

Creature Companion

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A Pet Care Magazine



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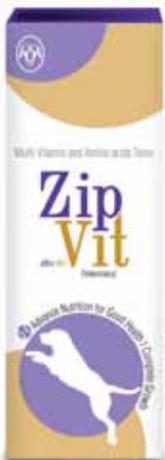
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Publisher's Note

Dear Readers,

We wish our four-legged friends and their parents a Pawsome New Year 2020. Many of us make New Year resolutions to achieve our personal goals and reading more books is one of the most repeated promises that we make to ourselves as we stand at the threshold of yet another year. Keeping this in mind, we have introduced a 'Literary Pets' section where we will be featuring book recommendations, reviews and author interviews on pet centric titles so you can curl up with your pets and read. This issue features an article on 'Book Recommendations for Pet Lovers' by popular book blogger Ms. Vidhya Thakkar.

This edition also carries many interesting and educative articles for pet parents on providing First Aid to your furry friends in case of Tick or Flea infestation, walking your dog on a leash without pulling, tips to make your home cat-friendly, selecting the right toys and leashes for your best friend, krill in pet food and much more.

The industry section carries an engrossing narrative of Ms. Radhiya Hemchandra's journey in the Indian Pet Grooming Industry. Along with this, we have interviewed Mr. Ashwin Kashyap Raghuraman about his pet food startup BowChow SuperDog's establishment, products, initiatives for community animals and laboratory accreditation.

Happy Reading!

Linda Brady Hawke



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Remember, longevity for your furry pooch is dependent on three aspects in which diet and environmental interactions are the major pillars. And don’t leave hygiene behind.” says Mitu Paul, Brand Head, Dibaq India.

“Allergies in dogs are always expressed through skin and felt through an itch.” says Dr Adam Patterson, Clinical Assistant Professor and Chief of Dermatology at Texas A&M College of Veterinary Medicine & Biomedical Sciences and Small Animal Clinics.

All the world over, we are noticing humanisation of pets. Pet owners now take pride in being addressed as pet parents. The emotional bond, the sense of indispensability, the love and affection and their selfless reciprocity is equal, if not more. As much as it stands true that they are more humane than most humans, they do, however, bring an exception to the table. Their Diet! Which in most cases is or rather should be starkly different than ours. What they need for their subliminal health is not Human Food but Human GRADE food! A minor word play that hides in itself a totally different world! A gap that we aspire to bridge through Dibaq’s SENSE (a hypoallergenic range of wet and dry pack food)

Dibaq’s SENSE is grain and gluten-free. It is heartfully curated to engage all five senses of your canine kid. Tastier and healthier SENSE food is holistic nutrition, as we use fresh meat premium enough for human consumption, prebiotic herbs, organic exotic vegetables and adequate antioxidants.

In the Indian context, where environmental allergies influence animal health apart from food allergies, understanding our pet’s immune system and body requirements is the order of the day. So if your pet has recurrent diarrhoea, itchy skin, rough coat, persistent ear or anal gland issues, you are probably looking at an adverse food reaction (AFR).

In order to identify what is the best meal for dogs with food allergies, it’s important that we understand what are these food allergies and their causes.

Many different terms are used to describe abnormal reactions to food. The terms “allergy” and “hypersensitivity” describe an immunologic reaction to food allergens which then present themselves in form of rashes, hot spots, nonseasonal itch, vomiting, diarrhoea, or excessive gassiness. Symptoms often begin when dogs are young (before one year of age), but may develop at any given time in their life span. Dairy & wheat remain to be the major sources for such dietary allergies.

Hypoallergenic diets are thereby a substantial and safe portion of pet food in today’s world. Any hypoallergenic diet should be fed for at least a minimum of 4-6 weeks to see initial response and continued thereafter. Meat proteins such as salmon, turkey, and tuna are termed as hypoallergenic protein and our brand takes pride in including them as a primary protein source in our preparations. With the added goodness of fresh fruits & veggies and corrected dosage of prebiotic herbs and antioxidants, we provide a wholesome meal for your canines.

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We at Dibaq take pride in recommending it for all pets and starting it under a veterinarian’s supervision is always what we go with.

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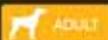
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WoofsNWags OPENS STORE IN DELHI

Pet e-commerce label 'WoofsNWags' launched its new store in East of Kailash in New Delhi on December 5, 2019 to provide 'wag-gish' experiences for both pets and pet lovers.



Spanning more than 400 sq. ft, the fully serviced store offers customers a pawsome to awesome range of pet accessories, pet food and grooming products for all breeds along with Pet Walking and Pet Sitting services. The newly opened franchisee store hosted many inaugural offers and activities such as Dog and Cat Adoption Camps, 10 percent discount on a wide range of pet products, complimentary gifts for all pets coming to the store and free home delivery in South Delhi.

