disease symptoms appear, this helps entomologists identify the tick and start accurate treatment.
- 🐾 Precautions should be taken for removal, collection, and disposal of ticks from the host.

**Prevention to Avoid Tick Attachment to Host:**



- Avoid moving near vegetation, as ticks generally hide in these places. Walk in the centre of trails to avoid insect access. Grazing in long grasses and forest areas should be avoided.
- Humans should wear light-coloured clothes, tucked shirts, and boots so ticks cannot suck blood or spread from humans to animals.

- 🐾 Insect repellents containing diethyl toluamide (DEET) and permethrin are generally used, as they effectively kill insects. Regular inspection of humans and animals is needed to prevent cross-infestation.
- 🐾 Regular combing of pets and washing of animals help remove ticks that are not yet attached to the host body.

**Ticks Control Measures:**

**1. For Control in Pets:**

Proper fencing prevents pets from coming into contact with undesired animals. Unleashed animals have more chances of tick infestation. Regular dipping, spraying, and washing using suitable insecticide compositions should be done as advised by veterinarians. Do not use common sources of water and feeding troughs, as they can act as sources of infestation.

**2. In Yards:**

- 🐾 Ticks are a common problem in open areas such as grounds, yards, and picnic spots where pets play and run. To determine if ticks are present in the ground, use a white flannel cloth in the suspected area and place it on the ground where ticks may stick.
- 🐾 Regular trimming of vegetation and bushes, and removal of piled-up debris (wood, bushes, waste) should be done to create unfavourable conditions for tick growth.
- 🐾 Insecticide spraying in these areas prevents tick populations. Generally, spraying is done up to 3 feet height into vegetation for deeper penetration to kill all ticks in the area. This is usually practised in late April or May. The ground should be left to dry, and until then, dogs and children should be kept out.

**3. In Home – Controlling Ticks Indoors:**

- 🐾 After pets and lawns, indoor areas are common sites for ticks, as ticks fall off pets and hide in cracks, crevices, and dark places. Regular inspection and cleaning are essential. Rugs, pet bedding, and carpets should be regularly vacuumed and cleaned. Insecticide spraying can also help.
- 🐾 Ticks tend to crawl vertical surfaces more frequently, so these should also be inspected and cleaned.

With proper awareness and inspection, ticks and fleas can be effectively controlled in pets, minimizing losses...

**Alok Kumar Singh<sup>1#</sup>, Deepali Tiwari<sup>2</sup>, Pradeep Kumar<sup>3</sup> and Amit Singh<sup>4</sup>**

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Well fed. Well bred.

## Just Became India's Newest Unicorn, And It's A Big Win for the Pet Care Industry

In a market long dominated by food, fashion, and fintech unicorns, a new breed has emerged – quite literally. Drools, one of India's leading pet food brands, has officially entered unicorn territory, propelled by a strategic minority stake acquired by global food giant Nestlé. The deal doesn't just elevate Drools – it underscores a broader shift in Indian consumer behavior and a reimagining of pet care as a high-growth, high-affection category.

Just five years ago, the Indian pet care sector was valued at \$1.6 billion. In FY24, that number stands at \$3.6 billion. And by FY28, the market is projected to hit \$7–7.5 billion, according to Redseer. This isn't merely upward mobility – it's an exponential revaluation of what it means to have a pet in India.

Gone are the days when pet ownership was confined to metro elites. The lockdown years triggered a massive wave of pet adoptions across the country. From metros to smaller towns like Udupi and Indore, a new generation of pet parents emerged – and they came with a willingness to spend. Today, pets are not just companions; they are family. And like any loved one, they now get the best – from spa treatments and personalised diets to GPS collars, insurance, and even luxury fashion.

Consider Dolce & Gabbana's perfume for dogs, priced on par with

premium human scents. Or the Sleepypod Mobile Pet Bed – a hybrid carrier and crash-tested car seat retailing for nearly ₹17,000. These aren't outliers. Dior, Gucci, and Tiffany are all now in the pet accessories business. Luxury is no longer reserved for humans.

This rising consumer sentiment has triggered an equally robust investor response. The Nestlé–Drools deal is a landmark moment, but it's only the tip of the iceberg. Venture capital and private equity firms are circling the ecosystem, with a particular focus on PetTech – an emerging segment combining digital innovation with pet wellness.

Startups like Vetic and Supertails are leading the charge, with \$26 million and \$25 million raised respectively to scale veterinary infrastructure and product ecosystems. Heads Up For Tails, another premium brand, is also reportedly seeking new funding to grow its lifestyle offerings and retail footprint.

