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Editor: **Sudhir**

Editor's Note



Embracing the Warmth: A Festive Salute to Our Companions

As the year winds down and the festive spirit takes hold, we are delighted to present our Winter, Christmas & New Year Special Edition. This season is a beautiful reminder that amidst the celebrations, providing warmth, care, and love remain essential needs for our pets as the temperatures drop.

This issue is a celebration of that bond, curated with a compelling mix of scientific insights, heart-warming narratives, and practical advice for pet parents and professionals across India.

We've packed this edition with essential winter guidance. To help you navigate seasonal respiratory concerns, Goel Vet Pharma provides crucial insights in "*Sneeze & Wheez – Let's Keep Them At Bay.*" For a broader look at seasonal health, a team led by Dr. Pawar Rutik Namdev explores cutting-edge developments in "*Winter Wellness for Pets: Trends, Technology and Trusted Care Practices.*"

Beyond physical health, we focus on nurturing the human-animal bond. Dr. Akanksha Diwakar shares real-world wisdom in "*The Ultimate Guide to Pet Parenting,*" while Dr. R. Selvakkumar and Dr. T. Karuthadurai offer a fascinating behavioural perspective on ensuring the perfect family fit in "*Matching Paws to Your Purpose.*"

It is also an exciting time for the wider Indian pet ecosystem. The industry is not just expanding in scale, but in innovation and ambition. We are witnessing milestone developments, such as the upcoming CII National Animal Wellbeing Summit 2025, which signals greater national recognition for animal welfare. Furthermore, major investments—from FAMSUN launching a premium global brand to Reliance Consumer Products entering the sector with 'Waggies'—demonstrate immense confidence in the future of India's pet economy.

These milestones push our shared mission forward: building a future where every pet receives the nutrition, healthcare, and emotional attention they deserve.

As we step boldly into 2026, I extend my deepest gratitude to you—our readers, contributors, advertisers, and partners. Your continued support empowers us to serve this dynamic industry with credibility, compassion, and commitment.

Wishing you and your beloved pets a warm winter, a Merry Christmas, and a very Happy New Year!

May this season be filled with wagging tails, gentle purrs, and endless joy.

Warm regards,

Sudhir Aheriya

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📘 facebook/pet'n'vet

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WHEEZ GO- ME & MY COUGH

Sneeze & Wheez – Let's Keep them at Bay

By - Sakshi Makkar

Coughing, sneezing, and a runny nose—the “terrible three,” as we know them are the uninvited guests that may pay our pets a quick visit at random. Although these three are not diseases as such, they are merely indicative symptoms of some ongoing etiology. Now, it might be scary and a bit troublesome to pinpoint and comprehend what might be the root cause of coughing and sneezing. Nevertheless, we've got you covered.

The Respiratory System: Dance of the Incoming and Outgoing Air.

The respiratory system is important in the sense that it helps provide the body with the necessary elements of gases, such as oxygen, which help generate energy and power for the cells. The respiratory system is like a conducting system, a system that conducts the good gas, oxygen, into the body and helps expel the carbon dioxide gas in the body. Carbon dioxide is an excretory product, and it is extremely important that this waste product is efficiently expelled while the oxygen is being transported inside the body, which plays an important role in helping nourish the cells. This system encompasses the nostril, the conducting system- and the lungs.

Coughing & Its Importance: is Coughing the Devil?

There are minute, elaborate structures that work hand in hand to assist our bodies in remaining in shape and fine. One such system is the physical barriers such as cilia/hair/ etc., which are present on the mucous membrane of the nose, which helps prevent the pathogen from entering the body. On irritation of these, there is a reflex sneeze that expels the pathogen out. However, this is just a tiny example of what our body can do! Let's now understand what coughing is and its importance.

Defence Mechanism

Coughing helps and aids the body to get rid of pathogens [which cause diseases] by providing protection and also aids in clearing the airways [trachea-bronchial tree]. Nostrils or external nares are

very well equipped with hair, or cilia as we may call it in medical terms, which helps capture externally harmful objects such as dust, dirt, pollen, viruses, and bacteria, which may cause a certain degree of damage to the epithelial lining of the nose and cause infection, which may trigger signs and symptoms of coughing, sneezing, and so on.

Fight against pathogens

The coughing mechanism of our physique is beneficial in hinting at a probable infection. As the infection rises, coughing and sneezing are important mechanisms that help the body get rid of pathogens, expel them, and fight against the microorganism. On the flip side, as the infection falls, or as the immunity builds, the cough and cold levels start dropping, which again helps us realise that the infection has been cured or minimised to a greater extent.

Coughing & Types: Co-Relation and Causes.

Sometimes, the type of cough can effectively guide us to establish the etiology and hence help us treat efficiently.

- 🐾 **Dry Cough** [without sputum or mucus being expectorated/ coming out from the throat or Productive Cough [with sputum/ mucus accompanying coughing]
 1. **Dry cough** — could be due to asthma or an allergy. Other causative factors involve viral respiratory infections. In kennel cough, particularly, there is a honking kind of coughing.
 2. **Productive cough** — it could be because of respiratory infections, pneumonia, bronchiectasis, etc.
- 🐾 The period of coughing, I.e., whether the cough lasts for a few hours, more than a few days, or worsens as time passes.
 1. **Acute cough:** If a cough lasts only for a few hours and then subsides, then it's an acute cough.
 2. **Chronic cough:** Chronic Cough: If it lasts for more than a few weeks, it may be a chronic cough due to some health issues.

“Say goodbye to Achoo!
and hello to Woof!”

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Generally, allergens cause a short-term cough, and even some mild respiratory infections last for a few days. Prolonged coughing needs to be diagnosed thoroughly as the causative factor could be the heart itself, thus, proper medical help should be sought out at the earliest to rule out or rule out cardiac complications and cardiac diseases.

A Sneeze and Wheeze Away.

There are many causative factors that may trigger sneezing and coughing. It is interesting to note that these may be totally and completely naturally occurring symptoms, with or without any ongoing pathological disease. However, these signs are manifested not only by some disease processes but may also be due to allergic reactions, inflammatory signs, irritation to the nasal passage, and so on. Let's have a quick look at all the possible reasons that may trigger sneezing, wheezing, and other associated symptoms.

1. Infections and terror of the germs-
2. Infections are common, as infection-causing viruses and bacteria are usually present in the atmosphere surrounding us. The minute our immunity goes down due to some odd reasons, these bacteria and viruses get a kick start to initiate infection and multiply themselves, setting up infection colonies that cause destruction of the epithelial membrane of the nasal passage and hence the runny-nose symptom. Irritation of the passage due to these viruses and bacteria causes itching sensations and redness.
3. For dogs, the common bacteria and viruses causing respiratory infections are:
4. Bordetella bronchiseptica, canine adenovirus, canine influenza virus, canine distemper virus, canine herpes virus, mycoplasma, etc.
5. For dogs, the common bacteria and viruses causing respiratory infections are:
6. Bordetella bronchiseptica, canine adenovirus, canine influenza virus, canine distemper virus, canine herpes virus, mycoplasma, etc.
7. For cats, the common bacteria and viruses causing respiratory infections are-
8. Feline herpes virus, feline rhinotracheitis virus, feline chlamydiosis, feline calicivirus, cryptococcus, etc.
9. The signs observed are:
 -  Runny nose
 -  Gagging
 -  Coughing
 -  Hacking cough
 -  Straining to remove cough and mucus
 -  Inappetence
 -  Losing weight due to an ongoing infection
 -  Listlessness
 -  Polyp-like growths in the nasal passage on detailed examination in case of Cryptococcal infection
 -  Scabs on the muzzle and nose
 -  Laboured breathing
 -  Systemic signs in case the infection spreads to other internal organs
1. The other cause of coughing/sneezing could be ALLERGY!
2. Yes, like human beings, even our pets might develop allergies to certain items. For instance, dust allergies can trigger itching and sneeze in humans, and they can manifest in a similar, if not identical, manner in non-humans such as our pets. Pollen grain

allergies are again another common cause of sneezing in pets. This is termed “allergic rhinitis” or “allergic rhino-tracheitis.” Certain environmental elements are irritating by nature. They irritate the nasal and lining passages of the respiratory system, therefore setting up the field for the growth of secondary infectious agents.