HAPPY PUPPY ORGANICS INTRODUCES HAPPY HEMP RANGE

Happy Puppy Organics has introduced its range of Hemp based products for the first time in India. Hemp is an ingredient that is taking the world by storm with its extensive list of benefits and uses that include skincare, healthcare and fashion. The Hemp range includes an organic cold pressed Hemp Seed Oil that can be ingested and used topically; an organic Hemp Healing Balm; and Bandanas made from organic Hemp Fabric! Hop on to their website or social media to know more about this exclusive range and get your hands on it.



FRESH FOR PAWS COMES UP WITH CURCUMIN BASED RECIPES

Fresh for Paws has introduced two new Curcumin based recipes to its existing line of yumilicious natural ready-to-eat dog food.



Curcumin (Turmeric) offers anti-inflammatory, antibacterial, antioxidant, antiviral, and anti-fungal benefits to furry friends while promoting digestive health, providing natural detox and relief from pain. The miracle ingredient also helps keep diseases like cancer, allergies, epilepsy, liver disease, heart failure and arthritis at bay. The two variants – Chicken Stew with Curcumin and Casserole with Curcumin are prepared with fresh shredded chicken, green vegetables like zucchini & broccoli, olive oil, the household favourite Curcumin and a whole lot of love. Give your pooches the gift of health by ordering these 100gm packs from their website www.freshforpaws.com

PETVEDA LAUNCHES WINTER CARE ORGANIC GROOMING PRODUCTS FOR PETS



Pet Grooming Products enterprise PetVeda recently launched an organic winter care grooming range for furry friends consisting of Anti Dandruff Hair Spray and Paw Moisturising Balm. Petveda dandruff control spray is specially formulated using natural ingredients that are safe and effective. Being alcohol free, it will not dry out your pet's skin. It helps promote longer thicker coat, protects against dandruff, repairs damage and is priced at ₹620. PetVeda Paw Balm is an all-natural balm with no harsh chemicals or toxins and is mineral oil free. The formulation is organically natural and is free from all preservation. The balm, priced at ₹185, is enriched with Vitamin E and doesn't leave a soiling effect. The Winter Care range is available at www.petveda.com



KEEP YOUR DOG SAFE FROM FLEAS AND TICKS WITH THESE 10 PREVENTION TIPS

Responsible dog owners know that their canine companion's warm and soft fur is like a personal paradise for ticks and fleas. But once they move in, and begin feeding on your pet's blood, they can cause a wide range of health problems ranging from skin infections to Tick Fever. So, it becomes all the more necessary to adopt some preventive measures to keep your pets safe from flea and tick infestation. Here are 10 suggestions

to keep these ectoparasites as far away from your pampered pooch as possible:

1. Prevention is best done with one of the many vet-approved flea (and tick) preparations available in the market — Speak to your veterinarian to find the best, most appropriate product for your dog. There are many spot-ons, sprays, collars, and shampoos available in the market, each formulated to tackle specific

needs. The best ones that we have tried and tested are Protector Spot-on for dogs, Freedom Spray and Frontline spot-on. In addition, the pet can be given regular ridd baths as a preventive measure to keep ticks and fleas at bay. You can also prepare a natural flea and tick spray from a blend of peppermint oil, cedar oil, and other natural oils.

2. Read the label. NEVER EVER apply flea medication meant for cats to



Priya Poduval - Co-Founder
Petz House - Pet Boarding and Pet Old Age Home
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dogs and vice versa until and unless the label clearly mentions that it is suitable for both cats and dogs.

3. Regularly inspect your dogs and yourself for ticks after walks through the shrubs or grassy settings. Pay special attention to the feet (and between toes), lips, the area around the eyes, ears (both inside and out), and under the tail while examining your canine for ticks and fleas.

4. The quicker you remove a tick, the less likely your dog will contract a secondary illness related to tick bites. Learn the proper method of tick removal. Invest in a pair of fine tweezers required for this purpose. If you are unable to do so, consult with your pet's veterinarian.

5. Keep grass mowed as short as possible. Refrain from walking your pet in grassy patches in endemic tick areas as far as possible.

6. Look for fleas in areas where your dog's coat is sparse or thin. It is relatively easy to spot fleas in regions like the belly, inner sides of the hind limbs, and armpits. The best remedy to clean fleas from your pet's coat is to apply natural

WHEN YOU HAVE MORE THAN ONE PET AT HOME, TRY TO AVAIL REGULAR PEST CONTROL SERVICES SO THAT YOUR HOUSE, FURNITURE AND SURROUNDING AREAS ARE FREE FROM TICK INFESTATION.



ingredients like coconut oil and then wash your canine with anti tick and flea shampoo. Also, there are flea repellent sprays available in the market which are quite helpful.