Post-pandemic, the investor lens on pet care is similar to that on health and wellness: high-retention, emotionally sticky, and ripe for premiumisation. Globally, players like Chewy and BarkBox have already validated this thesis. In India, the opportunity is even more compelling due to low baseline penetration and rapidly evolving consumption patterns.

Beyond food and fashion, tech is transforming the pet experience. From app-based grooming and teleconsultations to AI-enabled feeders and wellness supplements, India's pet economy is getting smarter – and more personalised. Platforms like Just Dogs and Zigly are capitalising on these shifts, especially in Tier II and III cities where demand is booming.

Even travel has gone pet-first. Airlines and booking platforms have seen a sharp uptick in pet-inclusive travel. Akasa Air reports a 26% rise in pet bookings, Air India flew over 7,000 pets last year, and MakeMyTrip recorded a 43% spike in pet-friendly stays. Airbnb reported a 35% increase in pet-night bookings.

Pop culture continues to glamorise this shift. From Priyanka Chopra's dog Diana to Karl Lagerfeld's millionaire cat Choupette, celebrity pets have made lavish care aspirational. This cultural

influence has turned what was once niche into a lifestyle statement.

The rise of Drools is not just a corporate milestone—it is symbolic of an industry coming into its own. It reflects shifting household priorities, aspirational spending patterns, and the power of emotional capital. The Indian pet care market, once quiet and fragmented, is now cohesive, lucrative, and remarkably future-facing.

And with a unicorn status now unlocked, the real story isn't about how far Drools has come, but how many more such stories are waiting in the wings. If India's next big fashion week includes pets on the ramp, don't be surprised. The pet economy has arrived, and it's ready to play ball...



# 2025-2026 UPCOMING EVENTS

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**NOV 05-07**  
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 FAIR CHINA**  
  
 05 - 07 NOV 2025  
 PWTC EXPO CENTER,  
 GUANGZHOU, CHINA  
 INFO@CHINPA.COM  
 WWW.PSCFAIR.COM

**NOV 24-26**  
**4<sup>TH</sup> SAUDI  
 PET EXPO**  
  
 24 - 26 NOV 2025  
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 ARABIA  
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# Care of Pets in Monsoon

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The southwest monsoon, also referred to as the summer monsoon, graces the Indian subcontinent annually between the months of June and September. It is during this rainy season that India receives the majority (about 75%) of its yearly rains. After the hot, sweltering days of summer the monsoons bring a refreshing change. Light drizzles in the morning and rains on and off through the day keep the weather cool. Plants thrive and it's beautifully green everywhere. Our dogs love all the new smells that the rains bring and may want to take more time on their walks to sniff them properly.

As seasons change, we alter our lifestyles to suit the new conditions and pet care in rainy season is no different. Depending on your dog's lifestyle, age and specific needs, dog care in rainy season will look different in every household. Here are some general factors on how to take care of dogs in rainy season that you should consider

## Meals in the monsoon

- 🐾 Digestive tract infections are common in this weather so pet food for monsoon should be light and nutritious.
- 🐾 The cold may discourage your pets from visiting their water bowl as often, so make sure they are well hydrated.
- 🐾 Avoid tap water to reduce the risk of water-borne disease.
- 🐾 Keep their bowls washed and clean to prevent infections.



**Offer a diet rich in fiber:** Fibrous fruits and vegetables which are healthy to canines are



High in potassium, magnesium, vitamins B6 and C, and dietary fiber



Blueberries contain lots of antioxidants such as resveratrol, vitamins and minerals like vitamins C and K1 and manganese,



contain vitamin A and vitamin C.



contains potassium, magnesium, and vitamins B6, B9 and E. It also contains high amounts of carotenoids, vitamin C, vitamin K, folic acid, iron and calcium



have lots of phytonutrients and antioxidants, which offer your dog anti-inflammatory benefits.



are great for digestive health because they're high in fiber. They contain vitamin B6, vitamin C, and manganese, plus they are rich in the antioxidant beta-carotene.



### Toxic Fruits & Vegetables for Dogs

A few fruits and vegetables, though they're good for humans, can be toxic for your pet. Avoid giving your dog any of these:

#### 1. Grapes, raisins, and currants

Even a few of these fruits can cause severe kidney damage in your pooch. Keep the grapes far away.