3. Allergies can be self-limiting and mostly do not need medical assistance. However, in cases of extreme allergic reactions, certain antihistaminic and other associated drugs are necessary as they might be life-threatening. Therefore, do not take allergic responses lightly and consult your nearest vet at the earliest if you suspect any allergic reactions in your pet.
4. Extra respiratory causes—heart trouble.
5. In elderly pets, a persistent cough, especially during the night, can indicate something different. This cough may or may not be related to the respiratory system directly. Certain cardiac ailments can cause coughing, and hence, after the age of 8–9, yearly cardiac consults are essential.

Cure And Assessing the Cause

The key to the puzzle lock is figuring out what is wrong! There are certain tests that your veterinarian will opt for in case your pet is presented with coughing, sneezing, and other such associated respiratory system ailment. Your vet may suggest-

-  A complete blood count with liver and kidney function tests—the reason being that certain viruses and bacteria are extremely prolific and invasive in nature. They end up hampering and damaging multiple organs on their way out. Which is why, to be on the safe side, it is mandatory to check for systemic infections and the vital functioning of the internal organs just to be well equipped with the outcomes and cure.
-  X-Ray scan-this provides valuable information about the thoracic cavity and the heart. Pleural effusions/adhesions, the size of the heart, and other intricacies can be delicately assessed by reading X-ray scans.

The treatment protocol is easier when the root cause has been established early on. This can only be possible if you, as a pet parent, approach your pet's veterinarian at the earliest possible time.

Certain diseases, such as respiratory infections, can spread rapidly via aerosols to other pets in the house. For instance, the feline herpes virus can spread rampantly to other kittens if not kept under control. Therefore, here are a few steps that can be considered:

1. Isolation of the affected pet.
2. Getting the veterinarian's advice at the earliest.
3. Systemic antibiotics, antihistamine tablets, or syrups as prescribed by the vet.
4. Nebulizing with bronchodilator drugs.
5. Homeopathic remedies, along with the necessary treatment protocol, thereby provide a holistic approach to treating the disease.

The discomfort of the dog and the helplessness of the pet owners can be addressed with WHEEZ-GO for PET, a Homeopathic Veterinary Medicine, to treat Cough & Flu-related symptoms for any reason. WHEEZ-GO for PET, A Unique formula for respiratory problems in pets. It is based on the homeopathic principles, i.e., “Similliasimilibuscuranter” Likes to be treated by likes; hence, one could easily understand that the following symptoms of different medicines, when available in a case, can be cured by these medicines.



Another homeopathic remedy that complements WHEEZ GO – Me & My Cough and Cold Pet Supplement, which is very useful for pets that show symptoms of catarrhal cough, cold, headache, sneezing with a running nose, inflammation of the mucous membrane, and bronchitis with or without a rattling sound.

Respiratory infections and problems should be assessed at the earliest since this system is involved with providing life giving oxygen to cells which in turn helps provide energy to the body and is involved in expelling the waste products, ie. Carbon dioxide is out of the body. To help heal is our duty. Consult your nearest Veterinarian today if your pet displays any such signs of respiratory distress and infection.



“Helping heal pets, at the earliest.”

Homeopathic Solution for Cough & Cold in Pets

Wheez-go For Cough and Cold Issues

All Pets will naturally cough from time to time. A persistent cough however can be a symptom of a more serious underlying illness or medical condition. Pets are social creatures that naturally sniff and slurp. This is why bacteria and viruses—including a canine form of the flu — quickly spread from dog to dog. Germs also can land on Doors, furniture, food bowls, toys, and other surfaces where the next dog to come along picks them up. The discomfort of the dog and the helplessness of the pet owners can be addressed with WHEEZ-GO for PET, a Homeopathic Veterinary Medicine to treat Cough & Flu-related symptoms for any reason.



DERMISULE For All Kinds of Skin Issues

DERMISULE for pets is the best remedy for dogs suffering from different skin conditions like eczema, allergies, rashes, lesions with hair loss, redness, dry, scaly, pus, or bloody discharge. Specific or general lesions or spots as in Mange disease can also be improved.

ME & MY Cough & Cold Homeopathic Supplement

Me & My COUGH & COLD Pet Supplement is very useful for pets that show symptoms of catarrhal cough, cold, headache, sneezing with a running nose, inflammation of the mucous membrane, pain in the chest, and bronchitis with or without rattling sound.



ME & MY IMMUNITY, Immunity Booster Supplement

Me & My IMMUNITY Pet Supplement is a unique formula of valuable supplements for Dogs & Cats that help in maintaining and raising the IMMUNITY of your lovable pets. It is made for weak and old pets as it improves immunity, helps better utilization of food, and allay minor ailments or complaints of a non-specific nature. It also gives strength to the body's mechanism for fighting against germs of all kinds...





THE ULTIMATE GUIDE TO PET PARENTING

Tips for a Happy, Healthy Furry Friend



Becoming a pet parent is one of life's most rewarding experiences. The unconditional love and companionship they offer are truly priceless. However, with this privilege comes the responsibility of ensuring your furry friend's well-being. This guide will equip you with essential knowledge to nurture a happy and healthy life for your pet.

Understanding Your Pet's Needs

The first step to excellent pet parenting is understanding your pet's specific needs. Every animal is unique, but there are some general guidelines to follow.

- 🐾 **Breed-specific needs:** Research your pet's breed to understand its inherent traits, energy levels, and health predispositions.
- 🐾 **Age-appropriate care:** Different life stages (puppyhood, adulthood, senior years) require varying levels of nutrition, exercise, and attention. Bowlers offers specialized nutrition for every life stage, ensuring your pet gets the nutrients they need to thrive.
- 🐾 **Individual personality:** Observe your pet's behavior to identify its unique preferences and quirks.

Proper Nutrition

A balanced diet is the cornerstone of a healthy pet.

- 🐾 **Consult your vet:** A veterinarian can provide tailored dietary recommendations based on your pet's age, breed, and health conditions.
- 🐾 **Portion control:** Overfeeding can lead to obesity, so stick to recommended serving sizes. Bowlers' packaging provides clear feeding guidelines to help you maintain your pet's ideal weight.