7. If you own multiple dogs, treat them all at the SAME time. This will

help prevent cross infestation.

8. While the dogs are being treated, the surrounding environment must be treated simultaneously. Wash or get rid of all bedding and thoroughly vacuum the sofas and carpets. When you are done, make sure to empty the vacuum containers. When you have more than one pet at home, try to avail regular pest control services so that your house, furniture and surrounding areas are free from tick infestation.

9. If flea infestation is extensive in your home, pest control services can be used. The entire house must be evacuated of all dogs and humans for 12 to 24 hours while the place is sprayed and cleaned.

10. Never ever burst the mother tick as it contains tick eggs and doing this can further spread the infection. After removal of the tick with a tweezer, flush it without smashing or killing it. That's how you can prevent tick infestations in your pet and the surrounding areas.

By adopting these simple measures, you will be able to keep your four-legged friends free from ticks and fleas. Happy Petting!!



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Jack

HAPPINESS COMES HOME!



By Pooja Rao*

I have always had a soft corner for dogs and pets. I felt connected with them. We had 3-4 dogs while I was growing up. I like dogs but had never thought that I would have a fur baby of my own, and then Jack came into my life.

The story of Jack's unintentional entry into our life is a very interesting one!

One day my father's friend's son asked for a puppy from my father. He, in turn, asked us to look around for one. Luckily, one of my father's buddies had this cute GSD pup. My father contacted him for adoption and a date was fixed.

The day finally arrived. My brother left home early in the morning to bring that puppy home. I had no idea that little

paws will come to my room that early morning. When I saw the little pup, I was completely surprised. I had no idea how to express my feelings. But I knew that he was there only for a few hours. I started playing with him, fed him - actually overfed him and time passed by very quickly. Now Jack had to leave us.

My father called up his friend to inform him about the surprise for his son and got a surprise in return.

As luck would have it, he blatantly refused to take little paw in. I have no idea why!

Then what? That little paw was our family member now.

Never knew he will come into our life in this way. With the passage of time, I developed a very special bond with him. I loved to dote on him in every possible manner. During his early days, I sometimes overfed him.

Unfortunately, Jack turned out to be a weak puppy. He fell sick many times during his puppyhood. I remember an incident took place during his initial days at our house. He had gotten ill and we hurried him to the vet. The doctor dispensed some medicine via glucose. Jack slept the entire way back home and for a few hours after

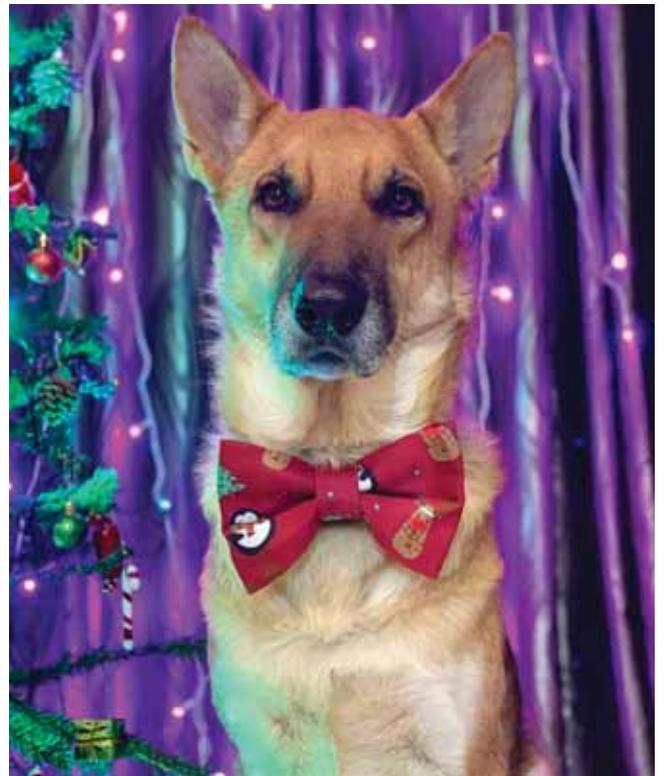


that. Can't recall how long he slept that day – must be approximately 9 hours without any movement!! Ohhh God !!!!!!!

Jack is now an inextricable part of my life. I can't even imagine my life without him. There is a very special and strong bond between us. Just because I adore him so much, I started his very own social media accounts on Instagram, Youtube, Tik Tok, Flipkart and Likee app. People know and recognise JACK now. They admire him and show their love by

three days, although my family was at home. I missed Jack a little while I was coming back. I was really very excited that I will see him after 3 days, how he will react and all. It was definitely not a short journey - 12 hours of travel by Volvo. My brother was supposed to come and pick me up from the bus terminal.