#### 2. Aromatics like onions, garlic and chives

These can wreak havoc on your dog's blood cells, which could cause low iron levels and harm to their kidneys.

#### 3. Persimmons, peaches, plums, apricots, and cherries

The seeds in persimmons can cause inflammation of the small intestine if consumed by your dog. Similarly, the seeds or pits in peaches, plums, apricots, and cherries contain cyanide, which is poisonous for both humans and dogs.

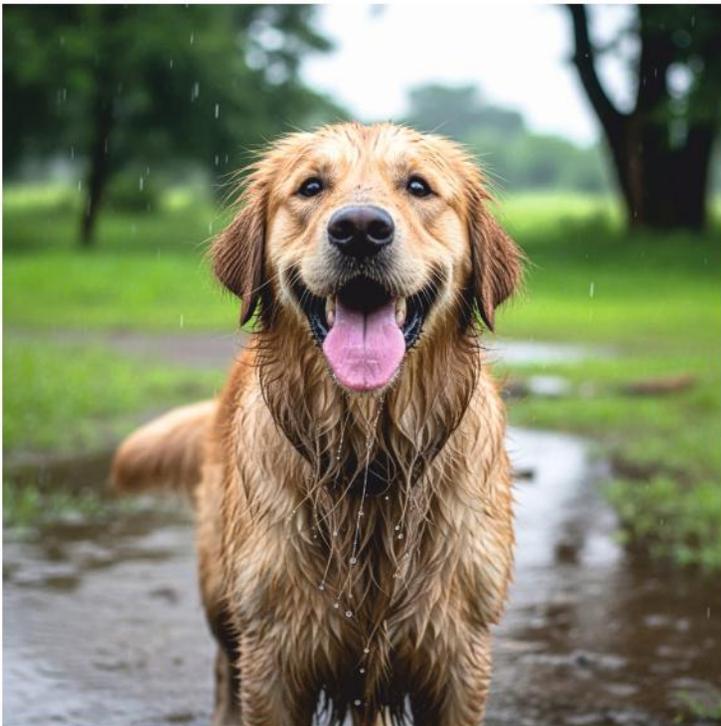
**Note:** The meat of the fruit itself is not harmful as long as it contains no toxic seeds. If you decide to cut bits of fruit for your dog, it should be fine.

#### 4. Mushrooms

Store-bought mushrooms are fine for dogs to consume, but avoid feeding wild mushrooms as they may be toxic. If your dog has eaten a toxic mushroom, they may begin to exhibit symptoms such as wheezing, vomiting, diarrhoea, and changes in heartbeat. At its most severe, ingesting toxic mushrooms can cause organ failure, seizures, and comas in dog

Fibrous fruit and vegetables will aid in proper digestion and regular bowel movements in the absence of long walks and outdoor activities due to constant rains. Indoor exercises can be employed to compensate for a lack of outdoor play time. Running up and down the stairs or a game of fetch with the pet are some ways in which you can exercise the canine inside your house. The amount of food your dog consumes in a day must be in accordance with its level of activity to avoid issues such as obesity. Owing to high humidity and heat dogs usually do not eat dry dog food during the summer and monsoon months. Home-cooked diets or wet food are perfectly suitable in these months as they contain the required amount of moisture. A natural balanced diet should be given to your dog comprising a bio available source of protein, carbohydrates, fibre, calcium, fat and vitamins.

### Enhancing your pets' metabolism



A high source of fibre such as sweet potato, lean chicken, brown rice, and tofu can help boost your dog's metabolism, and ensure his continued health and well being.

Just a little bit of attention, and your pet will be fit as a fiddle even as it pours cats and dogs outside

### Precautions

- 🐾 Keep your pet's fur dry and use an ideal rain gear as and when required:
- 🐾 Pat dry your dog's hair using a towel before and after its daily walks and outdoor play time.
- 🐾 During the rainy season there is an increase in moisture content in the atmosphere. So to fight its ill effects, make sure your pooch's fur is anything but damp. Else you'll soon find your furry baby suffering from fungal and bacterial skin infections. Anti fungal powders can help keep the paws and other spots free from the attack. Also for the time being, you'll need to switch to a waterless shampoo for dogs. A protective doggie raincoat is a great way to enjoy a sudden shower while outdoors.

**Protect those Paws:** Your dog's paws come in contact with the ground and hence exposed to dirt & disease causing viruses, bacteria and other micro-organisms. You can protect the paws

with shoes/boots. In case your dog rejects the idea of doggie foot wear, clean its paws thoroughly using warm water and a towel after its strolls.