Dr Akanksha Diwakar
Head - Marketing
Allana Consumer Products Pvt Ltd



- 🐾 **Hydration:** Ensure fresh water is always accessible.
- 🐾 **Treats/Snacks in moderation:** While treats can be a reward, they should be given sparingly to maintain a healthy weight. Bowlers offer a range of delicious and nutritious jerkies/meat bars, to satisfy your pet's cravings without compromising their health.

Regular Exercise

Exercise is crucial for maintaining your pet's physical and mental health. It helps prevent obesity, improves cardiovascular health, and provides mental stimulation.

- 🐾 **Safe environment:** Always prioritize your pet's safety during exercise.
- 🐾 **Playtime:** Interactive play strengthens the bond between you and your pet. Toys that combine fun with mental stimulation can make playtime more fulfilling. chewrope, a product from **Bowlers**, offers both a play experience and a reward. Made from durable cotton and jute, and filled with tasty treats, is safe for your pet to chew on and provides hours of interactive fun.
- 🐾 **Tailored exercise:** The amount of exercise your pet needs depend on its breed, age, and energy level.

Veterinary Care: Preventive Health

Regular veterinary check-ups are essential for early detection of health issues.

- 🐾 **Vaccination:** Keep your pet's vaccination record up to date for their health and well-being. To make this easier for pet owners, **Bowlers** offers a vaccination passport – a convenient way to keep track of your pet's vaccinations, ensuring you're always up to date with their health requirements.
- 🐾 **Spay/neuter:** Consider spaying or neutering to prevent unwanted litters and certain health problems.
- 🐾 **Dental care:** Maintaining your pet's dental hygiene is essential for their overall health. Regular brushing and dental checkups help prevent plaque buildup, gum disease, and bad breath.
- 🐾 **Parasite prevention:** Protect your pet from fleas, ticks, and internal parasites.

Grooming and Hygiene

Regular grooming is important for both hygiene and bonding such as brushing, bathing, nail trimming, ear cleaning, dental hygiene etc.

Mental Stimulation

Just like humans, pets need mental stimulation to stay happy and healthy. It prevents boredom and reduces the risk of behavioral problems.

- 🐾 **Toys and Puzzles:** Provide a variety of toys and interactive puzzles to challenge your pet's mind.
- 🐾 **Training:** Teach new tricks and commands to engage your pet mentally. Positive reinforcement training strengthens the bond between you and your pet.
- 🐾 **Socialization:** Expose your pet to different environments, people, and other animals to build confidence and reduce anxiety.

The Bond Between You and Your Pet

The most important aspect of pet parenting is the bond you share with your furry friend.



Bowlers® chewrope

- 🐾 **Quality time:** Dedicate quality time to play, cuddle, and simply enjoy each other's company.
- 🐾 **Communication:** Pay attention to your pet's body language and vocalizations.
- 🐾 **Patience and understanding:** Every pet is an individual with unique needs and challenges.
- 🐾 **Love and affection:** Shower your pet with love and affection every day.

With Bowlers, you can confidently provide the best nutrition and care for your pets. Our commitment to quality ensures that your furry friends receive the essential nutrients and delicious treats they deserve. Your dedication and care, combined with Bowlers' top-notch products, will create a strong bond and provide your pet with the best possible life.

Bowlers is committed to providing the highest quality pet food and treats to nourish your furry companion's body and soul...



CII Summit Sounds Clarion Call for Dedicated Petfood Regulations, Standards, and Evidence-Based Nutrition



The Confederation of Indian Industry (CII) convened the inaugural National Animal Wellbeing Summit 2025 at the India Habitat Centre, bringing together policymakers, veterinarians, startups, and industry leaders working in the space of animal health. The Summit underscored the urgency of clear, science-based regulations for the pet food sector, wider adoption of standards, and coordinated action across government, industry, veterinary professionals, and pet parents.

The session titled “From Awareness to Innovation: Driving Companion Animal Health” focused on India’s rapidly expanding companion-animal ecosystem and the need to move from intent to implementation. Moderated by Mr. Salil Murthy, Managing Director, Mars Petcare India, the session featured Ms. Priyanka Mehra, Scientist E/Director, Food & Agricultural Department, Bureau of Indian Standards; Ms. Pallavi Anand, Business Head, South Asia Region, Nestlé Purina Petcare; Mr. Dhanu Roy, Founder & Director, Right4Paws; and Mr. Aniruddha Rajurkar, Chief Executive Officer, SAVA Healthcare.



Speakers emphasized a single-window regulatory pathway and mandatory standards for pet food over time, with BIS voluntary standards as an immediate foundation. They highlighted the importance of evidence-based nutrition, label literacy, awareness and education campaigns, responsible back-of-pack claims, and veterinary engagement to drive real-world health outcomes for pets.

Referencing a recent industry position paper on India’s pet food sector by Rödl & Partner, the discussion noted that India’s pet population was estimated at ~42.2 million in 2024 and could exceed 100 million by 2035; the pet food market was valued at ~USD 720 million in 2024 with potential to reach ~USD 2 billion by 2035. The paper also observes that dog food accounts for 85%+ of the market, while cat food is the fastest-growing segment, that e-commerce is a key growth enabler, and that manufactured pet food penetration remains below 10% of households—underscoring the

need for clear, science-aligned standards and regulatory clarity.

During the panel discussion, **Salil Murthy, Managing Director, Mars Petcare India, highlighted,** “Pets that once lived outside our homes are now part of our bedrooms and daily routines, reflecting a profound shift in family dynamics. Our recent survey tells us that pets’ presence actually helps improve the mental well-being of everybody in the family. The emotional bond is getting stronger day by day.”

Salil further stated, “Pet food is a rapidly growing industry, but is one of the few that still does not have a comprehensive set of regulations that govern quality ingredients, nutrition, and labelling. The work being done by the BIS on voluntary standards is, therefore, so critical. It is an important attempt to ensure we find a common baseline for safety and quality, and these standards have the potential to go on and become a regulation and mandatory for all players.”

Priyanka Mehra, Scientist E/ Director, Food & Agricultural Department, Bureau of Indian Standards, said, “As India’s pet food market grows rapidly with rising pet ownership and demand for safer, high-quality nutrition, we remain committed to strengthening sector standards. Pets are now an important part of our families, and we believe regulated, high-quality products are essential. By encouraging transparent public consultation and drawing on expertise from labs, academia, and manufacturers, we aim to ensure that every standard is scientifically sound and practical to implement. Together, we can support the industry in delivering reliable, high-quality products that promote the well-being of pets across the country.”





Pallavi Anand, Business Head, Nestlé Purina Petcare, South Asia Region said, “As pet parenting becomes increasingly intentional and outcome-driven, especially with 80% of today’s pet parents being first-timers as per a recent survey, there is a heightened responsibility on the industry. With this rapid shift

from home food to formulated nutrition, we must ensure that every product delivers exactly what it claims, both in terms of safety and nutritional value. Standards and claim validation are critical not just for building trust, but also for protecting the very companions we serve. Competition and growth are positive signs, but only if we collectively uphold quality, transparency, and scientific rigor so that every pet gets the right product, at the right price, and with assured quality.”

Key themes from the session included:

- 🐾 Establishing a dedicated regulatory framework for petfood, grounded in BIS voluntary standards as a near-term baseline.
- 🐾 Advancing evidence-based nutrition and claims substantiation; strengthening label transparency and consumer education.
- 🐾 Scaling veterinary engagement and One Health alignment across nutrition, healthcare, and responsible digital access.
- 🐾 Encouraging multi-stakeholder collaboration to convert standards into practice and improve pet wellbeing outcomes nationwide.

