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Editor: **Sudhir**

Editor's Note

Dear Readers,

As the mercury soars across India and the monsoon clouds begin their slow, promising march from the coast, this season brings with it both challenges and opportunities for our beloved pets — and for the industry that serves them.

Summer in India is no ordinary affair. For our cats and dogs, the heat demands heightened vigilance — from hydration and diet to post-surgical care as vet visits peak during the warmer months. This issue's feature on summer essentials for cat parents and our comprehensive guide on post-operative recovery are timely reads for every pet owner. Meanwhile, as the monsoon approaches, tick and flea activity rises, skin conditions surface, and nutrition needs shift — a reminder that proactive care is always better than reactive treatment.

On the veterinary science front, we explore the often-overlooked significance of cerebrospinal fluid examination in domestic animals — a diagnostic tool that deserves far greater clinical attention. We also spotlight Neuromate, an emerging solution in the fight against epilepsy and seizures, and take a hard look at the welfare concerns emerging from India's rapidly growing pedigree cat market.

The industry, too, is buzzing. Global innovation meets Indian ambition, with Big Idea Ventures and Mars Petcare launching a landmark pet food programme, while HobbsGo's AI-powered pet food truck signals that fresh nutrition is no longer a niche idea. Coimbatore's thriving pet resort scene proves that premium pet care is a nationwide phenomenon — not just a metro privilege.

This issue is packed with knowledge to inform, inspire, and equip every professional and pet parent. Stay cool, stay prepared, and embrace the rains ahead.

Warm regards

Sudhir Aheriya

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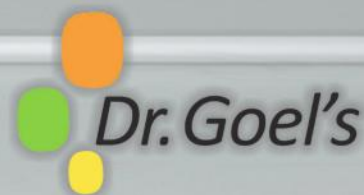
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Say goodbye to epilepsy and seizures:

NEUROMATE



The amazing and complex organ, the brain, is the source of all thought and consciousness. This amazing organ is crucial in determining our beloved canine companions' behavior, feelings, and general well-being. Similar to humans, dogs have a sophisticated network of synapses and neurons that facilitate the processing and assimilation of information.

Let's explore the amazing powers of the canine brain in today's blog post and any potential dysfunction that can result in the neurological condition known as epilepsy.

The Master Orchestra Conductor: The Brain.

A dog's brain, a marvel of biological engineering that controls all of its thoughts, movements, and emotions, is at the center of its being. The complex web of a dog's cognitive capacities is woven together by a symphony of electrical impulses, chemical messengers, and intricate connections within this organ. Despite being different from the human brain, the canine brain and the human brain have many structural and functional similarities. It consists of a number of areas, each with a unique purpose in processing information and controlling biological operations.

The canine brain is a complex terrain of neuronal networks that shapes a dog's behavior and responses to its environment, from the frontal cortex responsible for decision-making and problem-solving to the limbic system linked with emotions and memory.

Dogs are able to sense their surroundings, recognize familiar faces and scents, and respond to stimuli with astonishing accuracy and efficiency thanks to the brain's capacity to process and integrate sensory data. A dog's brain is continually absorbing, learning from, and adjusting to its experiences, whether it's a game of fetch, a scent trail to follow, or a challenging training exercise.

“However, just as the brain can be a source of wonder, it can also be vulnerable to dysfunction and disorder.”

One example of a canine brain disorder is epilepsy, a neurological ailment marked by recurring seizures. The brain's delicate balance is upset by aberrant electrical activity during seizures, which can emerge as a variety of physical and behavioral symptoms. Since epilepsy can cause sudden, unpredictable seizures that vary in severity and duration, it can significantly negatively influence a dog's quality of life.

What are the causes of Epilepsy?

Since many different disorders have the potential to cause it, epilepsy should be viewed as a general word. Our body is comparable to a flawless, well-planned play. The brain ultimately depends on all other organs for proper function. Technically

speaking, the brain connects to many bodily parts through the neural network and neurons. Let's quickly review all the things that could contribute to epileptic seizures. Here's a list of all possible factors that can possibly lead to seizures-

1. Genetic Predisposition:

Certain breeds are more likely to develop epilepsy, indicating a genetic component.

Breeds such as Beagles, Boxers, Border Collies, Golden Retrievers, and German Shepherds are known to have a higher predisposition.

Inherited epilepsy can be passed on from affected dogs to their offspring.

2. Structural Abnormalities in the Brain:

Brain abnormalities, such as tumors, cysts, or malformations, can disrupt normal brain activity and lead to seizures. Structural abnormalities can occur due to genetic factors, developmental issues, or acquired conditions.

These abnormalities may affect specific regions of the brain responsible for regulating electrical activity.

3. Toxic Exposures:

Exposure to certain toxins and chemicals can induce seizures in dogs.

Ingestion of substances like-

- 🐾 lead
- 🐾 pesticides
- 🐾 fertilizers
- 🐾 toxic plants

these can affect the central nervous system and provoke seizures. Some medications or drug reactions can also trigger epileptic seizures in dogs.

4. Infectious Diseases:

Infections affecting the central nervous system can lead to epilepsy. Diseases such as-

- 🐾 Distemper
- 🐾 Encephalitis
- 🐾 Meningitis/brain
- 🐾 Abscesses

Inflammatory processes and scarring in the brain can disrupt normal neuronal activity and precipitate epileptic episodes.

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5. Head Trauma:

Traumatic brain injuries, such as a severe blow to the head or a car accident, can cause epilepsy in dogs. Head trauma can lead to structural damage, bleeding, or swelling in the brain, resulting in abnormal electrical discharges and seizures.

The development of post-traumatic epilepsy may occur months or even years after the initial injury.

6. Developmental Disorders:

Some dogs are born with developmental defects that make them more prone to seizures. Hydrocephalus (excessive fluid in the brain), cerebellar hypoplasia (cerebellum underdevelopment), and neuronal migration abnormalities can all impair normal brain function and contribute to seizures.

7. Idiopathic Reasons:

While the exact causes of epilepsy in dogs are not fully understood, genetic predisposition, structural abnormalities in the brain, and environmental factors are believed to play a role. Epilepsy can be challenging to manage, requiring careful monitoring, medication, and supportive care to minimize the frequency and impact of seizures.

Detecting seizures: a step-to-step guide.

Both dogs and their owners may find experiencing seizures to be upsetting. Knowing how to spot a seizure's warning signals is essential to help the affected dog as soon as possible. This step-by-step manual seeks to assist dog owners in recognizing seizures in their canine friends and taking the necessary action. By becoming familiar with the steps below, you can be better prepared to manage a seizure episode and get veterinary help when necessary.

Step 1: Observe Changes in Behaviour

Keep a tight eye on your dog's behavior and take note of any odd behaviors that might portend a coming seizure.

Some dogs may exhibit behaviors like excessive salivation, whimpering, or hiding as a precursor to a seizure. Look for subtle changes, such as restlessness, pacing, or clinginess, which can occur in the pre-seizure phase.

Step 2: Recognize the Aura (Pre-seizure Phase)

The moment just before a seizure begins is known as the aura. During this time, your dog may display unusual behavior like looking off into space, becoming disoriented, or acting unresponsive. Some dogs may display signs of anxiety or restlessness or seek solace from their owners.

Step 3: Identify the Seizure Activity

The duration and intensity of seizure activity can change. The three main phases of a generalized seizure are the tonic, clonic, and post-ictal phases.

- 🐾 The dog may pass out, become unconscious, and become rigid during the tonic period
- 🐾 The repetitive twitching, paddling, and contraction of muscles that characterise the clonic phase.
- 🐾 The post-ictal phase, which comes after the seizure, is characterised by bewilderment, disorientation, momentary blindness, or drowsiness.

Step 4: Note the Duration and Frequency

Keep track of how long the seizure lasted so that your veterinarian can determine its severity and the best course of action. Most seizures last between a few seconds and a few minutes, but lengthier ones, called status epilepticus, can be fatal and call for rapid veterinary care.

Keep track of how often you have seizures.

It is essential to visit a veterinarian if your dog has frequent seizures or has more than one seizure in a 24-hour period.

Step 5: Document the Seizure

While it could be challenging to maintain composure during a seizure, make an effort to record the incident for your veterinarian.

Note the date, time, and details of the seizure, including the progression of symptoms and the length of each episode.

Record the seizure on camera to give your veterinarian a visual record of the incident.

Step 6: Ensure a Safe Environment

It's crucial to provide your dog with a secure environment during a seizure in order to prevent harm. Remove any dangerous furniture or things from the vicinity, such as sharp objects.

Avoid attempting to restrain your dog while they are having a seizure because this could further harm them. Speak softly to your dog to reassure them and let them know you are there.

Step 7: Contact Your Veterinarian

After a seizure, speak with your veterinarian to discuss the incident and get more advice.

Share the details you've recorded with them, such as the length and frequency of seizures.

To identify the underlying cause of the seizures, your veterinarian will do a comprehensive examination and could advise diagnostic procedures, such as blood testing or imaging.

Step 8: Consider Treatment Options

Your veterinarian may advise treatment to control the problem depending on the frequency and intensity of the seizures.

Anticonvulsant drugs, dietary adjustments, and complementary therapy are some possible treatments. It is essential to adhere to your veterinarian's recommendations for drug administration and routine follow-up visits.