It was a chilly winter morning with dense fog. About six o'clock in the morning, I was waiting for my brother to arrive and guess what I saw? Jack was on the other side of the road. I



sending gifts and treats for him. He is really very lucky in that aspect. By the grace of God, we are now a big family of more than 42k on Instagram.

I remember one more amazing incident. I had never been away from Jack since he came into my life. Now I had to go out of town for

was astonished to see him there, my heart filled with joy and believe me, I was the most content person on earth. We shared a warm hug. He sat on my lap till we reached home.

Jack is such a happy feeling. He loves to try different treats. The only thing I want Jack to learn is to stop being

weird with babies...uhhhhhh!! He loves to lick them and knock them out. Jack looks huge but he is still a puppy at heart. He is so adorable. You can't resist yourself from loving him once you meet him.

* Pooja Rao is a passionate dog lover.

CIPS 2019 brings together Professionals and Industry Experts from Around the World

By **Priyanka Tanwar***



MS. LINDA BRADY HAWKE;
PUBLISHER – CREATURE
COMPANION MAGAZINE
AND CONVENER – INDIA
INTERNATIONAL PET TRADE FAIR;
ENLIGHTENED THE AUDIENCE ON
THE DORMANT POTENTIAL OF
THE INDIAN PET INDUSTRY.

The 23rd China International Pet Show (CIPS 2019), the B2B international platform held from Nov. 20 to 23, 2019 in Shanghai, created a new record once again with 1387 exhibitors from 24 countries or areas and over 80,000 visitors from over 90 countries or areas, covering 130,000 square meters. CIPS is regarded as the yearly global gathering for pet professionals and labelled as the most important sourcing platform in the world pet industry.

CIPS organised a series of professional events for various sectors of professionals concurrently, such as the 7th China Pet Distributors &

E-commerce Conference, the 6th New Product Showcase and Fashion Show, the 5th Global Pet Forum Asia (GPFA), the 4th Global Ornamental Fish Championship, the 3rd CIPS Innovation Award, the 3rd China Pet Store Owners Forum, the 1st CIPS Global Grooming Conference (CGGC), the 2nd Golden Finger Grooming Competition, and the 1st China International Pet Food Forum (CIPF) in order to educate manufacturers and distributors of pet goods and services.

Global Pet Forum Asia's 5th edition, held on November 19, focussed on diving into the new rules and regulations developing and what we

can expect in the immediate future. A range of speakers from Europe, USA and Asia presented on a variety of topics ranging from understanding the trends and developments in the Global Pet market to potential for investment in the Pet Care industry. Ms. Linda Brady Hawke, Publisher – Creature Companion magazine and Convener – India International Pet Trade Fair, enlightened the audience on the dormant potential of the Indian Pet Industry. CIPS 2019 also conducted a lot of contests targeted to enhance the consuming level, guide the industry, and richen the colourful life for pets.

* Editor

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How to Walk Your Dog on a Leash **Without Pulling**

By **Suresh Sherawat***



As a Professional Dog Trainer for the past three decades, one of the most common problems I have heard from dog owners worldwide is that their dog does not walk properly while on a leash. The erring canine often darts, zips back and pulls around sniffing, jumping on people, chasing other animals or shrubs along the way. These people, ruled by their dogs, are unable to control the situation.

Training your pet to walk calmly and properly while on a leash is called 'HEEL'. The 'heel' skill simply means that the dog should walk on your left side without pulling around. You can train your dog to heel through a simple step-by-step procedure. The most pivotal step in dog training is - your dog must have a strong bonding and trust in you, which can be built through love and affection. Training can be commenced as early as the puppy is around three months old. First, teach him to 'come when called' by using a long leash - make him sit at a distance, call by





MAKE YOUR DOG SIT ON YOUR LEFT SIDE AND MOVE FORWARD WITH THE COMMAND 'HEEL' FOLLOWED BY PATTING YOUR DOG. GIVE THE DOG A SLIGHT JERK AND HE WILL START TO FOLLOW YOU.

his name and clap your hand. When the puppy comes to you reward him with some delicious dog treat. When you achieve perfection in this exercise, move to training for 'heel.' This training has various positive effects on your pet's overall state of mind and adds tremendous benefits to further training endeavours.

Training Your Dog to Walk in the Heel Position

Using a 6 feet long nylon leash with a flat collar is a preliminary requirement for teaching your canine to walk correctly while on a leash. Never use steel choke chain or spike collars as they can harm your pet and make him scared too.

Now hold the leash in your right hand while keeping your left hand

free for correction. Make your dog sit on your left side and move forward with the command 'heel' followed by patting your dog. Give the dog a slight jerk and he will start to follow you. If your dog darts ahead, STAND STILL, and snap the leash backwards while praising him. Make U-turns every few feet. Whenever you turn left or right, snap the leash end and always praise the dog when you make corrections.