In closing, the session reaffirmed the collective commitment to building a cohesive and future-ready framework for the companion animal sector. Speakers noted that the industry stands at a pivotal juncture, where decisions made today will shape its long-term direction and the quality of care available to pets across the country. With aligned efforts among regulatory bodies, industry stakeholders, veterinary professionals, and pet parents, the sector is well-positioned to advance responsibly and contribute to a more informed, resilient, and compassionate ecosystem for animal well-being...

2025-2026 UPCOMING EVENTS

**FEB
MAR 28-01**

**C-PEX -
CHANDIGARH
PET EXPO**



- 📅 28 FEB – 01 MARCH 2026
- 📍 PARADE GROUND, SECTOR 17, CHANDIGARH
- ☎ +91-9810157669
- 🌐 WWW.CHANDIGARHPETEXPO.CO.IN

MAR 25-27

**GLOBAL
PET
SHOW**



- 📅 25 – 27 MARCH 2026
- 📍 ORLANDO, FLORIDA
- ✉ EXHIBITORS@AMERICANPETPRODUCTS.ORG
- 🌐 WWW.GLOBALPETEXPO.ORG

MAY 12-15

**INTERZOO
2026**



- 📅 12 – 15 MAY 2026
- 📍 MESSEZENTRUM 1
90471 NÜRNBERG, GERMANY
- ☎ DIANA REICHERT - +49 9 11 86 06 84 70
- ✉ EXHIBITIONTEAM@INTERZOO.COM
- 🌐 WWW.INTERZOO.COM

OCT 13-15

WSAVA CONGRESS 2026



- 📅 13 – 15 OCTOBER 2026
- 📍 WARSAW, POLAND
- 🌐 WWW.WSAVA-CONGRESS.ORG

NOV 12-15

**CHINA INTERNATIONAL
PET SHOW
(CIPS 2026)**



- 📅 12 – 15 NOVEMBER 2026
- 📍 AREA B, CHINA IMPORT AND EXPORT FAIR COMPLEX, GUANGZHOU
- ☎ +86 10 88102345, +86 13810147850
- ✉ RENLING@CHGIE.COM
- 🌐 WWW.EN.CIPSCOM.COM



Matching Paws to Your Purpose

Companion, Protector, or Playmate?

Dr. R. Selvakkumar and Dr. T. Karuthadurai
Regional Centre for Conservation of Native
Dogs of Tamil Nadu Pavoorchatram-627808
Tenkasi District, Tamil Nadu
Tamil Nadu Veterinary and
Animal Sciences University (TANUVAS)

Dogs contribute to human well-being by promoting better physical and mental health, encouraging increased physical activity, and fostering stronger social connections. Engaging with dogs can decrease stress hormones such as cortisol and elevate feel-good hormones like oxytocin. Their companionship alleviates feelings of loneliness and anxiety, while also offering a sense of purpose. To fully appreciate the benefits of having a pet, it is essential to choose them thoughtfully based on our needs and the time we can dedicate to their care.

Seeking advice prior to acquiring a new dog can help avoid numerous issues once they are brought home. Such a consultation will assist you in choosing the most suitable pet for your household, while also offering guidance on how to prepare for the new addition in advance. Discussion topics for selection will encompass the species, breed, age, and gender of the pet, as well as where to source the pet and how to effectively evaluate the kennel, breeder, and animals. Recommendations for home preparation will cover housing, bedding, feeding, training, exercise, scheduling, and health care needs.

Consider our lifestyle

To choose a dog based on lifestyle, honestly assess our available time, activity level, living situation, and financial resources. Match your daily routine and home environment to a breed's needs for exercise, grooming, and companionship to ensure a good fit for both you and the dog.

A large, active dog may not thrive in a small apartment, while a spacious home with a yard can accommodate a bigger or more energetic breed. Also consider your climate and local regulations, such as leash laws.

Essentially, dogs are carnivorous animals, and the majority thrive better on non-vegetarian diets compared to vegetarian ones. Therefore, it is crucial to choose the appropriate breed of dog if one intends to rely entirely on a vegetarian diet for their pet.

Dog's Temperament

In dogs, temperament is defined as "individual differences in behaviour that are biologically based and inherent in nature." Each breed possesses specific temperamental traits that set them apart from others, as these traits are unique to each breed. You can find common temperamental characteristics outlined in each breed's

standard. Additionally, temperament can differ among individuals of the same breed, with each dog exhibiting its own personality, much like how family members have their own unique traits. Therefore, having a thorough understanding of a dog's temperament is crucial when choosing a pet for your home.

Size of the dog

When selecting a dog by size, consider your lifestyle, available space, and physical ability, ranging from tiny breeds to giant ones. Small dogs like Chihuahuas are convenient for apartments but can be fragile, while larger breeds like Mastiffs require more space and may have a shorter lifespan. Medium-sized dogs, such as many terriers and spaniels, offer a balance, and large breeds like Retrievers are often great companions but need ample room to roam.

Based on the body weight dogs are categorised as below

- 🐾 Tiny to small: (2-12 kg)
 - 🐾 Medium: (12-25 lbs)
 - 🐾 Large: (25-45 lbs)
 - 🐾 Giant: (above 45 kg)
- Considering our available resources, we can choose the appropriate dogs. For instance, if you live in an apartment, a



small to tiny dog is typically the most suitable option due to its size and reduced exercise requirements.

- For active individuals or families, a medium to large dog might be a more appropriate choice, as they usually possess the energy for outdoor activities.
- For families with young children, a large, robust breed known for its gentle and patient nature is a wise selection.
- For those with physical limitations, a small dog is simpler to manage, whereas a large dog may prove more challenging to control.

Male or female?

In dogs, male individuals are generally larger in size compared to females of the same breed and are often more assertive. Neutering male dogs diminishes sexually dimorphic behaviours like mounting, roaming, urine marking and aggression towards other male dogs. Neutered males and spayed females typically experience fewer health and behavioural problems, and a dog's unique personality and training play a more significant role than its gender.

Do you have enough time to spent with your dog?

All dogs should receive as much exercise as they can. For most breeds, a daily walk is adequate. However, many small dog breeds, such as Toy dogs like Pugs/ Maltese, can fulfil most of their exercise needs simply by walking, running, and playing indoors.

Some breeds possess such high energy levels and are so active that failing to provide them with a proper workout can lead to their pent-up energy being expressed through destructive behaviour.

If you lack the time to exercise your dog daily with a brisk walk and plenty of running, consider selecting a breed with lower exercise demands.

Age group of the family members

When selecting a dog for a family with children, prioritize a dog with a calm and patient temperament, an appropriate size for your home and children, and an energy level that matches your family's activity level. Breeds like Golden Retrievers, Labrador Retrievers, and Beagles are often recommended for their good nature with kids. It's also crucial to remember that individual personality is more important than breed alone.

When selecting a dog for an elder, consider size, temperament, and energy level. Ideal breeds often include small-to-medium sized dogs.

Hair coats and Shedding

Dogs that have short coats need minimal grooming, requiring just an occasional brush and wipe down. In contrast, pet dogs with long coats either need regular clipping or must be brushed daily.