Step 9: Maintain a Seizure Diary

Monitoring your dog's seizure activity, reaction to the medication, and any potential triggers can be done by keeping a seizure diary.

Take note of any behavioral modifications, environmental circumstances, or prescription interactions that might be related to seizure occurrences.

This information might help your vet modify the treatment approach as necessary.

Remember that detecting seizures in dogs necessitates close observation and early veterinary care. You can offer your dog the appropriate assistance and care during and after a seizure episode if you are watchful and proactive. Working along with your veterinarian, you may create a complete management plan to maintain your pet's health.

To control convulsions, your veterinarian will usually start treating epilepsy with medicine immediately away. Finding the proper drug and dosage can be a difficult task. When deciding which medication to administer, your veterinarian will examine your pet's condition, the frequency of seizures, the age of the pet, and other considerations. Anti-epileptic medicines that control seizures are usually recommended.

Neuromate for pets is a unique formulation for neurological problems in pets, utilised as an additional therapy for aberrant brain activity and neurological disorders such as epilepsy.

The presence of epilepsy emphasizes the complexities and sensitivity of the canine brain. Its delicate equilibrium can be upset by various events, resulting in various neurological illnesses and ailments. These disorders serve as devastating reminders of the importance of brain health and the importance of early identification, diagnosis, and appropriate management to maintain our canine companions' well-being.

Understanding the wonders and intricacies of the canine brain allows us to develop a greater respect for our four-legged companions and aim to provide them with the care and support they require to grow mentally and emotionally.

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NEUROMATE HOMEOPATHIC REMEDY FOR EPILEPSY & SEIZURES

Epilepsy & Seizures is a growing concern with pets and is a very common problem in veterinary. Epilepsy, sometimes called a seizure disorder, is a sudden, involuntary change in behavior, muscle control, consciousness, and/or sensation. A seizure is often accompanied by an abnormal electrical discharge in the brain. The discomfort of the dog and the helplessness of the pet owners can be addressed with NEUROMATE for PET, a Homeopathic Veterinary Medicine to treat Epilepsy symptoms for any reason.



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FAQs

Q1. What does it mean if my dog has a Seizure attack 2 days consecutively twice in a month?

A1. Firstly, if your dog is having seizures this often, then this situation is telling you that your dog suffers from epilepsy or some other neurological disorder. So, you need to get in touch a vet ASAP.

Q2. What does "Epilepsy for 3 year" mean in pets?

A2. It characterizes a dog or a cat that has been having epileptic seizures for three years and hence needs regular monitoring and therapy.

Q3. My dog have seizures problem like thrice a week pls suggest any remedy.

A3. If your dog is having seizures frequently, you must take your dog to the vet. The main treatment for frequent seizures is the use of anticonvulsant drugs. Some pet owners use Neuromate (a homeopathic veterinary medicine) as supportive care together with prescribed drugs under the guidance of a vet.

Q4. Is homeopathy safe for dogs with epilepsy?

A4. Homeopathic medicines like Neuromate are considered safe auxiliary options by the manufacturers, but the only condition is that they can be used only when a veterinarian is in charge of the therapy...

DR. SAKSHI SHARMA
Homeopathy Veterinarian Specialist,
BVSc & AH, PGDVH, MVSC And PG
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Summer Essentials Every Cat Parent

Needs in 2026



Dr Akanksha Diwakar
Head - Marketing
ACPL - Allana Consumer Products Ltd



Summers are getting severe every year, and 2026 seems to be breaking all previous records. Just like us humans, cats require extra care during these hot months. To keep your pet safe and comfortable this year, you need a toolkit that addresses hydration, environment, and physical maintenance.

Why Summer Care is Crucial for Cats:

Unlike humans, cats don't sweat to regulate their temperature. They rely on other means, like grooming or shedding, to keep the body cool. It is a common misconception that only outdoor cats are at risk; indoor cats are also susceptible to rising indoor temperatures and poor ventilation.

Without proper care, cats can face the dangerous risk of heatstroke. This occurs when their body temperature rises to a level they can no longer control.

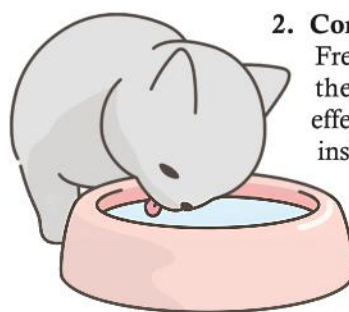
- 🐾 **Causes:** High ambient heat, lack of fresh water, poor airflow, or being trapped in enclosed hot spaces like sunrooms.
- 🐾 **Early Signs:** Restlessness, seeking out tile floors, and mild panting.
- 🐾 **Serious Symptoms:** Excessive panting, extreme lethargy, drooling, vomiting, and gums that appear deep red or unusually pale. If you notice these, contact a vet immediately.

Summer cat care tips for you to keep your cat comfortable:



1. Cooling Mats & Comfortable Resting Spots: Modern cooling mats for cats are an accessory that a pet parent must have in this harsh climate. The pressure-activated mats require no electricity or refrigeration, providing an instant drop in temperature when your cat lies down.

If you don't have a mat, ensure they have access to tile floors or shaded areas where the sun never reaches. These kinds of surfaces absorb the body heat, keeping your pet comfortable.



2. Constant Access to Fresh Water:

Fresh water reduces excessive heat in the body. Hydration is the most effective way to combat heat from the inside out. Multiple water sources across your home for your cat can help a lot. Apart from this, many pet parents tend to include wet cat food for hydration. Since cats are active animals, they will tend to

dehydrate quickly, so most pet parents are plagued by the question of how to hydrate a cat. The best way is to keep fresh and clean water accessible to them daily and consider adding a few ice cubes to the bowl to keep the temperature low and pique your cat's curiosity.

3. Cat Water Fountain: Many cats are instinctively wary of still water. Cats prefer running water, so a dedicated water fountain can encourage your cats to drink more often. This encourages higher water intake, keeping their kidneys flushed and their bodies cool during the hottest parts of the day.



4. Hydrating Diet:

Diet plays a massive role in maintaining your cat's hydration levels.

Dry kibble has very low moisture content, which can be taxing on the body during summer. Switching to a wet food for hydration during summers provides high moisture, typically 70–80%. Options like Purrfeto Adult Wet Cat Food

provide a balanced combination of high-quality protein, omega-3 fatty acids, and essential vitamins such as A, D3, and E—making them a suitable choice for supporting overall well-being during hotter months.

5. Summer Grooming Essentials: One of the simplest summer cat care tips is to regularly brush the coat to remove excess fur that would otherwise trap heat against the skin. While cats are generally self-cleaning, an occasional damp-towel wipe or a bath (for cats that enjoy it) can help lower their surface temperature immediately. Occasional bathing is also a good way to keep your pet cool during the hot season.



6. Cooling Treats & Hydration Boosters: Treats can be both rewarding and functional. Try making frozen broth cubes or tuna water "popsicles" for your cat. You can also add water to their regular meals to create a soup-like consistency or offer specialised hydrating treats that are high in electrolytes.

Daily Summer Routine for Cats

Maintaining a routine helps you monitor your cat's health and ensures they stay cool throughout the daily temperature cycle.

- ☛ **Morning:** Before you leave for work, refresh all water stations and feed a hydrating wet food meal. Open windows to let in the cool morning air, then close the blinds or curtains to "trap" the cool air inside before the sun gets too high.
- ☛ **Afternoon:** This is the peak heat period. Ensure your cat has access to the darkest, coolest rooms in the house. Avoid any intense play sessions (like chasing laser pointers or feathers), as this can lead to over-exhaustion and overheating.
- ☛ **Evening:** As the sun sets and the house cools down, this is the time for activity. Offer a "cool treat" like a frozen broth cube and engage in light play. Check their paw pads to ensure they aren't overly warm.

Common Summer Mistakes to Avoid

Even well-meaning pet parents can make mistakes that compromise their cat's safety.

- ☛ **Ignoring Hydration:** Never assume your cat is fine because they have one bowl of water. Evaporation and heat can make water unappealing very quickly.
- ☛ **Overfeeding Dry Food:** During a heatwave, a purely dry diet can lead to subclinical dehydration. Always supplement with wet food or toppers.
- ☛ **Poor Ventilation:** A room with the windows shut and no fan is a greenhouse for a cat. Ensure there is always a breeze or an AC unit running in the cat's primary area.
- ☛ **Over-grooming or Shaving:** While it's tempting to shave a long-haired cat, don't shave them completely. A cat's fur actually acts as an insulator against heat as well as cold; shaving them exposes their delicate skin to sunburn and can actually make it harder for them to regulate their temperature.

Conclusion

Summer care for cats is about being one step ahead of the thermometer. By providing the right environment filled with cooling mats, running water, and a moisture-rich diet like Purrfeto wet cat food, a healthy cat food option, you can ensure your cat enjoys the season as much as you do.