Heeling work includes fast and slow pace, about turn, circle and figure of '8.' To teach your dog to walk in a circle, walk continuously to the right, then continuously to the left. Follow the circling with walking in a zigzag pattern. A change in directions will keep your dog attentive. Please keep in mind that you never adapt your pace to that of a canine.

If the dog is making mistakes, use a demanding command 'HEEL' and jerk the leash to make corrections. When you are teaching your pooch to heel, make the training fun. Use playful corrections so that your dog never loses interest and shower him with praise. Keep repeating the same. You can also use some treat for quick response. After a few days of training, you will find your loving pet enjoying walking with you calmly.

Remember that a balanced combination of hard work, good bonding and patience is the key to success in every dog training exercise.

* Suresh Sherawat is a Global Certified Master Trainer and Founder of Canine Village - Dog Training and Research Centre, New Delhi.

FELINE LOWER URINARY TRACT DISEASE SYMPTOMS, CAUSES AND TREATMENT

By **Dr. Saloni C. Joshi***



tube that carries urine from the bladder to the exterior of the body) will also show these signs but will pass little or no urine and become increasingly distressed. Urethral blockage is more common in male cats because of their longer and narrower urethras. Urethral obstruction should be treated as an emergency and your cat should be taken to a vet immediately.

account for 80-90 percent of cases of urolithiasis, but other kinds may also be seen.

Bladder stones may be initially removed through surgery. It may be possible to dissolve some kinds of kidney stones with the help of specialised diets suggested by your Vet. Some stones cannot be dissolved and surgery will always be recommended to remove them. Irrespective of whether surgery was performed initially, using a specialised diet prescribed by your Vet will prevent recurrence. Also feeding your cat with wet diet rather than dry diet will help increase water intake which can also help avert recurrence.

WHO ARE AT HIGHER RISK?

Feline Lower Urinary Tract Disease (FLUTD) is not a specific disease, but rather is a term used to describe conditions that can affect the urinary bladder and/or urethra of cats.

- Middle-aged cats
- Neutered cats
- Overweight cats
- Cats which take little exercise
- Cats which are always indoors
- Felines that are on a strictly dry diet

MAIN SYMPTOMS OF FLUTD INCLUDE:

- Straining to urinate
- Urinating in small amounts
- Frequent and/or prolonged attempts to urinate
- Crying out loud while urinating
- Excessive licking of the genital area
- Over-grooming
- Urinating outside the litter box
- Blood in the urine
- Behavioural changes

Cats with urethral obstruction (a blockage in the urethra, which is the

UNDERLYING CAUSES OF FLUTD AND TREATMENT

A number of different diseases may cause FLUTD, but the relative importance of these diseases varies between different countries and different populations of cats. Some of the common causes are:

• Urolithiasis (Bladder Stones)

Just as in humans, cats can develop stones in their bladder. The two most common types of stones, based on their composition, are Struvite and Calcium Oxalate. These two stones

• Bacterial Infections

Bacterial infection of the bladder or cystitis is the most common cause of lower urinary tract disease in most animals but uncommon in cats. Bacterial cystitis is more common in older cats. Bacterial infections usually respond well to appropriate antibacterial therapy. However, choice of antibacterial drug should be made on the basis of culture and sensitivity testing of the bacteria.

• Urethral Plugs

Obstruction of the urethra in a male cat may occur as a result of a urethral plug which is an accumulation of proteins, cells, crystals and debris in



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the urine that combine together to form a plug that cannot be passed.

Urethral plugs causing obstruction must be treated as an emergency. They are usually removed under an anaesthetic. Drugs to relieve spasm, pain and inflammation are administered during this procedure.

• Anatomical Defects

Sometimes a defect in the lower urinary tract may also cause signs of disease. This occurs most commonly with a stricture affecting the urethra.

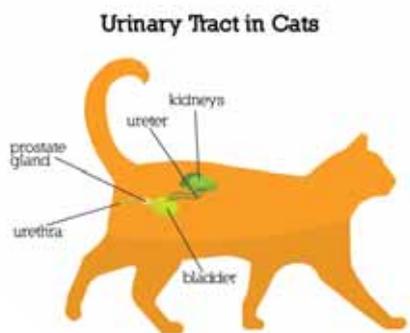
• Neoplasia

Sometimes a possibility of a tumour affecting the bladder or urethra can cause signs of FLUTD. The most common bladder tumour is known as transitional cell carcinoma.

• Feline Idiopathic Cystitis (FIC)

Despite the well-recognised causes of FLUTD, in the majority of cats (probably around 60-70 percent) no specific underlying disease can be identified, and these cats are classified as having FIC which simply means inflammation of the bladder without a known cause.