Therefore, if you opt for a breed with a long coat, you will need to either have it clipped regularly to reduce the amount of brushing required, or if you prefer to maintain its length, whether long or medium, daily brushing will be necessary. Additionally, dogs with short coats offer another benefit: it's easier to spot ticks and fleas on their bodies. If you are not fond of loose dog hair, it is advisable to avoid breeds that shed heavily.

Are You Allergic

If you have allergies to dander, and still want a pet dog, then you should consider one of the low shedding dog breeds because they produce less dander. Choose a breed which is rated low for shedding if you have allergies. Not only this, saliva, or urine are also allergic to some individuals. Therefore, it is important to exercise caution when choosing a dog to prevent potential health problems for the owners.

Easy to Train

The purpose of training dogs is to improve their behaviour, strengthen the human-animal bond, and ensure their safety. Training teaches dogs to be well-behaved in various situations, provides them with mental stimulation, and establishes a clear line of communication. Beyond basic obedience, training serves many practical purposes, from assisting people with disabilities to working as service animals for search and rescue, drug detection, and more.

Every breed can be trained to learn almost every command. However, some breeds learn a lot faster than others making them a lot easier to train. These highly intelligent breeds pick up a command after only about five or six repetitions, they more often respond on the first time you give the command, and they remember commands even if they aren't practiced often. They also learn commands even when the trainer is inexperienced and makes mistakes.

Reason for having a dog

Dogs fulfil various roles, ranging from companionship and social support to functional tasks such as aiding individuals with disabilities, participating in search and rescue operations, and performing traditional duties like herding and guarding. Their roles have transitioned from ancient working relationships to contemporary positions that encompass being family members and companions, offering emotional, mental, and physical health advantages. Therefore, the chosen dog should meet the specific needs of the owner for which it was selected.

Taking the aforementioned points into account prior to choosing a dog will assist you in selecting a pet that is right for you, fostering a healthy and joyful environment for raising it...



Mars Leads National Drive for Responsible Pet Parenting During Second Annual Mars Global Adoption Weekend

14 NGOs across 11 Indian cities unite under the global “Two Lives Changed” campaign to find forever homes for homeless pets ~

National, October 14, 2025 - As conversations around responsible pet ownership and humane stray animal management rise following the Delhi government's new guidelines, Mars, a global pet care, snacking, and food company with a 100+ year legacy, has taken a purposeful step forward through its Mars Global Adoption Weekend 2025 - a multi-city initiative connecting homeless pets with loving families and building awareness on responsible pet parenting.

Held across 11 Indian cities, the campaign mobilized 14 NGOs, hundreds of volunteers, and thousands of visitors to adopt, learn, and act. The effort is part of Mars' global "Two Lives Changed" initiative spanning more than 20 countries, including the US, UK, Brazil, Mexico, the Philippines, Thailand, Australia, and India.

India faces one of the world's most serious pet homelessness challenges, with 69.3 million cats and dogs living on the streets - nearly 19% of the world's unhoused pet population (Mars State of Pet Homelessness Report, 2024). Mars' adoption campaign seeks to address this issue by transforming empathy into sustained community engagement and by driving awareness that responsible ownership, not abandonment, is the long-term solution.

The Delhi government's new stray animal management guidelines call for adoption, sterilization, and shared responsibility among citizens and RWAs. Complementing these efforts, Mars partnered with Friendicoes, CJ Memorial Trust, CUPA, YODA, Pawasana, and several regional shelters to organize counselling sessions, registrations, and post-adoption guidance for families ready to bring pets home.

In Hyderabad, Mars associates joined hands with Pawasana, a pet community platform that connects pet lovers, rescuers, and shelters, to host a series of purpose-driven activities that blended compassion, creativity, and care. The weekend featured the launch of "Paint with Puppies" - a unique wellness workshop combining art therapy, mindfulness, and rescue awareness. Adoption and

vaccination drives were also held in partnership with NSAAS Medchal and Blue Cross Hyderabad to bring care, comfort, and homes to animals in need.

The momentum continued in Bengaluru, where Mars collaborated with Priya Chetty Rajagopal's CJ Memorial Trust under their Million Indies Homed to host adoption and awareness drives at Bal Bhawan and #IndieProud adoption drive at Cubbon Park. These vibrant community events brought together families, volunteers, and schoolchildren to interact with Indie pets and learn about responsible pet parenting.

A global study by Mars and Calm revealed the profound emotional impact of pets: 88% of Indian pet parents say their pets reduce anxiety and overthinking, and 76% feel more mindful and present because of their companionship. These insights reinforce that adoption is not just a kind gesture but a meaningful act that improves human well being while giving pets a second chance at life.

Salil Murthy, Managing Director, Mars Petcare India, said, "When you adopt a pet, you don't just change their life - you change your own. India today has nearly 70 million homeless cats and dogs, representing one-fifth of the world's stray population, and every adoption counts. The Mars x Calm India Survey shows that nine in ten Indian pet parents say their pets help them manage anxiety, and over three-fourths feel more calm and present because of their companionship. That's a powerful reminder that the human-pet bond is both healing and transformative. Through the Mars Global Adoption Weekend, we're turning empathy into action - working with NGOs, governments, and our associates to ensure every pet finds safety, love, and belonging, and every community embraces responsible pet parenting as a shared duty."

Trisha Krishnan, Actor, said, "Izzy came into my life at a time when I didn't even know I needed her. She brings me so much calm and happiness, waiting patiently for me to come from a long shoot,





curling up beside me when I am chilling on my day off and rejuvenating or getting me her favourite toy to play fetch, which has become our special ritual every night. It's all these little moments that make my life fuller with love. The Mars National Adoption Weekend 'Two Lives Changed' initiative celebrates exactly this: the profound, unspoken love waiting in shelters, giving people a chance to experience that joy in their own homes."

Surya Kumar Yadav (SKY), Indian Cricketer, said, "Pablo and Oreo truly changed my life - due to the unconditional love and affection they have for everyone at home. When I go on a long tour or even a walk, they miss me as much as I do, and that shows how much they are a part of the family. Pets truly enrich our homes and lives with their personality, and that makes the Mars National Adoption Weekend so special. It's helping families find that same joy, love and companionship that I have found with my furry babies and give a home to these pets who deserve all the love in the world."

Geeta Seshamani, Vice President, Friendicoes, said: "The conversation around stray management must start with compassion. Adoption is the most humane way to address India's pet population challenge. Our collaboration with Mars has helped bring this message to thousands of people, showing that love, when informed and responsible, can truly transform our cities."

Priya Chetty Rajagopal, Co-Founder, CJ Memorial Trust, added: "We are delighted to partner with Mars' 'Two Lives Changed'

initiative, it reflects a shared belief on being #IndieProud, and that Indie dogs deserve equal love and visibility. By blending education, community outreach, and science-backed care, this initiative inspires more families to open their homes - and hearts - to our Indies."

Annanya Nautiyal, Co-Founder, Pawasana, shared, "Our collaboration with Mars in Hyderabad has shown how collective compassion can move communities. The 'Paint with Puppies' workshop and adoption drives brought pet lovers, artists, and families together to connect over empathy and purpose. It demonstrated that caring for pets isn't just an act of kindness - it's a way to build happier, healthier communities."