THE HIDDEN COST OF BEAUTY

Health & Welfare Concerns in India's Growing Pedigree Cat Market

The popularity of pedigree cats in India has surged dramatically over the past decade. From Persian cats gracing Instagram feeds in Mumbai drawing rooms to Scottish Folds winning hearts in Bengaluru apartments, designer breeds have become a status symbol among urban pet owners. Social media influencers, celebrity pet parents, and growing disposable incomes have together fuelled a market that was, until recently, the preserve of a niche few.

Yet behind the curated photographs and glossy coats lies a reality that India's veterinary community urgently needs to address: many of the traits that make these cats 'desirable' are rooted in genetic mutations and selective breeding practices that cause measurable suffering — often for the entire lifetime of the animal.



This feature is a call to awareness — for veterinarians, breeders, pet shop owners, and prospective cat parents alike. Understanding the welfare implications of pedigree cat ownership is not about dismissing these beautiful animals; it is about ensuring that the decisions driving their popularity are informed ones.

“
What looks
adorable in a photo
may translate to a
lifetime of
breathlessness,
pain, or restricted
mobility for the
animal.
”

A Booming Market, A Growing Responsibility

India does not yet have a centralised national database for pedigree cat ownership, but anecdotal evidence from veterinary clinics, pet trade associations, and online communities paints a clear picture of rapid growth. Breeds such as the Persian, Exotic Shorthair, Maine Coon, British Shorthair, Ragdoll, and Scottish Fold are among the most sought-after. Many are imported, while local breeders — concentrated in metropolitan cities such as Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, and Pune — have grown considerably in number.

The profile of the average Indian pedigree cat buyer has shifted too. It is now predominantly young, urban, digitally connected, and influenced heavily by what they see on social media. This is precisely the cohort that needs the most informed guidance from veterinary professionals, because they are making purchasing decisions based on aesthetics, not biology.

Why Pedigree Cats Face Greater Health Risks

All cats, regardless of breed, can suffer from common feline illnesses — infections, kidney disease, dental issues, and more. But pedigree cats carry an additional burden: reduced genetic diversity and the physical consequences of extreme selective breeding.

Most recognised breeds were established by breeding a very small pool of founding cats. Close inbreeding was — and often still is — common practice, particularly when breeders seek to consolidate 'winning' physical traits. Popular sires with prize-winning characteristics are used repeatedly, further narrowing the gene pool. This reduced genetic variation increases the frequency of inherited diseases, immune vulnerabilities, and birth defects.

The second and perhaps more visible problem is conformation — the deliberate shaping of the cat's body to match a breed standard. In many modern breeds, the pursuit of extreme physical features has produced cats that are structurally compromised. What follows is a summary of the most important categories of concern for Indian veterinary practitioners.

Did You Know?

Globally, for the first time in 2023, more pedigree cats were being acquired than mixed-breed (moggie) cats in several markets. India is following a similar trend in urban centres, according to pet trade surveys. This shift has enormous implications for the kind of health problems that Indian veterinary clinics will see over the next decade.



Key Health Issues by Breed Type

1. Flat-Faced (Brachycephalic) Cats

India does not yet have a centralised national database for pedigree cat ownership, but anecdotal evidence from veterinary clinics, pet trade associations, and online communities paints a clear picture of rapid growth. Breeds such as the Persian, Exotic Shorthair, Maine Coon, British Shorthair, Ragdoll, and Scottish Fold are among the most sought-after. Many are imported, while local breeders — concentrated in metropolitan cities such as Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, and Pune — have grown considerably in number.

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2. Dwarfism Breeds: The Munchkin and Its Derivatives

The Munchkin cat, characterised by its extremely short legs, has found a small but growing following in India's online pet communities. The short-limbed trait is caused by a genetic mutation affecting cartilage and bone development — the same type of mutation seen in achondroplastic dwarfism. The Bambino (a Munchkin-Sphynx cross) is another variant occasionally seen by Indian veterinarians.

These breeds may suffer from abnormal joints and limb deformities, chronic spinal problems including lordosis (excessive inward curvature of the spine), severely restricted mobility, and difficulty performing natural feline behaviours such as jumping and grooming. The mutation responsible for shortened legs is also potentially lethal — kittens that inherit two copies of the gene do not survive to birth. This means every Munchkin breeding programme necessarily produces stillborn kittens. This is an ethical consideration that both breeders and buyers in India should be fully aware of.



3. No-Tail and Short-Tail Breeds

The taillessness in breeds like the Manx, Pixie Bob, and American Bobtail is not simply cosmetic — it reflects underlying spinal abnormalities. The same gene that eliminates the tail can also cause incomplete development of the sacral and caudal vertebrae, spina bifida, and associated neurological problems.

Affected cats may be incontinent, have mobility difficulties, or suffer from chronic pain. Because the tail is a primary means of feline communication, tailless cats are also at a social disadvantage when living with other cats — a relevant consideration given the rise of multi-cat households in Indian urban homes.



4. Hairless Breeds: Sphynx and Peterbald

Hairless cats — the Sphynx in particular — have gained visibility in India through social media. Their unusual appearance makes them photogenic and shareable, driving a niche but growing demand. However, the absence of a coat creates specific challenges.

Hairless cats cannot regulate body temperature as effectively and are highly vulnerable to cold — ironic in a country where summer temperatures can cross 45°C in many regions, but genuinely problematic during Indian winters in northern states. They also secrete skin oils that would normally be absorbed by fur, requiring regular bathing to prevent skin infections and seborrhoea. In a country where the average pet owner may not anticipate this level of maintenance, this is a serious welfare concern. Additionally, sun exposure can cause painful sunburn on unprotected skin.



Welfare Alert for Veterinarians

When examining a Scottish Fold cat that appears unusually still, resistant to touching its paws or tail, or reluctant to jump — do not dismiss it as temperament. Conduct a thorough orthopaedic examination and consider radiography to assess the extent of osteochondrodysplasia. Early identification can improve quality of life through pain management, even if the underlying condition cannot be cured.

5. Scottish Fold: A Breed Built on Pain

The Scottish Fold is arguably the most welfare-problematic popular breed. The folded ears that give the breed its characteristic appearance are caused by a genetic defect affecting cartilage development throughout the entire body — not just the ears. Every Scottish Fold cat, regardless of how healthy it appears, carries this mutation.

The condition, called osteochondrodysplasia, causes painful and progressive arthritis affecting the paws, tail, and joints from a young age. The severity varies, but there is no version of a Scottish Fold cat that does not carry the underlying defect. Many affected cats simply become less active and reluctant to move — behaviour that owners often misread as the breed being 'calm' or 'laid-back'. In reality, this reduced activity is most likely a response to chronic, debilitating pain.

Recognising this, countries including Scotland (the breed's country of origin), the Netherlands, Germany, Austria, and Belgium have moved to ban or severely restrict the breeding of Scottish Folds. The British Veterinary Association, the RSPCA, and numerous international welfare organisations have called for an end to the breed. In India, no such regulation currently exists, and demand for Scottish Folds continues to grow — making veterinarian-led awareness all the more critical.



6. Hybrid and Wild-Cross Breeds

Hybrid cats — bred by crossing domestic cats with African or South American wild species — occasionally appear in India's exotic pet market. Breeds such as the Savannah (Domestic cat × African Serval) and Chausie (Domestic cat × Jungle Cat, which is native to India) are sometimes offered for sale at significant prices.

The Jungle Cat (*Felis chaus*) is actually found in India and is protected under Schedule II of the Wildlife Protection Act, 1972. Breeding or trading animals derived from Schedule II species without appropriate permissions carries legal implications. Beyond the legal dimension, hybrid cats typically retain many wild instincts — they are often unpredictable, territorial, and unsuited to life in a domestic apartment. Indian buyers considering such breeds should be aware of both the legal status and the significant welfare and safety risks.



Quick Reference: Breed Health Concerns

A guide for veterinary professionals and informed pet owners

Breed / Type	Key Health & Welfare Concerns
Persian / Exotic Shorthair	BOAS — breathing difficulties, eye discharge, facial fold infections, dental crowding, heatstroke risk in Indian climate
Scottish Fold	Osteochondrodysplasia — chronic progressive arthritis in paws, tail, and joints; pain masked by apparent calm behaviour
Munchkin / Bambino	Skeletal dysplasia — joint deformities, spinal lordosis, restricted mobility; lethal gene factor in breeding
Manx / Bobtail	Spinal abnormalities — spina bifida risk, incontinence, mobility issues, compromised feline communication
Sphynx / Peterbald	Thermoregulation issues, skin infections (seborrhoea), sunburn; high-maintenance grooming needs
Savannah / Chausie	Wild temperament traits, territorial aggression; possible legal issues under India's Wildlife Protection Act

The Veterinarian's Role: Beyond Treatment

India's veterinary professionals are uniquely positioned to drive positive change in the pedigree cat market. The relationship between a vet and a pet owner is one of the few trusted channels through which accurate health information reaches the consumer — often at the moment of first vaccination or wellness check, when the relationship is being established.

At the First Consultation

When a new pedigree kitten comes in for its first appointment, take the opportunity to conduct a brief conformational assessment. Note any signs of respiratory distress in brachycephalic breeds, assess limb conformation in Munchkins, and check tail vertebral alignment in bobtail breeds. Owners who have just paid a significant sum for a 'healthy' kitten are often shocked — and grateful — to learn early about potential issues to watch for.