Stress and diet changes can increase the risk of feline idiopathic cystitis. Management of FIC is more complex as the underlying causes are not fully understood. Several management options such as increasing water



intake and reducing environmental stress can be employed to provide relief to affected felines.

DIAGNOSIS OF FLUTD

Investigations to try and identify the underlying cause include:

1. Urinalysis

Your vet may obtain a urine sample by placing a fine needle directly into the cat's bladder. This is a good way of obtaining a sample because it should not be contaminated by bacteria elsewhere.

2. X-rays

Taking an X-ray of the bladder and urethra can be particularly helpful in identifying a number of causes. For example, some bladder stones are easily visible on X-rays.

3. Ultrasound

An ultrasound examination of the bladder can also help identify bladder stones, thickening of the bladder wall etc.

4. Biopsies

Sometimes, obtaining a tissue sample of the bladder wall may be required if an underlying tumour is suspected.

PREVENTION OF RECURRENCE OF FLUTD

The following tips can be followed to prevent a relapse:

- Feed small meals on a frequent basis
- Consult with your veterinarian about the best diet for your cat. Some urinary conditions respond better to specialised diets. Canned food may be preferred
- Provide clean, fresh water at all times
- Provide an adequate number of litter boxes (usually one more than the number of cats in the household). Also the type of litter chosen should be according to the preference of your cat
- Keep litter boxes in quiet, safe areas of the house
- Keep litter boxes clean (scooped twice a day and litter changed weekly)
- Reduce stress
- Minimise major changes in routine

* Author is a practicing veterinary physician and surgeon (M.V.Sc, PGDDUS) based in Pune. She is the Owner of Pawsome Vets, a mixed practice for companion animals. She has also recently started Pune's first Feline Speciality Clinic and Boarding Facility by the name of Purrs and Whiskers.



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BOWCHOW SUPERDOG

BALANCED NUTRITIOUS MEALS FOR YOUR FURRY BUNDLES

Mr. Ashwin Kashyap Raghuraman, Founder and Proprietor of BowChow SuperDog recently sat down with Ms. Priyanka Tanwar, Editor of Creature Companion Magazine to discuss about his company's inception, USPs, products, laboratory accreditation and social welfare initiatives. Excerpts . . .



TELL US THE STORY BEHIND THE INCEPTION OF BOWCHOW SUPERDOG. WHAT CHALLENGES DID YOU FACE WHILE SETTING UP YOUR VENTURE?

After over a year of scouring the internet for recipes, discussing with vets, understanding how a dog's digestive system works, which ingredients aid in growth & development and more research, I officially launched BowChow SuperDog in March 2017. At the launch we only had a handful of clients, all from our circle of friends and family. During our initial days, we were a subscription only model, it proved to be very challenging for us as people would not prefer subscription for themselves let alone for a dog food startup. Several changes had to be made in the original plan to ensure our continuity and sustainability in the pet food startup space. Today we serve our yummy chow to several pets across the country. BowChow SuperDog was started with the idea of providing best and natural nutrition to our furry friends using only real and whole ingredients. Competing and popular brands not only lack nutrition but also use inferior quality ingredients in their pet food products.

Being a pet lover myself (I have 3 dogs), I set out on a mission to figure out what was the best way to feed my pets. I came up with the idea of BowChow SuperDog (best chow for your best friend) along the way.

Coming from an orthodox TamBhram vegetarian family, my first challenge was to figure out how to handle meat myself. This was followed by understanding how and why it was very important to our pets. During the initial days, I had the help and support of a dear friend - Raghuraman Uncle (not my father) who taught me everything I needed to know about cooking with chicken for pet food. After several months of trial and error and multiple recipes, we locked on to the existing recipe which is now loved by every pet.

Trying out recipes from home and delivering them to approximately 29 dogs across the length and breadth of Coimbatore was another challenge. And that too daily, and follow it up with phone calls to find out if the pet liked the food, understanding whether there was any change in its daily activity, the vigour with which it ate the food etc to understand the palatability of my preparations.

If one of the pets refused to eat, then we had to come up with an alternative recipe. In this way I would figure out how to improvise on the previous one.

After close to a year of research and development we finalised the existing recipe. The next challenge was obviously scale. Luckily, I came across a friend who knew about food processing technology and told me about the current technique we are using, which does not involve any chemicals or preservatives, it just uses temperature and pressure to sterilise the sealed precooked pouches thereby giving us the desired shelf life.

HOW DID YOU ZERO IN ON THE NAME 'BOWCHOW SUPERDOG' FOR YOUR BRAND?

While on call with my mother, I heard my dogs bark in the background and during that time my mind was fully occupied with the product, branding

and everything related to it. Suddenly it just clicked and I came up with the name BowChow, then later added SuperDog.

WHAT ARE YOUR USPS THAT SET YOU APART FROM YOUR COMPETITORS?