**Boiling water:** Boil water before you give it to your pet dog for drinking: This way you can easily avert your pet's tummy troubles.

**Ear cleaning:** Keep its ears cleaned & check for infections: The wet period increases moisture in the pooch's ears. It's important to keep the ears dry and wipe off the wax to avoid ear-infections. Dry the ears after every outdoor play session as well as baths. Ears that are long and closed are at a greater risk of getting infected.

**Stress:** Create a secure resting space for the pooch to tackle fear caused by loud thunder: Your pet must be allotted its very own private and safe resting spot in the house. It can run to this space to feel secure whenever the sound of thunder frightens it. A pup may feel safe hiding under its human's bed. If this is the case with your furry pal, leave your bedroom door open for it to sneak in when feeling scared and anxious.

Antistress tablets may be given to those animals susceptible to stress from clouds and thunderstorms.



**Stop a tick and flea attack:** Warm and humid weather conditions lead to a rise in the population of these pests. These pesky parasites can transmit a number of deadly diseases to the canine like haemoprotozoan diseases such as babesiosis tick fever ehrlichiosis etc. It's important to keep your dog's sleeping spot clean and free of ticks, fleas, mosquitoes and other bugs. Its bedding must be dry and should be regularly changed. Use of anti-tick shampoos collars spot on and tablets are some preventative measures. Also tick sprays and powders work effectively to kill and keep away these pests. In case ticks found on body of animal then along with anti-tick measures on dog and premises should be cleaned with cypermethrin.

- 🐾 De-worm and vaccinate the pet before the onset of rains to prevent certain diseases: With monsoons comes the risk of worm related ailments and respiratory infections. Your dog's trusted vet will administer suitable de-worming tablets and vaccine/s as per the immunization schedule.
- 🐾 Turn away the blues surrounding overcast skies and rainy days! Prepare your pet pooch to face the monsoons head on with these simple tips. After all these precautionary measures ensure our pets stay healthy and happy...

# Tracking the Generational shift in Pet Parenting

A new survey examines how Boomers' and Zoomers' attitudes, values and spending habits differ.



**P**remiumization and humanization continue to influence the pet industry, according to a recent survey.

48% of pet parents report their pets suffering from separation anxiety. Many express anxiety at being separated from their pets, and 58% of respondents say they bring their pets on overnight trips with them.

Nearly 6 out of 10 (58%) respondents say they always research their pets' food. Interest in researching ingredients increased significantly for pet owners earning over INR 20,00,000 annually.

Many pet parents, particularly among Gen Z, are preparing home-cooked meals or snacks for their pets, with a third regularly whipping up gourmet treats for their furry companions. This shift reflects a growing desire to provide pets with nourishment and carefully selected, eco-conscious options that align with sustainability values.

## Gender gap

Some of the data shows differing attitudes toward pets between women and men. One survey question found that nearly half of women prefer lounging with their pets over their significant others while watching TV, while only a third of men felt the same.

The survey also showed that 63% of women say they'd prefer to stay home with a pet over going on a first date. 40% of men agreed.

## Age gap

The survey results also broke down some questions by age. Pet-themed clothes for humans were generally not broadly popular among respondents, but they were most popular with Millennials.

Marking a possible limit to the humanization of pets among young people, the survey found younger generations were less likely than older people to allow pets in their beds. 79% of respondents say they allow animals in bed, followed by 71% of Gen Z.

Gen Z are politically diverse, but many surveyed express concerns over the sustainability of pet ownership. 60% say they usually consider eco-friendly options for their pets.