Client Education

Many Indian pedigree cat owners are first-time cat parents who have made their buying decision based on appearance. A few minutes of non-judgmental education can make a significant difference: explaining why their Persian cat's snoring is not normal, why their Scottish Fold's stillness may indicate pain, or why their hairless cat needs weekly bathing. Printed take-home guides, QR codes to reliable resources, or WhatsApp follow-up messages are all tools that work well in the Indian clinical context.

Responsible Breeder Engagement

Some Indian pedigree cat breeders are conscientious, conduct health testing, and are open to veterinary guidance. Engagement with these breeders — through breed club events, social media outreach, or direct consultation — can help elevate standards across the community. Encouraging health testing programmes (cardiac screening for Maine Coons, PKD testing for Persians, etc.) builds the breeder-vet relationship in a productive direction.

"The single most impactful thing a veterinarian can do for pedigree cat welfare in India today is simply to have an honest, empathetic conversation with a new cat owner during the first consultation."

Guidance for Prospective Pedigree Cat Owners

If you are considering bringing a pedigree cat into your home, here is what to look for and ask:

1. Choose a breeder who voluntarily shares health test results for breed-specific conditions (PKD for Persians, HCM screening for Maine Coons, etc.).
2. Visit the kitten in person before purchasing. A healthy kitten should breathe easily, play actively, and show no obvious facial or limb deformities.
3. Be cautious of breeders who discourage a pre-purchase veterinary check. Reputable breeders welcome transparency.
4. Ask about the kitten's parents. Responsible breeders avoid crossing two brachycephalic cats or breeding from Scottish Folds with Folds (which intensifies the genetic defect).
5. Consider adopting a rescue cat. India's rescue organisations are full of wonderful cats — including pedigrees — who need homes. Adoption is an ethical and rewarding choice.

Conclusion: A Market That Needs Informed Voices

India's pedigree cat market is young, fast-growing, and largely unregulated. The welfare concerns associated with many popular breeds are well-documented internationally but remain poorly understood among Indian buyers and even some breeders. Veterinary professionals, pet industry media, and responsible breeders have a shared responsibility to ensure that this market grows in a direction that prioritises animal welfare alongside aesthetics.

Popularity driven by social media is a powerful force — but it can also be redirected. When influencers, celebrities, and pet content creators are equipped with accurate welfare information by veterinary professionals they trust, the narrative can shift. The most stylish thing to do is to choose beauty that doesn't come at the cost of suffering.



Flea and Tick Control Practices in Pets

Alok Kumar Singh^{1#}, Deepali Tiwari², Pradeep Kumar³ and Amit Singh⁴



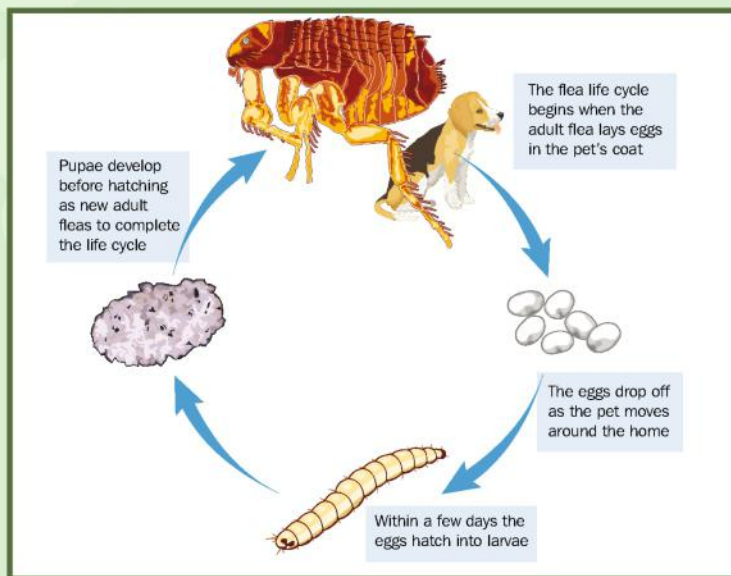
Fleas

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.



- 🐾 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...

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The road to *Recovery*

How to care for your

Cat Or Dog After Surgery.



The idea of your pet having surgery can feel daunting. But don't worry, your vet will provide specific instructions on how to look after your pet and will support you during their recovery.

Below are some general tips to help you care for your pet after surgery. However, if any of this differs to what your vet has told you, please follow their advice, as it will be specific to the type of surgery your pet has received.

1. Diet

General anaesthetic can make your pet queasy and they probably won't be interested in eating. For this reason, it's best to offer their normal food for the first 24 to 48 hours, unless your vet has recommended a specific diet.

It's best to avoid anything fatty or rich and, if your pet refuses their normal food, offer something plain, such as cooked chicken or white fish. Make sure there is a bowl of water available at all times, and contact your vet if your pet still refuses to eat after 24 hours.

2. Rest

Regardless of the procedure, most pets will need time to recover. Take your pet straight home after collecting them from the vet and let them recuperate in a small, warm, comfortable room.

Clear the room of any furniture, as pets can harm themselves jumping if they haven't gained their strength back. The room should also be away from other pets, children and noise. Keep exercise to a minimum unless your vet has advised otherwise.

3. Toileting

It's normal for pets not to have a bowel movement for a few days after surgery as the anaesthetic can slow down their digestive system. Speak to your vet if your pet is straining, has diarrhoea or is struggling to pass urine.

4. Aftercare

After your pet's surgery, your vet will show you how to care for their wound and how to administer any medication. It's important to give your pet their medicine on time, and to complete the course, even if it seems they have fully recovered.

Check your pet's wound regularly and speak to your vet if you notice any bleeding, swelling or discharge. A protective cone can stop them nibbling or licking their wound until their fur grows back.

5. Checkups

Finally, it's important to go to all of your pet's follow-up appointments, even if your pet seems better. Your vet may need to remove their stitches or prescribe more pain relief.

By following these tips and combining them with your vet's advice, your pet will be back to their happy, healthy self in no time.



Unlock Your Startup's Potential in Pet Food Innovation!

JOIN OUR NEXT GENERATION PET FOOD PROGRAM

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In partnership with:



In collaboration with:



Big Idea Ventures and Mars Petcare Launch 2026 Global Pet Food Innovation Program in Collaboration with AAK, Bühler, Givaudan, and Ingredion

- ❖ **An Innovation Powerhouse:** The initiative unites world-class experts in FoodTech, pet care, and ingredients to accelerate the transition toward a more sustainable pet food supply chain.
- ❖ **Seeking New and Scaling Ventures:** The program is in pursuit of bold companies with groundbreaking solutions in alternative proteins, fats, oils and novel ingredients.
- ❖ **Strategic Expansion in Asia:** The 2026 program will place a stronger emphasis on Asia, reflecting the region's growing importance in more sustainable food innovation and pet nutrition.

Big Idea Ventures and Mars Petcare announce the launch of the Next Generation Pet Food Program, in collaboration with industry leaders AAK, Bühler, Givaudan, and Ingredion. Now in its third year, the program has become a leading global platform for advancing sustainable solutions in pet nutrition, focused on identifying and scaling the next generation of breakthrough technologies.

The program is seeking startups with groundbreaking low carbon materials that can be applied to pet food, with a strong focus on alternative proteins, fats, oils and novel ingredients. The Mars Petcare Raws4Paws Accelerator is investing in innovation and searching for the next generation of suppliers to help source the best ingredients to support healthy pets and help address concerns about ingredient accessibility, security, sustainability and changing consumer behavior in the pet industry.

Elisabetta Pierangelo, VP R&D Mars Pet Nutrition, said:

"We are committed to exploring new technologies and scaling innovation that could reduce the environmental impact of pet food. Through previous cohorts, we've uncovered promising new solutions and seen transformative technological developments.

I'm eager to build on that momentum and witness the breakthroughs this year's program will unlock."

The initiative connects innovators from the human food space to the pet food industry and provides expertise from global leaders to help accelerate their path to market. Over the past two years, the program has generated valuable insights into emerging technologies with several of the startups now testing concepts that could play a key role in shaping the future of sustainable pet food.

Andrew D. Ive, Founder and Managing General Partner of Big Idea Ventures, stated:

"Our work with Mars Petcare and our partners has evolved into a focused engine for identifying and scaling the next generation of pet food ingredients. We are connecting high-quality startups with the corporations that can actually support these innovations to market, particularly across alternative proteins, fats, and novel ingredients. The priority now is not just discovery, but accelerating adoption and creating a more efficient path to commercial reality. With Asia playing an increasingly important role, this is about building a global system that consistently delivers better, more sustainable ingredients at scale."

Selected companies will benefit from expert guidance, potential commercial partnerships, **\$15,000** and the opportunity to showcase their solutions at the **Asia-Pacific Agri-Food Innovation Summit in Singapore**.

The 2026 program is open to global applicants, with a **strong preference for scalable solutions based in or focused on the Asia-Pacific region**, innovators from all geographies are encouraged to apply on the program's website:

<https://bigideaventures.com/pet-food-program/>

HobbsGo On Wheels



Launches India's First AI Powered Pet Food Truck for Fresh Nutrition

AI-driven pet food truck in Lucknow delivers fresh meals, personalized nutrition, and real-time tracking, transforming convenience and health for modern pet parents

India's pet care industry has taken a bold technological leap with the launch of the country's first AI-powered pet food truck, **HobbsGo On Wheels**, in Lucknow. Founded by Europe-returned software engineers Urvashi Srivastava and Kshitij Verma, this innovative concept is designed to bring fresh, high-quality pet nutrition directly to pet parents—redefining convenience and personalization in pet feeding.