Our ready-to-eat tear and pour packets can be shipped anywhere in India and can be stored under room temperature for up to 45 days without the use of any chemicals or preservatives.

WHAT MAKES YOUR PRODUCT APPEAL TO PET PARENTS WHO TRAVEL FREQUENTLY WITH THEIR PETS?

Our ready-to-eat tear and pour packets can be stored at room temperature and come in different sizes so they can be taken along with you anywhere during your travel. You can carry the single pack meals along with you for the exact number of days you travel and the number of meals you plan to feed your pet.

WHY SHOULD PET OWNERS REPLACE PACKED FOOD WITH HOME-STYLE RTE MEALS FOR THEIR DOGS?

Packaged food products start losing their nutrition value and flavour from the time the bag is opened. You must have noticed that your pets don't eat the packaged dry food with the same vigour as they did on the day of opening the pack. This is where BowChow SuperDog, single serve packaged RTE meals help pet parents – our packs keep the flavour, freshness and nutrition intact for each and every meal.

WHAT KIND OF CUSTOMISATION OPTIONS DO YOU OFFER TO YOUR END USERS?

At present we offer only 1 recipe - chicken and rice which can be customised in 4 weight options depending on your pet's breed and size. We offer 400g packs, 600g packs, 1 kg packs and 1.5 kg packs.





WE PROVIDE INCENTIVISED PRICE TO ALL NGOS ACROSS THE COUNTRY. ON THE LAST SUNDAY OF 2018, WE ORGANISED A FOOD DRIVE IN CHENNAI WHERE WE FED STREET DOGS ACROSS THE CITY.

WHAT IS THE SHELF LIFE OF YOUR READY-TO-EAT PRODUCTS? WHAT KIND OF PACKAGING DO YOU EMPLOY TO MAKE SURE THAT YOUR MEALS REMAIN FRESH DURING THIS TIME PERIOD?

Currently our shelf life is 45 days, although lab testing is going on for extending the storage life of our products. We use standard aluminium composite pouch for packaging, and sterilise the pouches after cooking and packing, hence we get the desired shelf life without the use of any chemicals or preservatives.

BOWCHOW SUPERDOG RECENTLY ORGANISED A #HEARTHEIRFEAR CAMPAIGN ALONG WITH MUSIC SESSIONS IN MAJOR CITIES ACROSS SOUTH INDIA. TELL US MORE ABOUT THIS WONDERFUL INITIATIVE.

#HearTheirFear is a year on year campaign by BowChow SuperDog to help raise awareness about how bursting loud firecrackers causes discomfort in pets. We teamed up with Mr. Ago, a friend I had made during the Cochin floods. Mr. Ago (Abishek) was harbouring close to 30 dogs in his house during the floods. He had sent out a message on social media that he was looking for help. Since I had just launched the brand, I ran a campaign especially for him saying that the total number of packets I sell that month I'll match that and donate the same number for pets affected by Cochin floods. We raised close to 200 packets which were then shipped out as relief for pets during the deluge. Few years later we decided to team up again and spread the awareness for #HearTheirFear together.

WHICH PET STORES AND ONLINE PORTALS RETAIL BOWCHOW SUPERDOG PACKAGED MEALS?

At present we retail only through our website.

ARE YOU ASSOCIATED WITH ANY NGOS? WHAT ARE YOUR INITIATIVES FOR THE BETTERMENT OF STREET ANIMALS?

We provide incentivised price to all NGOs across the country. On the last Sunday of 2018, we organised a food drive in Chennai where we fed street dogs across the city. During the Christmas week in 2019, we shipped out 100 packets of BowChow SuperDog to people across India so that they could feed street dogs in their respective neighbourhoods. On

the first Sunday of 2020, we fed street dogs in the city of Coimbatore with the help and support of volunteers from The Pawsome People Project. All of these will now be year on year activities by BowChow SuperDog to help street animals.

WHAT MOTIVATED YOU TO GET YOUR FOOD PREPARATION TESTED IN THE LABORATORY?

My goal is to provide the best nutrition to our pets by using only good quality ingredients. But this is a food product, sometimes due to various external factors, if a pet refuses to eat or falls sick I would like my clients to know that no compromise has been made in preparing the product. And hence to prove this I got all my certifications

and testing in place even before the launch.

HOW DO YOU MAKE SURE THAT THE PRICING OF YOUR PRODUCTS STAYS TRUE WITH YOUR PHILOSOPHY OF 'PETS OVER PROFITS'?

BowChow SuperDog is prepared by using only good quality ingredients procured through trusted suppliers. In spite of that we are the most affordable wet dog food company that offers completely balanced nutrition for pets that comes along with supplement packets. Our product offerings can be delivered to your doorstep anywhere in India.