The Mars Global Adoption Weekend underscores the company's long-term commitment to animal welfare through its partnerships, associate volunteering, and educational initiatives for children and pet communities. By connecting policy awareness, on-ground action, and emotional storytelling, Mars continues to pave the way toward a future where no pet is left behind - one adoption, and two lives changed, at a time.

About Mars, Incorporated

Mars, Incorporated is driven by the belief that the world we want tomorrow starts with how we do business today. As a \$55bn+ family-owned business, our diverse and expanding portfolio of leading pet care products and veterinary services support pets all around the world and our quality snacking and food products delight millions of people every day. We produce some of the world's best-loved brands including ROYAL CANIN®, PEDIGREE®, WHISKAS®, CESAR®, DOVE®, EXTRA®, M&M's®, SNICKERS® and BEN'S ORIGINAL™. Our international networks of pet hospitals, including BANFIELD™, BLUEPEARL™, VCA™, ANICURA™ and LINNAEUS span preventive, general, specialty, and emergency veterinary care, and our global veterinary diagnostics business ANTECH® offers breakthrough capabilities in pet diagnostics. The Mars Five Principles - Quality, Responsibility, Mutuality, Efficiency and Freedom - inspire our 150,000 Associates to act every day to help create a better world for people, pets and the planet...

For more information about Mars, please visit www.mars.com. Join us on Facebook, Instagram, LinkedIn and YouTube.

For more information on the PAWS program, visit: <https://www.mars-petsandwellbeing.com>.



Global Debut of FAMSCEND

FAMSUN
Integrated Solution Provider

Reshaping the Landscape of Agri-food Equipment Industry Through Innovative Technology-FAMSUN Launched its Premium New Brand



FAMSUN Co., Ltd., a globally leading supplier in the agri-food equipment industry, held a global launch ceremony for its premium brand FAMSCEND in Yangzhou, where its HQs are located. The event, themed "Innovate · Ascend · Nourish", brought together over 160 industrial leaders, partners around the world in the high-end human food and pet food sectors, and media representatives, to witness the brand's launch.

FAMSCEND's mission—"Innovating to nourish a better world", and vision—"A trustworthy partner, always" were also announced at the ceremony. It marks FAMSUN's official entry into the new field, with higher value-added, of equipment industry for pet food and human healthy food through its new brand FAMSCEND, ushering in its strategic shift from scale leadership to value guidance.



Scenes of FAMSCEND's global launch ceremony



Navigation through Global Industrial Changes with a Strategy of Innovation

Jack CHEN, President of FAMSUN, told the media at the ceremony, "FAMSCEND is not only a new logo, but also our solemn commitment to the high-end market and global clients. We will push the boundaries with our ambition of 'ascending', drive the digital intelligence upgrade with our capability of 'innovating', and ultimately serve the global food industry with our mind of 'nourishing', all contributing to a better life for humanity."

During his keynote speech, Jason FAN, Vice President of FAMSUN, decoded the new branding strategy. The new brand also stems from our profound insight into the global market's demand. "Currently, consumers' demands for food safety,



4 Pillars Defining the Value Cornerstone of Future Industrial Solutions

nutrition, and quality have reached unprecedented heights. FAMSUCEND will face the industrial challenges and empower its global clients with more stable, efficient, and intelligent solutions.”

In order to turn its vision into reality, FAMSUCEND will focus on four pillars as its solemn commitment to global clients:

1. Customer-Oriented Innovation, relying on its R&D center and laboratory in the United States, focusing on clients' actual challenges, and ensuring the innovative solutions can be effectively implemented.
2. Full Lifecycle Systematic Solution, providing full lifecycle services spanning project design, installation, operation and maintenance, ensuring the overall reliability and stability of the project through systematic thinking.
3. Data-driven Intelligent Decision-making, integrating IoT and big data technology into devices to achieve predictive maintenance and intelligent scheduling, helping customers improve production efficiency and product quality.

4. Open and Win-win Industrial Ecology, building a partnership based on integrity, collaborating with upstream and downstream partners for innovation, and promoting sustainable growth and shared value in the industry.

Seminars were also held at the same time, focusing on cutting-edge industrial technologies for green manufacturing, intelligent solutions, and global market trends for pet food and human healthy food. Representatives from leading companies and experts of the industry from Southeast Asia, Europe, South America and other regions had in-depth exchanges. Several international clients stated that the solutions presented by FAMSUCEND and the symbiotic concept it advocated provided valuable references for them to address industrial challenges.

The welcome dinner provided a platform for further exchanges among global partners, reflecting the high importance that FAMSUCEND attached to its partnership...



Management of Intestinal worms in dog

Alok Kumar Singh^{1#}, Pradeep Kumar²,
Deepali Tiwari³, Snigdha Shrivastava⁴
and Rupam Sachan⁵



Dogs are human companion lives in close proximity in our houses and sometimes they also harbour various parasite in their intestine. If unnoticed and not treated properly it can lead to serious health issue and digestive problem in dogs. Eliminating and controlling intestinal parasite is important aspect of preventive medicine which help in proper management of parasitic infection. Also, sometimes dog carries parasite of zoonotic importance which can pose serious health problem to human population so it gets important to treat dogs properly.

Some common intestinal parasite found in dogs are hookworm, roundworm, whipworm, tapeworm. Other non-worm parasite which are present are coccidia, giardia and spirochetes. Their proper diagnosis and treatment with help of veterinarian is important for disease control. Better management, prevention and treatment contribute in effective control.

Intestinal worm:

Intestinal parasite resides in intestine of host and lower digestive tract. It is their predilecting site where changes can be seen large worm can be seen in dog stool while smaller worms and immature stage egg can be present in stool and visible via microscope.

Cause and symptoms:

- 🐾 Dogs don't show outward clinical signs yet harbour parasite in their intestine so any discomfort seen in dogs should be noticed to diagnose the cause of problem.
- 🐾 Some common symptoms are malnutrition, poor coat colour, lethargy, weight loss, diarrhoea, vomition, dehydration, bloated abdomen, stomach pain, intestinal blockage, anaemia, blood in stool, pneumonia.
- 🐾 Puppies are more susceptible for intestinal infection as during feeding and close contact with mother causes them to gain infection.
- 🐾 And if untreated and not diagnosed it can lead to serious health issue and ultimate death. So, prevention should start in early stage of their life.
- 🐾 Also, humans and children are vulnerable to pick infection from their dog as if their waste remain near house, infection present in stool as worm or eggs can remain in soil from there it regains entry in house through slipper and foot wear after contact with soil hence infection human population.
- 🐾 Hence through cleaning and disinfection of area, preventing waste to accumulate near house is suggested to keep dog as well as owner healthy.

COMMON TYPES OF WORMS IN CATS AND DOGS



Roundworm



Hookworm



Tapeworm



Whipworm

Different types of worms common in dogs are:

Hookworm:

These worms are white to pale yellow in colour and look similar like ground worms in shape but smaller in size. Its size can vary from one inch to one eighth of inch. Immature or larval hookworm live in soil and for further development it needs blood of host for feeding. Some species of hookworm infecting dogs are *Uncinaria stenocephala*, *Ancylostoma braziliense*, and most common *Ancylostoma caninum*.