At the core of this initiative is **AI Predictive Routing**, a smart system that goes beyond traditional delivery. By analyzing pet density, buying patterns, and community demand, the truck optimizes its routes in real time. This ensures that preservative-free, freshly prepared pet food reaches neighborhoods exactly when needed—minimizing delays and maximizing freshness.

Another standout feature is **Smart-Select Personalization**. Pet parents can input their pet's daily calorie requirements, enabling the AI to curate tailored nutrition plans. From recommending balanced meals to suggesting premium toppers, the platform helps elevate everyday feeding into a more health-focused, customized experience.

The service also introduces **Real-Time Digital Tracking** through a dedicated mobile app. Pet parents can track the truck's live location, bringing transparency, predictability, and ease to their pet care routine.

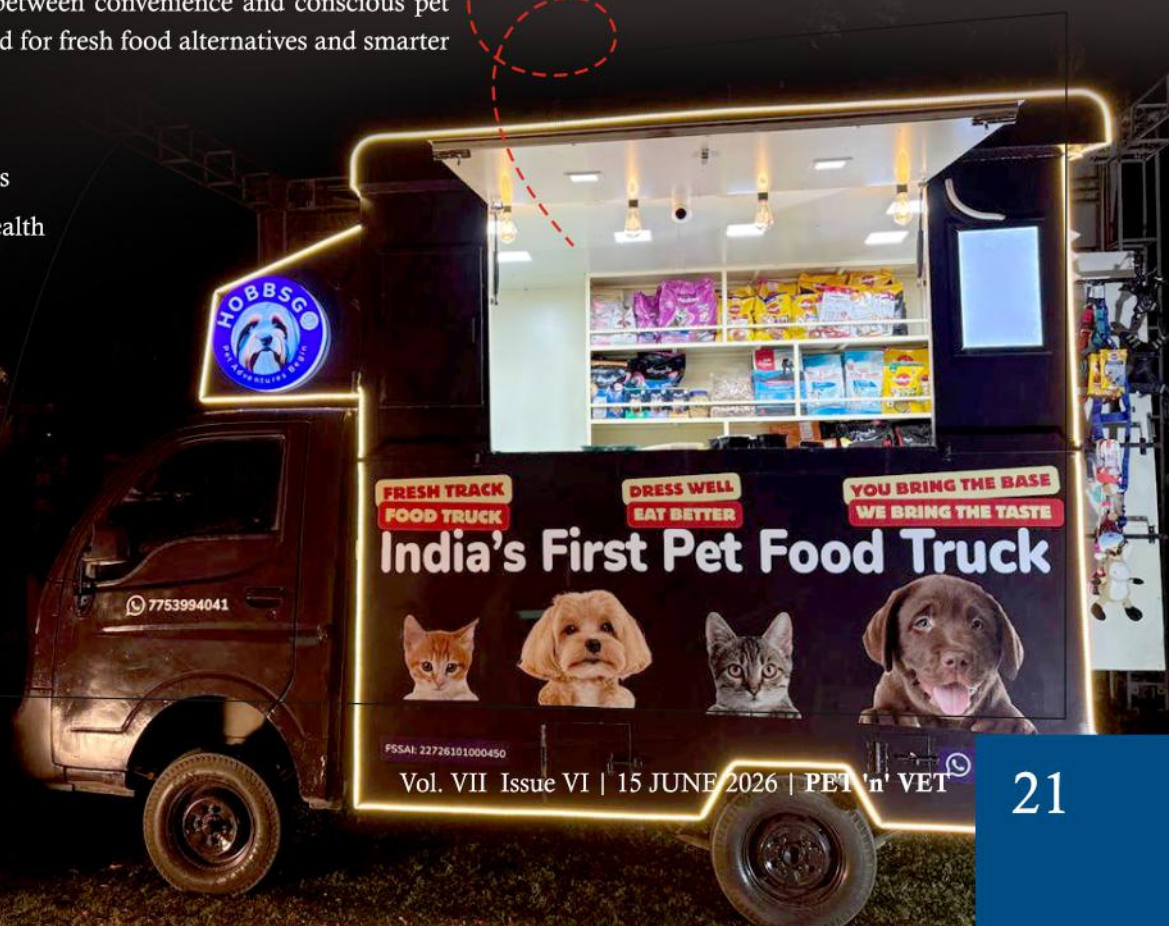
PetzCareIndia Views: This concept signals a significant shift in how pet food is accessed and consumed in India. By blending mobility with AI-driven insights, HobbsGo On Wheels bridges the gap between convenience and conscious pet parenting. It reflects the growing demand for fresh food alternatives and smarter pet care solutions.

Advantages for Pet Parents

- 🐾 Access to fresh, preservative-free meals
- 🐾 Personalized nutrition for better pet health
- 🐾 Reduced dependency on stored kibble
- 🐾 Convenience of doorstep availability
- 🐾 Real-time tracking for better planning

HobbsGo On Wheels stands at the intersection of technology, nutrition, and convenience—marking the beginning of a smarter future for pet care in India.

HobbsGo On Wheels, AI Driven



SIGNIFICANCE OF CEREBROSPINAL FLUID COLLECTION AND EXAMINATION IN DIFFERENT DOMESTIC ANIMALS

Maneesh Jatav¹, Yamini Verma, Amita Dubey and Poornima Gumasta²



Introduction: The brain as the most complex organ in the body, demands robust protection against both physical trauma and infectious agents. This protection is provided by several anatomical and physiological barriers. The skull serves as a mechanical shield, while the blood-brain barrier functions to restrict the entry of potentially harmful pathogens and toxic substances into the brain tissue. In addition to these defences CSF constitutes a vital protective and regulatory component of the CNS. CSF occupies the ventricular system and subarachnoid system and its movement and composition are regulated by specialized blood-CSF barriers located at the choroid plexus and arachnoid mater. Its helps maintain a chemically and mechanically stable environment essential for optimal neural activity. Therefore, the precise regulation of CSF production, circulation and absorption is critical for maintaining CNS homeostasis. Any disruption in this system can result in pathological conditions particularly mechanical abnormalities such as hydrocephalus and intracranial hypertension. Beyond its supportive role, the subarachnoid space functions in immunological surveillance and CSF is increasingly recognized as “waste-sink” theta facilitates the removal of neurotoxic metabolites. This clearance mechanism underscores the role of CSF in the prevention and modulation of neurodegenerative and neuroinflammatory diseases. CSF is primarily produced by the choroid plexus within the ventricles and is considered an ultrafiltrate of plasma. It flows through the ventricular system and into the central canal of the spinal cord. Within the CNS, CSF performs several essential functions: providing mechanical support to brain structures, regulating intracranial pressure, transporting nutrients, metabolites and neurotransmitters and maintaining ionic balance necessary for neuronal function.

Importance of CSF Examination: CSF examination is a crucial diagnostic tool in assessing neurological function and identifying pathological conditions affecting the CNS. Although CSF analysis typically exhibits moderate sensitivity and limited specificity similar to that of a complete blood count. It remains a fundamental component of the neurological diagnostic process. The wide array of CNS disorders may not always present with marked CSF alterations; however, even subtle changes in its composition can reflect significant underlying pathology. Various

CNS abnormalities, including inflammatory, degenerative, neoplastic, traumatic and infectious processes can influence the biochemical and cellular profile of the CSF. Consequently, CSF analysis plays a vital role in the clinical evaluation of neurological diseases.

Functions of CSF: Cerebrospinal fluid (CSF) performs several critical functions in maintaining central nervous system (CNS) health and homeostasis. The four principal roles of CSF are:

1. Providing mechanical support to preserve the physical integrity of neural structures,
2. Serving as an excretory "sink" for metabolic waste and neurotoxins,
3. Facilitating the transport of substances within the brain, and
4. Regulating the chemical environment of the CNS.

CEREBROSPINAL FLUID COLLECTION: To collect CSF, the following sterilized materials should be prepared under strict aseptic precautions: 12.5 cm long 14G needle with a stylet, 3-inch 16G spinal needle, Cotton swabs, BP handle with surgical blade, Rectified spirit, Sterilized test tubes, Sharp razor. Common sites for the collection of CSF in different animals:

A. Cisterna Magna (Atlanto-Occipital Puncture): Commonly used in horses, dogs, and cats. The procedure can be performed with the animal in either a standing position or lateral recumbency.



Steps:

1. Restrain the animal securely, preferably by rope casting.
2. Administer local anesthesia (e.g., 2% Xylocaine or Lignocaine) and sedatives such as Siquil or Largactil.
3. Flex the animal's head downward to form a 90° angle between the neck and the head and maintain this position firmly.
4. Clip, clean, and sterilize the puncture site.
5. Insert a 3–4 inch, 16G spinal needle with a stylet at the cranial edge of the atlas wings. Direct the needle parallel to the long axis of the head. Loss of resistance indicates entry into the subarachnoid space.
6. Once the atlanto-occipital joint is reached, remove the stylet and allow CSF to flow. Collect approximately 1–2 ml of fluid.