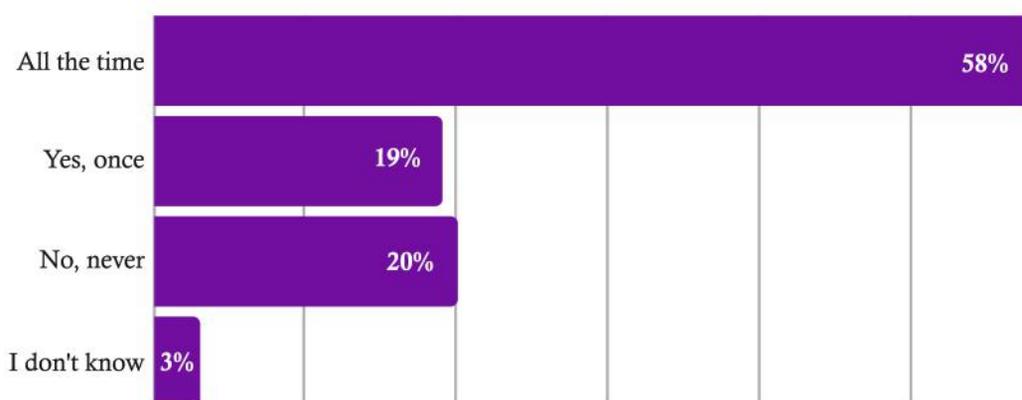
## Insurance

The research concludes that about 2 out of 10 pet parents (21%) have pet insurance. This rate increases significantly among younger generations, with 32% of Millennials and 31% of Gen Z respondents having pet insurance.

Pet ownership also increasingly influences broader life choices, including where people live. According to the Figo survey, 60% of pet parents now consider their pets a key factor in deciding where to live, with Gen Z leading this trend at 57%.

This suggests that for many pet owners, finding pet-friendly accommodations or properties with pet-friendly amenities is no longer a luxury but a necessity...

## Have you ever researched your pets' food before buying it?



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## Monsoon Woofs:

Keep Your Dog Happy and Healthy This Rainy Season with **Bowlers**

**Dr. Akanksha Divakar**  
Head - Marketing  
Allana Consumer Products Pvt. Ltd.

As the rains roll in and the smell of petrichor fills the air, we slip into cozy blankets and hot drinks. But for our four-legged companions, monsoon brings its own challenges—muddy paws, damp coats, reduced outdoor play and a drop in appetite. Luckily, with a little extra care and some help from Bowlers' nutrition-packed meals, your dog can breeze through the wet season healthy, happy, and tail-wagging ready!

Here's your monsoon care guide for dogs—packed with practical tips and encouragement from Bowlers, a brand built on trust, loyalty, and love.

- 1. Dry Those Paws—Wet Isn't Always Fun**  
Dogs love puddles—but wet paws can lead to fungal infections and skin irritation. Moisture trapped between their pads becomes a breeding ground for bacteria, especially during humid days.  
**Tip:** Keep a towel near the entrance and wipe your dog's paws after every walk. Not only does this prevent infections, it also keeps your home drier.
- 2. Moisture Inside Out—Wet Food for the Win**  
Dogs may drink less water in monsoons, increasing the risk of dehydration. One of the smartest changes you can make is add Bowlers Wet Food to their meals.

**Why Bowlers Wet Food is Perfect for Monsoons:**

- High in moisture, aiding hydration
- Soft texture makes it easy to ingest
- More palatable—great for finicky eaters
- Available in irresistible chicken, lamb, and chicken liver flavours

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Try mixing it with Bowlers Nutrimax Dry Food for texture and taste. This combo provides nutrition + hydration = the perfect monsoon fuel!

- 3. Groom More, Worry Less**  
Humidity makes fur prone to matting, shedding, and snells. Damp fur can also attract ticks and fleas.  
**Tip:** Brush regularly and dry your dog completely after baths or rain walks. Consider waterless shampoos for in-between freshen-ups.
- 4. Keep Them Busy—Rainy Day Play**  
With fewer outdoor runs, boredom can creep in. Mental stimulation is just as important as physical.  
**Rainy Day Fun:**
  - Tag ropes, chew toys, and treat puzzles
  - Indoor fetch or hide-and-seek
  - Use Bowlers jerkeys as rewards for mini training sessions
- 5. Watch for Monsoon Woes**  
Be alert for skin infections, itchy paws, or sudden changes in appetite. Excessive scratching, dull coat, or lethargy? Time to check in with your vet.  
And of course—quality nutrition from Bowlers

helps build stronger immunity to fight seasonal stress.

- 6. Make a Cozy Den**  
Rain and thunder can cause anxiety. Create a snug, safe space with:
  - A clean, warm bed
  - Toys and chew ropes
  - A bowl of their favorite Bowlers meal
  - Easy access to fresh water

**Final Woof: Rainy Days Just Got Better with Bowlers**  
Monsoon doesn't have to be messy or moody. With daily care, indoor play, and the nutrition-rich wet and dry food range from Bowlers, your pup will thrive this season.

Backed by the Allana Group's legacy and crafted with love, Bowlers ensures every meal supports immunity, hydration, and vitality—even on the cloudiest days.

**Bowlers—The Taste of Love Your Doggos Deserve This Monsoon.**

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