Route of infection to dogs:

- 🐾 Direct contact – ingestion of hookworm egg after coming in contact with faeces of infected dog.
- 🐾 Dog can ingest dirt in which hookworm larvae lives and also by licking paws contaminated with larval stages.
- 🐾 Subcutaneous penetration – hookworm can burrow through dog skin and penetrate subcutaneously.
- 🐾 During feeding of puppies by bitch infected with hookworm infection specially *Ancylostoma caninum*.

Pathogenesis:

- 🐾 After entry of parasite inside host body it reaches its predilecting site i.e. Small intestine where it gets attach to mucous membrane of intestine for feeding blood for nourishment and to get fully mature and causing anaemia in host.
- 🐾 It can be fatal for puppies leading to ultimate death if not treated properly in time.

Diagnosis and treatment:

- 🐾 Worms are visible through naked eyes but proper diagnosis is made by microscopic examination.



🐾 Eggs present in stool indicate worm infection as faecal sample collected from dog suspected for hookworm infection and through different techniques examine under microscope and which ultimately confirms diagnosis.

🐾 It includes deworming regime in which dewormer given to eliminate adult worm population and after 2-4 weeks again dewormer given to eliminate younger generation.

Roundworm:

These worms are white in colour, size around 1-3 inches and it is one of the most common worms infecting dogs. Two common species that infection are *Toxocara canis*, *Toxascaris leonine*.

Mode of infection:

🐾 Eggs are shed in faeces of infected dog which when swallowed by susceptible host it gets entry to intestine causing pathogenesis.

🐾 By faecal contact and through licking paws and shoes infected causes roundworm infection.

Symptoms:

🐾 Indicated by bloated stomach, digestive problems, malnutrition, diarrhoea, vomiting, coughing are commonly seen.

🐾 Symptoms are prominent for indication of discomfort in dog and suitable methods of identification by veterinarian is essential like presence of eggs in stool and worm suggested the findings.

Treatment:

It involves regular deworming and supportive therapy for relieve of signs and improves the prognosis of case.

Tapeworm:

These worms are flat, narrow, elongated and segmented body which resembles like rice grain. Worms body is flattened which gives it tape like appearance hence named tapeworm. Worms and their detached segments can be seen by naked eyes improving its detection.

Transmission:

🐾 These worms generally have indirect lifecycle and need intermediate host like flea, rodents, birds for its lifecycle completion.

🐾 Dogs acquire infection after contacting with these intermediate host rather than with infected dogs.

🐾 Control in their population suggest infection control in host.

🐾 Common tapeworm in dogs is *Dipylidium caninum* carried by flea which causes infection to susceptible dog.

🐾 Flea carries eggs of *D. caninum* which when ingested by host reaches GI tract and get attached to intestine causing damage.

🐾 Others species are *Taenia* and *Echinococcus* which causes health problem in dogs.

🐾 *Taenia* carried by rodents, rabbits and other small animals Adult generally are more susceptible than puppies and show outward clinical manifestations.

🐾 These worms also found in sheep and humans hence is of zoonotic importance present inside cyst in host organ.



Symptoms:

🐾 Adult dogs have milder symptoms than puppies.

🐾 Signs vary with species of tapeworm involved.

🐾 Puppies can cause intestinal blockage, digestive upset, stunted growth, weight loss, diarrhoea, bottom scooting, visible worm segments.

🐾 Segment of worms are visible in stool and near anal region which causes irritation and causing scooting behaviour in dogs causing rubbing of anal region in ground.

Diagnosis and treatment:

🐾 Proper diagnosis of cause of discomfort is essential as it causes severe managemental issue to both owner and veterinarian so stool collection and proper diagnosis of worms' segment got diagnostic importance.

🐾 Treatment mainly includes oral or injectable administration as first regime of treatment to remove parasite from dog.

🐾 Secondly control of intermediate host population like flea is important as it can cause break in lifecycle hence worms population control.

Whipworm:

Among parasite whipworm is one of the smallest small intestine parasites. Looks like small strand of thread and size around one quarter to one third inch. Whipworm can survive for a long time upto 5 years in warm environment hence proper cleaning of dog surrounding is essential.

Mode of transmission:

🐾 Dogs get infection by direct contact through licking or sniffing soil, water, food infected with stool of whipworm infected dog as eggs passes through body causes infection in other dogs by contact.

🐾 After parasite entering susceptible host body it reaches to large intestine and it passes in stool causing continuity in its lifecycle.

Symptoms:

🐾 Whipworm can show mild to no symptoms at all in severe cases it mainly damages large intestine i.e. colon in which irritation and inflammation can be noted.

🐾 Other symptoms seen are weight loss, mucous in stool, diarrhoea sometimes bloody and anaemia.

Diagnosis and treatment:

🐾 Faecal examination is important aspect in diagnosis of worm infection in which presence of eggs or worm segments confirms diagnosis.

🐾 Whipworm egg diagnosis is little difficult so proper attention for differential diagnosis is required.

🐾 Its treatment includes regular deworming for parasitic control in dog...

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Reliance Consumer Products launches affordable pet food brand in India

RCPL enters India's pet food market with Waggies brand products for dogs.

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Reliance Consumer Products Limited (RCPL), the FMCG division of Reliance Industries Limited, has expanded into the fast-growing petcare category with the introduction of Waggies, a new pet food brand positioned as a science-backed, high-quality, and affordable nutrition choice for pet owners nationwide. **The launch reflects the company's ambition to address a rising demand for reliable and nutritious pet food in India.**

Waggies has been created after extensive research and features formulations that focus on comprehensive pet health. The product range includes protein-rich recipes, essential vitamins, prebiotics for better digestion, DHA to support cognitive development, and other easily digestible ingredients aimed at overall well-being.

Ketan Mody, Executive Director, Reliance Consumer Products Limited, said, "Waggies is formulated to deliver superior value -

balancing enhanced nutrition with affordability. It comes with key benefits of extra protein, prebiotics for digestive support and it provides balanced all-day energy along with joint health, skin & coat health. We believe, every pet must have access to the right nutrition and every pet parent must have access to global quality products without digging deep into their pockets. Developed after deep scientific research and priced at affordable rates, Waggies and Waggies Pro will soon be the most preferred choice for every pet parent."

Waggies is available starting at Rs 199 per kg and Waggies Pro from Rs 249 per kg, with 100g trial packs priced at Rs 20 to allow new customers an affordable entry point.

Through its growing FMCG portfolio, RCPL is continuing to build consumer brands that combine global insights with local requirements, backed by the extensive reach and operational strength of Reliance Industries across India...



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winter

Winter Wellness For Pets

Trends, Technology and Trusted Care Practices



Abstract

Winter presents a range of environmental and physiological challenges for companion animals. Exposure to low temperatures, reduced daylight, and altered living conditions can adversely affect thermoregulation, immune function, metabolism, and behavior. In recent years, advancements in veterinary science, increased awareness of animal welfare, and the adoption of technology-driven solutions have transformed winter pet care into a structured and preventive management system. This article provides a comprehensive overview of winter-related stressors in pets and discusses contemporary, science-based approaches to housing, nutrition, health management, grooming, and behavioral enrichment.

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1. Introduction

Companion animals occupy an increasingly significant role in modern households, making their seasonal care a critical aspect of responsible ownership. Winter is characterized by reduced ambient temperature, lower humidity, limited sunlight exposure, and restricted physical activity. These conditions collectively influence the physiological balance and overall wellbeing of pets. Traditional winter care practices have gradually evolved into integrated management systems that emphasize prevention, individual animal needs, and continuous health monitoring. This article reviews current trends and professionally accepted strategies for effective winter management of companion animals.