B. Lumbosacral (Sub-Lumbar) Puncture: Typically performed in cattle, sheep, and goats, with the animal in a standing position.

Steps:

1. After ensuring aseptic conditions, palpate the depression between the dorsal spinous process of the last lumbar vertebra and the anterior aspect of the sacral crest.
2. Insert the needle at this site vertically, then slightly obliquely with gentle forward and backward pressure. A decrease in resistance indicates entry into the subarachnoid space.
3. The animal should be securely restrained to prevent spinal injury.
4. Remove the stylet, attach a syringe, and gently aspirate the CSF.

EXAMINATION OF CEREBROSPINAL FLUID (CSF)

1) Physical Examination

A. Colour: Under normal physiological conditions, cerebrospinal fluid (CSF) appears clear, colourless, and watery, resembling distilled water in transparency. It is devoid of any cellular or flocculent material. Crimson or bright red discoloration typically indicates contamination of the sample due to accidental puncture of a blood vessel during needle insertion, often referred to as a traumatic tap. Dull red or brownish coloration may be suggestive of pathological conditions such as intracranial hemorrhage, subarachnoid bleeding, or cranial bone fractures, where blood leaks into the CSF pathways. A xanthochromic (yellowish) is often observed in cases of old CNS hemorrhage, as it results from the breakdown of red blood cells and the subsequent release of hemoglobin, which converts to bilirubin. It may also indicate the presence of bile pigments, especially in cases of jaundice. Grayish or greenish coloration of CSF may indicate the presence of pus and is commonly associated with bacterial infections such as meningitis, reflecting the infiltration of neutrophils and necrotic debris.

B. Turbidity: Normal CSF should be completely transparent and free-flowing, allowing for easy visibility through the fluid. Hazy or ground-glass appearance usually reflects the presence of increased cellular elements (pleocytosis), including white blood cells or malignant cells, and may be indicative of inflammatory or neoplastic conditions. A cloudy or purulent appearance is a hallmark of bacterial meningitis or severe encephalitis, where high

concentrations of white blood cells, proteins, and pathogens accumulate within the fluid. A red and turbid appearance not only suggests a traumatic puncture but may also obscure interpretation of the actual cellular content, making differentiation from pathological hemorrhage challenging unless properly evaluated.

C. Coagulation: CSF under normal conditions does not clot, as it lacks significant quantities of clotting factors like fibrinogen. However, in conditions such as suppurative meningitis, the inflammatory response leads to a substantial rise in plasma proteins, especially fibrinogen, which may result in the formation of visible clots in the collected fluid. The appearance of clotted blood in CSF samples may also occur in the presence of a massive hemorrhage into the subarachnoid space or as a result of improper collection techniques leading to peripheral blood contamination. Such findings must be carefully interpreted in the context of the clinical picture and laboratory results.

2) Chemical Examination of Cerebrospinal Fluid (CSF)

A. Protein Content: The normal total protein concentration in cerebrospinal fluid typically ranges from 12 to 40 mg per 100 ml. This value may vary slightly depending on the species and the method of collection. Albumin constitutes the major fraction of CSF protein, with smaller amounts of globulins. Since CSF is formed by selective ultrafiltration of plasma through the blood-brain barrier, the protein content is significantly lower than that of serum. Increased protein levels in CSF may be indicative of infections (such as bacterial, viral, or fungal meningitis), tumors, inflammatory disorders (like multiple sclerosis), trauma, or subarachnoid hemorrhage. A very high protein concentration, especially if accompanied by a normal cell count (albuminocytological dissociation), may suggest degenerative neurological diseases such as Guillain-Barré syndrome in humans, or similar demyelinating conditions in animals.

B. Glucose Content: Quantitative estimation of glucose in CSF is usually performed using the Folin–Wu method, a classical colorimetric assay for reducing sugars. Under normal conditions, CSF glucose levels are about 60–70% of the concurrent blood glucose concentration, reflecting its passive diffusion from the blood across the blood-brain barrier. The normal glucose concentration in CSF ranges from 40 to 80 mg per 100 ml. Decreased glucose levels (hypoglycorrhachia) may indicate bacterial, fungal, or tuberculous infections, as pathogens and inflammatory cells consume glucose. Conversely, normal or slightly elevated glucose levels may be seen in viral meningitis, as viruses do not consume glucose directly.



Factors Affecting CSF Glucose Levels and Clinical Significance

The glucose concentration in cerebrospinal fluid (CSF) is primarily influenced by the following factors:

1. Blood Glucose Levels: As CSF glucose is derived from blood via passive transport across the blood-brain barrier, its concentration reflects the current plasma glucose level. Any significant alteration in blood glucose directly impacts CSF glucose.

2. Selective Permeability of the Blood–CSF Barrier: The efficiency of glucose transport into the CSF depends on the integrity and permeability of the blood–CSF barrier. Inflammatory or pathological changes in this barrier may impair glucose transport and result in altered CSF glucose levels.

3. Presence or Absence of Glycolytic Activity in the CNS or Infiltrating Cells:

Increased local glycolytic activity—due to the presence of leukocytes, bacteria, or neoplastic cells—can reduce glucose levels in CSF by consuming available glucose.

Clinical Interpretation

❖ **Increased CSF Glucose (Hyperglycorrhachia):** This condition is relatively uncommon but may occur in cases where blood glucose is elevated (hyperglycemia), as seen in diabetes mellitus. It may also be observed in encephalitis, brain tumors, brain abscesses, or spinal cord compression, where glucose metabolism or barrier function may be disrupted.

❖ **Decreased CSF Glucose (Hypoglycorrhachia):** A reduced CSF glucose level is a significant clinical finding, often associated with acute pyogenic (bacterial) infections of the central nervous system. Bacteria and inflammatory cells rapidly consume glucose, leading to marked reductions. It may also result from systemic hypoglycemia, where insufficient plasma glucose is available for diffusion into the CSF.

C. Chloride Levels: The normal concentration of chlorides in cerebrospinal fluid (CSF) in domestic animals typically ranges between 650–850 mg/100 ml. CSF chloride levels are usually higher than serum levels, reflecting its role in maintaining osmotic balance and electrical neutrality within the central nervous system (CNS). Decreased CSF chloride levels may be indicative of pyogenic (bacterial) meningitis, where inflammatory processes alter the blood–CSF barrier and lead to protein influx and electrolyte imbalance. Reduced chloride values may also occur in conditions such as prolonged vomiting, hypochloremia, advanced pneumonia, or other systemic disturbances affecting fluid and electrolyte homeostasis.

D. Sodium Levels: Sodium is a key ion in maintaining the electrochemical gradient across neuronal membranes, and its concentration in CSF is tightly regulated. Under normal conditions, CSF sodium concentration is slightly higher than in serum. In cases of salt poisoning or hypernatremia, especially in animals such as pigs and poultry, elevated sodium levels in the CSF can lead to severe neurological manifestations including cerebral edema, convulsions, and death.

E. Cholesterol Levels: Cholesterol content in CSF is very low under normal physiological conditions, as it is not freely diffusible across the blood-brain barrier. The normal cholesterol

concentration in CSF varies among species, for example: in Horse: 0.36–0.55 mg/dl and in Goats: Approximately 0.51 mg/dl. Elevated cholesterol levels in CSF are considered pathological and may be observed in conditions such as: CNS hemorrhages, due to the breakdown of red blood cell membranes, Brain tumors, where cholesterol may leak into the CSF from neoplastic cells, Bacterial meningitis and brain abscesses, where inflammation disrupts the integrity of the blood–CSF barrier.

F. Determination of Enzymes in CSF: Enzyme activity within cerebrospinal fluid (CSF) can serve as an important diagnostic indicator of various central nervous system (CNS) pathologies. Enzymes typically originate from CNS tissues or infiltrating inflammatory or neoplastic cells, and their altered concentrations often reflect underlying disease processes.

Glutamate Pyruvate Transaminase (GPT / ALT) and Glutamate Oxaloacetate Transaminase (GOT / AST): Elevated levels of these enzymes have been reported in dogs suffering from canine distemper, particularly when the virus affects the CNS. Increased levels may also be observed in conditions such as purulent meningitis and cerebral infarction, reflecting neuronal damage or inflammation-induced enzyme leakage into the CSF.

Lactate Dehydrogenase (LDH): LDH is a key metabolic enzyme, and its levels in CSF increase significantly in diseases causing cell lysis or tissue necrosis. Elevated LDH activity is commonly seen in bacterial meningitis, metastatic carcinomas of the CNS, lymphoid tumors, subarachnoid hemorrhage, and cerebral infarctions. The degree of elevation often correlates with the severity of cellular damage and may help differentiate between bacterial and viral infections.

Creatine Phosphokinase (CPK): CPK levels in CSF may show marked elevation in various neurological disorders, particularly those associated with muscle breakdown, trauma, or CNS inflammation. Increased CSF CPK is considered a supportive marker in diagnosing conditions such as viral encephalitis, myelitis, and intracranial hemorrhages.

G. Calcium in CSF: The concentration of calcium in CSF is typically lower than that in serum, primarily due to the selective permeability of the blood–CSF barrier and tight regulation by homeostatic mechanisms.

Clinical Significance of Elevated Calcium: An increased level of protein-bound calcium in the CSF suggests a disturbance in the blood–brain barrier, allowing proteins (and bound calcium) to cross into the CSF. Such elevations may be observed in conditions involving inflammation, trauma, tumors, or neurodegenerative diseases that disrupt normal barrier function.

III. Cytological Examination of Cerebrospinal Fluid (CSF)

Cytological examination involves the evaluation of cellular components present in the CSF. It is crucial for the diagnosis of various inflammatory, infectious, neoplastic, and degenerative conditions affecting the central nervous system. CSF is a fragile biological fluid with rapid cellular degeneration. Total cell counts must be performed within 20 minutes of collection to ensure accurate results and avoid false lows due to cellular lysis. Delays in analysis can lead to the disintegration of white blood cells, rendering cytological findings unreliable.

Cell Count Estimation Method:

The total leukocyte count is typically performed using a hemocytometer, following similar procedures used for blood white cell counts. After obtaining the total number of cells in the counting chamber, the value is multiplied by a factor of 0.6 to calculate the number of cells per cubic millimeter (cu mm) of CSF.

Normal CSF Cell Counts in Domestic Animals:

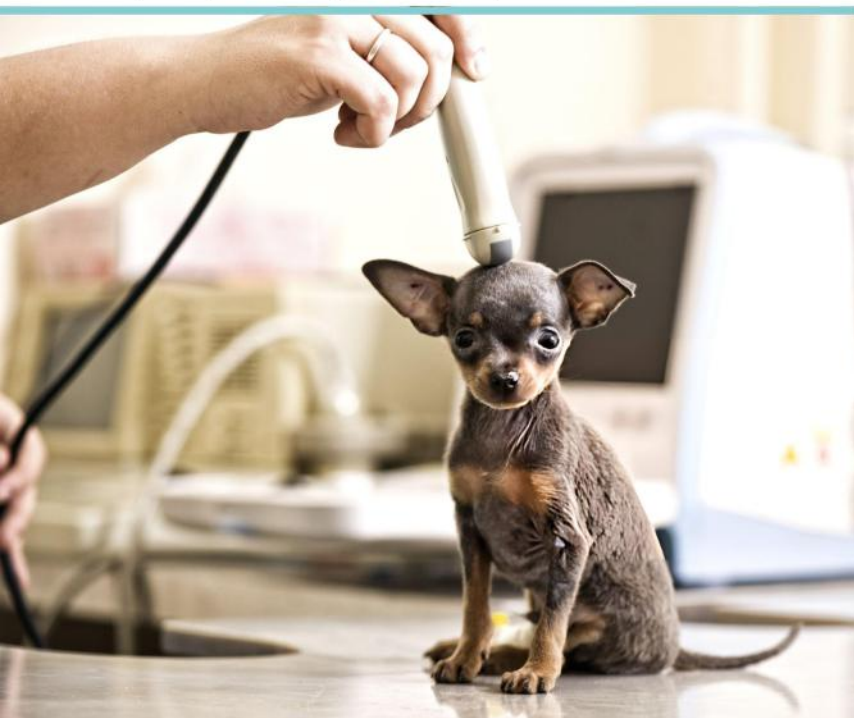
Species	Normal Cell Count (cells/cu mm)
Cattle	0-15
Sheep	0-15
Pig	0-15
Dog	Up to 25
Horse	Up to 23

Pleocytosis (Increased WBC Count): An elevated number of white blood cells (WBCs) in the CSF is referred to as pleocytosis and is a key indicator of pathology involving the CNS.

Common causes of pleocytosis includes Inflammation of the brain, spinal cord, or meninges (e.g., meningitis, myelitis), Cerebral or spinal abscesses Encephalitis, caused by viral, bacterial, or parasitic infections Chronic inflammatory diseases, such as granulomatous meningencephalitis Toxic or degenerative disorders where cellular response is secondary to primary tissue damage The type of cells present (neutrophils, lymphocytes, eosinophils, macrophages) may help differentiate between infectious, immune-mediated, or neoplastic etiologies.

IV. Differential Cell Count of Cerebrospinal Fluid (CSF): The differential leukocyte count is an essential component of CSF cytological analysis. It helps determine the predominant type of white blood cells, which provides valuable insight into the underlying etiology of central nervous system disorders.

Procedure: A direct smear should be prepared from freshly collected CSF. Due to the typically low cellularity of CSF, the sample should be centrifuged gently, and the sediment used for smear preparation if needed. The smear is air-dried, then stained using Leishman's stain or other Romanowsky-type stains such as Giemsa or Wright's stain. The stained smear is examined under a microscope under oil immersion (100x objective) to identify and quantify different types of leukocytes.



Interpretation of Differential Count: Neutrophilia (Predominance of Neutrophils):

A neutrophilic response is indicative of acute inflammation or bacterial infection of the central nervous system. It is commonly associated with:

- Pyogenic (suppurative) meningitis
- Bacterial encephalitis
- Cerebral or spinal abscesses
- Intracranial hemorrhage (where neutrophils respond to blood breakdown products)

Lymphocytosis (Predominance of Lymphocytes): An increased proportion of lymphocytes suggests a chronic or non-suppurative inflammatory process, and is commonly observed in:

- Chronic viral infections (e.g., canine distemper virus, rabies)
- Fungal infections of the CNS
- Toxemia and uremia, where systemic metabolic disorders affect the CNS
- Chronic meningitis or encephalitis of non-bacterial origin

V. Bacteriological Examination of Cerebrospinal Fluid (CSF): Bacteriological analysis of CSF is crucial when there are indications of infectious disease involving the central nervous system, especially when cell counts and protein concentrations are elevated, suggesting inflammation or suppuration.

Indications: Significantly increased total leukocyte count, especially neutrophils, Elevated protein levels in CSF, Clinical suspicion of bacterial meningitis, brain abscess, or pyogenic encephalitis.

Procedure: Aseptically collected CSF is inoculated immediately onto suitable culture media such as: Blood agar, MacConkey agar, Chocolate agar, Enrichment broths like brain heart infusion or thioglycolate broth. The cultures are incubated at 37°C for 24-48 hours under aerobic and, where necessary, anaerobic conditions. Isolated colonies are identified using standard bacteriological techniques, including: Gram staining, Biochemical tests, Sensitivity testing to determine antibiotic susceptibility.

Interpretation: Gram stain of centrifuged CSF sediment provides a rapid and useful clue in bacterial identification while awaiting culture results. Presence of intracellular or extracellular bacteria in neutrophils is strongly suggestive of acute bacterial infection.

Common Bacterial Pathogens in Animals: Escherichia coli, Streptococcus spp., Staphylococcus spp., Pasteurella spp., Listeria monocytogenes, and Actinobacillus spp. depending on the species and age of the animal. Prompt bacteriological identification is essential for initiating appropriate antimicrobial therapy and improving prognosis in CNS infections.

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Pampered Paws in the City of **LOOMS**

Coimbatore's booming pet resort industry is rewriting the rules of animal boarding — one climate-controlled suite, spa treatment, and gourmet meal at a time.

“Pets are no longer just animals in Indian households — they are family members with birthdays, diets, health insurance, and now, vacation resorts of their own.”



Coimbatore — traditionally celebrated for its textile mills and engineering prowess — is quietly establishing itself as the unlikely capital of India's luxury pet hospitality movement. A surge in upscale boarding facilities and themed pet resorts is transforming how the city's pet-owning families think about leaving their dogs and cats behind when they travel.

What was once a matter of reluctantly dropping a pet at a neighbour's doorstep has evolved into a carefully researched booking process — complete with facility tours, trial stays, dietary briefings, and real-time photo updates sent directly to owners' smartphones.

The market, industry observers note, is expanding rapidly. New centres are emerging across the city's residential corridors, and existing operators are investing heavily in upgrading their amenities to match the expectations of a new generation of pet parents who view premium care not as an indulgence, but as a baseline responsibility.

The amenities now on offer across Coimbatore's top-tier facilities would raise eyebrows even in metropolitan Mumbai or Bengaluru. Climate-controlled suites sized by breed, personalised play areas, hydrotherapy pools, grooming parlours offering aromatherapy rinses, and rotating menus crafted around individual dietary profiles have all become part of the standard pitch.

Several centres now offer behavioural training packages bundled with the stay, addressing separation anxiety, recall, or socialisation deficits while the owner is away. Therapeutic services for senior or anxious pets — including gentle massage and calming diffuser sessions — have also found a loyal clientele.

Signature Services Now Offered Across Coimbatore's Premium Facilities

Climate-controlled private suites	Customised breed-specific diets	Behavioural training add-ons	Spa, grooming & hydrotherapy
Live-cam access for owners	Swimming pools & agility areas	On-call or in-house vet care	Anxiety therapy & enrichment



VET'S PERSPECTIVE

Boarding stress is one of the leading causes of transient illness in pets. Facilities that invest in enrichment activities, consistent routines, and minimal noise exposure are making a genuine clinical difference — not just a marketing one.