2. Physiological and Environmental Challenges of Winter

Cold weather imposes additional metabolic demands on animals, as more energy is required to maintain normal body temperature. Pets with small body size, short coats, young age, or advanced age are particularly susceptible to cold stress.

Major Challenges Include

- 🐾 Increased risk of hypothermia
- 🐾 Reduced blood circulation to extremities
- 🐾 Suppressed immune responses
- 🐾 Aggravation of joint and musculoskeletal disorders
- 🐾 Poor indoor air quality due to inadequate ventilation

Behavioral signs such as lethargy, shivering, reduced appetite, and changes in posture often indicate thermal discomfort and require prompt attention.

3. Housing and Thermal Comfort (fig-2)

Appropriate housing is one of the most critical components of winter pet management. The primary objective is to minimize heat loss while maintaining sufficient ventilation to prevent respiratory ailments.

Recommended Housing Practices

- 🐾 Dry, well-insulated, and draft-free living spaces
- 🐾 Elevated and padded bedding to reduce conductive heat loss
- 🐾 Protection from dampness and cold flooring
- 🐾 Controlled indoor heating using pet-safe devices

Recent Developments

- 🐾 Temperature-regulating orthopedic beds
- 🐾 Low-voltage infrared heating pads
- 🐾 Smart sensors for monitoring ambient temperature and humidity
- 🐾 Designated indoor comfort spaces for apartment-kept pets

4. Nutritional Management During Winter

Winter alters energy requirements and feeding behavior in pets. Nutritional management should aim to support thermoregulation and immunity without promoting excessive body weight.

Key Nutritional Considerations

- 🐾 Adjustment of caloric intake based on activity level
- 🐾 Adequate high-quality protein for muscle maintenance
- 🐾 Inclusion of essential fatty acids for skin and coat health
- 🐾 Balanced vitamin and mineral supplementation

Provision of slightly warm, freshly prepared food (where applicable) enhances palatability and digestive comfort during cold months.



Contrary to popular belief, grooming remains essential during winter, although the frequency and method may require modification.



5. Health Risks and Preventive Care

Winter is associated with an increased incidence of certain diseases, particularly those affecting the respiratory system, joints, and skin.

Common Winter-Related Health Issues

- 🐾 Upper respiratory tract infections
- 🐾 Exacerbation of arthritis and joint stiffness
- 🐾 Dry skin and secondary infections
- 🐾 Frostbite in extreme climatic conditions

Preventive Measures

- 🐾 Regular seasonal veterinary examinations
- 🐾 Timely vaccination and parasite control
- 🐾 Nutraceutical support for joint health
- 🐾 Continuous observation of mobility and body condition

The growing use of wearable monitoring devices enables early detection of deviations in physical activity and body temperature.

6. Grooming and Skin Care

Contrary to popular belief, grooming remains essential during winter, although the frequency and method may require modification.

Best Grooming Practices

- 🐾 Infrequent bathing using lukewarm water
- 🐾 Complete drying after baths to prevent chilling
- 🐾 Regular brushing to maintain coat insulation
- 🐾 Application of veterinarian-approved moisturizers for dry skin and paws

A healthy coat serves as a natural barrier against cold exposure.

7. Exercise, Behavioral Wellness, and Enrichment

Reduced outdoor activity during winter can negatively impact both physical fitness and mental wellbeing.

Recommended Strategies

- 🐾 Short and frequent indoor exercise sessions
- 🐾 Interactive toys and puzzle feeders for mental stimulation
- 🐾 Consistent daily routines to support behavioral stability
- 🐾 Increased human–animal interaction

Modern pet welfare frameworks recognize mental enrichment as an essential component of holistic care.

8. Considerations for Vulnerable Pet Groups

- 🐾 Senior animals: Require enhanced warmth, joint support, and softer bedding
- 🐾 Young pets: Need strict temperature regulation and frequent feeding
- 🐾 Small and exotic pets: Demand species-specific environmental control

Individualized care plans are increasingly advocated in professional veterinary practice.

9. Sustainability and Ethical Aspects

Contemporary pet management practices increasingly incorporate sustainability. The use of eco-friendly bedding, energy-efficient heating solutions, and biodegradable grooming products reflects a responsible and ethical approach to animal care.

10. Conclusion

Winter management of companion animals has progressed from basic shelter provision to a comprehensive, science-based care system. By integrating appropriate housing, balanced nutrition, preventive healthcare, grooming, behavioral enrichment, and modern technology, winter-associated health risks can be effectively minimized. Proactive seasonal management plays a vital role in improving animal welfare and ensuring year-round health and comfort...



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TENTATIVE AGENDA

09:30 AM - 10:00 AM

Registration & Networking Tea

- Delegate check-in
- Industry stalls interaction
- Networking among veterinarians, experts & exhibitors

10:00 AM - 10:15 AM

Inaugural Session

- Welcome address by CPEX Organising Team
- Opening remarks by Guest of Honour / Senior Veterinary Officials
- Objective & scope of the Summit

10:15 AM - 11:00 AM

Keynote Session

- "Future of Companion Animal Healthcare in India"
- Trends in diagnosis, treatment, and pet wellness
- Role of technology, regulation & private sector
- Q&A with audience

11:00 AM - 12:00 PM

Technical Session I

- "Preventive Healthcare & Emerging Diseases"
- Vaccination guidelines
- New and re-emerging diseases in North India
- Antimicrobial resistance (AMR)
- Early screening for lifestyle diseases

12:00 PM - 01:00 PM

Technical Session II

- "Nutrition, Functional Foods & Gut Health in Pets"
- Diet plans for different life stages
- Pet food quality, safety & regulations
- Obesity & nutrition-linked disorders
- Supplements, probiotics & trends

01:00 PM - 02:00 PM

Lunch Break & Networking

- Visit to expo zones
- Interaction with exhibitors and veterinarians

02:00 PM - 03:00 PM

Technical Session III

- "Behaviour, Mental Wellness & Stress Management in Pets"
- Anxiety & aggression cases
- Pet communication & handling
- Mental enrichment techniques
- Behavioural therapy approaches

03:00 PM - 03:45 PM

Expert Demonstration

- "Emergency First Response & Basic Life Support (CPR) for Pets"
- Live demonstration by veterinary emergency specialists
- Handling choking, seizures, trauma & shock
- Quick Q&A

03:45 PM - 04:00 PM

Tea Break

04:00 PM - 05:00 PM

Panel Discussion

- "Building a Pet-Friendly & Responsible Community: Roles of Vets, Pet Parents, Industry & NGOs"

Panelists:

Veterinarians • Behaviourists • NGO representatives • Pet industry leaders • Civic authority representative

Key focus:

- Urban pet policies
- Stray animal welfare
- Awareness & education
- Collaboration models

05:00 PM - 05:20 PM

Special Address

- "Holistic & Integrative Care: The Next Frontier"
- Ayurveda, physiotherapy, rehabilitation
- Alternative pain management techniques

05:20 PM - 05:30 PM

Closing & Vote of Thanks

- Presentation of participation certificates
- Acknowledgment of partners & speakers
- Announcement for next edition

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