BUSINESS INSIGHT

The shift from basic kennelling to experiential pet boarding mirrors a broader pattern: consumers willingly pay a premium when they feel emotionally reassured. Operators who invest in transparency — live cameras, daily reports — consistently command higher occupancy.



The Humanisation Dividend

Industry analysts tracking the pet economy across Tier-1 and Tier-2 Indian cities point to a powerful underlying driver: the deepening humanisation of pets. Owners increasingly describe their animals in familial terms — “my child,” “my baby” — and this emotional framing directly translates into spending behaviour.

Coimbatore's demographic profile makes it fertile ground for this shift. A large, stable upper-middle-class base with significant disposable income, combined with a culture of meticulous household management, has produced consumers who research boarding facilities the way they would choose a school for their child.

The pace of new entrants into the market reflects this opportunity. At least a dozen new professionally managed pet boarding businesses opened in the Coimbatore district in the past year alone, with several positioning themselves at the luxury end — investing in branded interiors, trained staff, and veterinary partnerships.

For practising veterinarians, the trend carries both professional and commercial implications. Boarding facilities increasingly seek formal partnerships with veterinary clinics for emergency cover, routine health checks on arrival, and the credibility that a vet-affiliated facility confers.

What Operators and Vets Should Watch

Despite the enthusiasm, industry insiders caution that rapid expansion brings risks. Inconsistent hygiene protocols, undertrained staff, and the challenge of managing disease transmission in multi-pet environments remain concerns — particularly for operators scaling quickly without robust standard operating procedures.

Veterinary professionals entering this space as consultants or partners should ensure that boarding facilities maintain proper vaccination records, have clear isolation protocols for symptomatic animals, and conduct basic health assessments at intake. These are not just welfare requirements — they are the foundations of a commercially sustainable reputation.

The regulatory environment is gradually catching up. Consumer awareness around animal welfare standards, combined with increasing social media scrutiny, means that any incident at a premium facility is now very publicly visible. Operators who treat accreditation as a genuine competitive advantage will be best positioned long term.

Coimbatore's pet hospitality boom is ultimately a microcosm of a transformation unfolding in cities across India. As the pet industry matures into a structured, investable sector, the quality bar will rise — and the professionals who help set it will define the next decade of Indian pet care.



From Nutrition to Extrusion

Dry Pet Food Expert Insights You Can Put to Work



Professionals in the pet food industry will have the opportunity to strengthen their technical capabilities at the upcoming Progressus' **Pet Food Formulation & Production Masterclass**, an intensive in-person program focused on the science and application of dry pet food manufacturing.

Positioned as a **masterclass in dry pet food crafting—applied expertise, practical tools, immediate impact**, the program delivers a complete learning experience across the full production chain. Participants will explore how nutritional principles, ingredient functionality, and formulation strategies translate into real manufacturing performance through extrusion and downstream processing.

As industry expectations continue to rise around product quality, safety, and consistency, professionals are increasingly required to connect formulation decisions with production outcomes. This masterclass is designed to build that connection—equipping participants with both the technical understanding and the practical skills needed to improve results on the factory floor.

From Knowledge to Application

The program emphasizes **hands-on, applied learning** that goes beyond theory. Participants will gain a working understanding of how formulations behave during processing, and how to adjust key variables to achieve desired product characteristics.

Through expert-led sessions and real industry examples, participants will:

- 🐾 Connect **nutrition, formulation, and extrusion performance**

- 🐾 Identify and address **common production challenges**
- 🐾 Apply methods to **optimize product quality and consistency**
- 🐾 Evaluate formulations from both a **nutritional and processing perspective**

The focus is clear: deliver knowledge that can be **put to work immediately**.

Practical Tools for Real Production Challenges

Participants will leave with practical frameworks and tools to support day-to-day decision-making, including:

- 🐾 Approaches for **ingredient evaluation and selection**
- 🐾 Techniques for **balancing formulations with processing requirements**
- 🐾 Strategies for **troubleshooting extrusion and product quality issues**
- 🐾 Considerations for **maintaining safety and compliance standards**

This ensures that the learning experience translates directly **into improved efficiency, better product outcomes, and stronger technical confidence**.

Built for Industry Professionals

The program is designed for those involved in: Pet food manufacturing and plant operations

- 🐾 Product development and quality assurance
- 🐾 Ingredient supply and technical services
- 🐾 Pet nutrition and veterinary applications



It also provides a valuable platform for **professional exchange**, enabling participants to share experiences and learn from peers across the industry.

Immediate Impact on Your Work

By the end of the program, participants will be equipped to:

- 🐾 Strengthen formulation and production alignment
- 🐾 Improve process efficiency and product consistency
- 🐾 Solve production challenges with greater confidence
- 🐾 Support innovation in dry pet food development

With a strong focus on **application over theory**, the Pet Food Formulation & Production Masterclass empowers professionals to take what they learn and apply it directly—delivering real impact in their operations

For more information and registration details, visit progressus.asia or contact info@progressus.asia.

About Progressus

Progressus specializes in delivering technical education and professional development for the agricultural and aquaculture sectors across Asia. Its AgriSchool series offers practical, unbiased training designed to elevate industry performance and support long-term success for agribusiness professionals..

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SCAN ME
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Allana Purrfeto
Summer Essentials Every Cat Parent Needs in 2026

Dr Akanksha Divakar
Head - Marketing
ACPL - Allana Consumer Products Ltd

1. Cooling Mats & Comfortable Resting Spots: Modern cooling mats for cats are an accessory that a pet parent must have in their household. The increase in outdoor temperature, coupled with electricity or refrigeration, provides an instant relief to a temperature when your cat lies down. If you don't have a mat, ensure they have access to the floor or shaded areas where the sun never reaches. These kinds of surfaces absorb the body heat, keeping your pet comfortable.

2. Constant Access to Fresh Water: Fresh water reduces excessive heat in the body. Hydration is the most effective way to combat heat from the inside out. Multiple water sources across your home for your cat can help a lot. Apart from this, many pet parents tend to include wet cat food for hydration. Since cats are active animals, they will tend to dehydrate quickly, so most pet parents are plagued by the question of how to hydrate a cat. The best way is to keep fresh and clean water accessible to them daily and consider adding a few ice cubes to the bowl to keep the temperature low and pique your cat's curiosity.

3. Cat Water Fountain: Many cats are instinctively wary of still water. Cats preferring water in a dedicated water fountain can encourage your cats to drink more often. This encourages higher water intake, keeping their kidneys flushed and their bodies cool during the hottest parts of the day.

4. Hydrating Diet: Diet plays a massive role in maintaining your cat's hydration levels. Dry kibble has very low moisture content, which can be taxing on the body during summer. Switching to a wet food for hydration during summers provides high moisture, typically 70-80%. Options like Purrfeto Adult Wet Cat Food provide a balanced combination of high-quality protein, omega-3 fatty acids, and essential vitamins such as A, D3, and E—making them a suitable choice for supporting overall well-being during hotter months.

5. Summer Grooming Essentials: One of the simplest outdoor cat care tips is to regularly brush the coat to remove mats that would otherwise trap heat against the skin. While cats are generally self-cleaning, an occasional damp towel wipe or a bath for cats that enjoy it can help lower their surface temperature immediately. Chemical bathing is also a good idea to keep your pet cool during the hot season.

6. Cooling Treats & Hydration Boosters: Treats can be both rewarding and functional. By making frozen treats such as tuna water "popicles" for your cat, you can also add water to their regular meals to ensure a step-by-step increase in their specialized hydrating treats that act high in electrolytes.

Common Summer Mistakes to Avoid
Even well-meaning pet parents can make mistakes that compromise their cat's safety.

- Ignoring Hydration: Never assume your cat is fine because they have one bowl of water. Evaporation and heat can make water unappealing very quickly.
- Overfeeding Dry Food: During a heatwave, a purely dry diet can lead to subclinical dehydration. Always supplement with wet food or toppers.
- Poor Ventilation: A room with the windows shut and no fan is a greenhouse for a cat. Ensure there is always a breeze or an AC unit running in the cat's primary area.
- Over-grooming or Shaving: While it's tempting to shave a long-haired cat, don't shave them completely. A cat's fur actually acts as an insulator against heat as well as cold; shaving them exposes their delicate skin to sunburn and can actually make it harder for them to regulate their temperature.

Conclusion
Summer care for cats is about being one step ahead of the thermometer. By providing the right environment filled with cooling mats, running water, and a moisture-rich diet like Purrfeto wet cat food, a healthy cat food option, you can ensure your cat enjoys the season as much as you do.

Daily Summer Routine for Cats
Maintaining a routine helps you monitor your cat's health and ensures they stay cool throughout the daily temperature cycle.

- Morning: Before you leave for work, refresh all water stations and feed a hydrating wet food meal. Open windows to let in the cool morning air, then close the blinds or curtains to "trap" the cool air inside before the sun gets too high.
- Afternoon: This is the peak heat period. Ensure your cat has access to the darkest, coolest rooms in the house. Avoid any intense play sessions (like chasing laser pointers or feathers), as this can lead to over-exhaustion and overheating.
- Evening: As the sun sets and the house cools down, this is the time for activity. Offer a "cool treat" like a frozen brew cube and engage in light play. Check their paw pads to ensure they aren't overly warm.

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