WHAT LESSONS HAVE YOU LEARNT ALONG YOUR ENTREPRENEURIAL JOURNEY?

HARDWORK, DEDICATION & PERSEVERANCE

SHARE YOUR VIEWS ON THE FUTURE OF THE INDIAN PET INDUSTRY.

Boarding, health care, training and grooming have huge potential in the Indian Pet Industry, while products such as Pet Food are met with huge competition from giants in the market. Although being a completely different product, we are constantly being compared to dry food with regard to price. But eventually with more people entering the space awareness will hopefully be created.



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My Journey

IN THE INDIAN PET GROOMING INDUSTRY

By **Radhiya Hemchandra***

It all started from home. I grew up surrounded with pets all my life - being the younger daughter of Ms. Yashodhara Hemchandra, an All breeds International Dog Show Judge, and Owner of India's leading kennels 'Yashbans Kennels' for the last 40 years, it is quite self-evident. I had access to over 110 show dogs and many injured and abandoned dogs, cats, small animals and birds. It was only natural for me to acquire the love for nature and conservation of the environment. Since I was a little girl, I loved nurturing and taking care of abandoned and injured animals. I intently watched my mom exhibit her dogs in dog shows and groom them. Being interested in this field, I trained and showed dogs at these dog shows as well, and began to grasp the requirements for dog grooming in terms of presentation and breed specifications.

Pet grooming was a concept that was not introduced to India at that time. However, my mother, who used to travel the world for International dog shows, acquired the knowledge of grooming from this global exposure. She would groom our dogs at home and would let me assist and watch her as she groomed them. A lot of her expatriate friends would also bring their dogs over for grooming as she was the only one who could groom according to breed standards. I would



My mother told me that if I was interested in furthering my knowledge and expanding this passion for pets into a business venture, then one day I could start a Grooming Parlour of my own.

get tips from some of her clients and friends for assisting my mother while she groomed the dogs and that inspired me to learn more and work in a more efficient manner. I had a keen interest in this subject and wanted to learn to get better at this art form. This influenced my mother to start a Professional Grooming

Parlour in Bangalore, called The Pet Grooming Parlour, in the year 2002.

Since I was quite young, my mother got me educated in basic professional grooming techniques, initially from the USA and then from South East Asia. She told me that if I was interested in furthering

my knowledge and expanding this passion for pets into a business venture, then one day I could start a Grooming Parlour of my own.

On the First of October 2006, I started my very own Grooming Parlour called Fuzzy Wuzzy Pet Styling Studio and Spa. The inspiration for the name came from one of the first dogs I ever groomed. It was a Labradoodle (a mix between Labrador and Poodle) and I thought to myself "What a Fuzzy Wuzzy Dog!"

From then on I decided that if I wanted to be the best at what I did, I would have to learn the different requirements in grooming and how it was applicable in India and the dogs that were available to us.

Fuzzy Wuzzy also started India's first ever Pet Grooming School where students get hands on practical grooming classes on different breeds of dogs as our school is backed by Yashbans Kennels. Practical and sedation-free grooming on cats was also taught as I had about 40 cats personally - some Persian cats and some mixed breed. We started educating others who were interested in this field to opt for a career in Professional Grooming, and do what they loved that is being associated with pets.

Fuzzy Wuzzy also offers International Pet Transportation and provides hassle-free and safe travel for pets across the globe. We have also conducted India's first Professional Pet Grooming competition which was judged by reputed International Judges. This encouraged other groomers to explore their capabilities and motivated them to learn better grooming methods.

I knew that this was a vast field and since pure exotic breeds, like Poodles, Bichons and Terriers were not available to groom, I decided it was best to further my education and learn more grooming techniques. So, being a Professional Pet Stylist, I returned to America to study to become India's first and only International All Breeds Certified Master Groomer.

I am proud to be on the Editorial Subcommittee of the Indian Kennel Gazette, where I contribute articles on a monthly basis to help educate

providing water for stray animals and abandoned pets across the city.

I have personally recorded and groomed over 7000 dogs and cats professionally, other than our own pets, over a period of 13 years and continuing. I have taught over 132 students from different countries, who then went on to set up their own grooming businesses. I understood that grooming is primarily related to the requirements of Breed Standards and the climatic conditions that the pets reside in. Most pet owners were unaware of the correct and proper



dog show owners on how to maintain their dogs in prime condition. I am also on the Committee of the Rottweiler Club of Bangalore, a Member of Karuna Animal Welfare in Karnataka, Silicon City Kennel Club, Society of Indian Breeds and the Indian Cat Federation. I had also started the initiative "Be good and do good" to encourage feeding and

grooming methods that would help their pets stay safe and healthy. As a professional, it is extremely important to practice ethical and correct pet grooming techniques.

Grooming as a business was challenging as it required to equip myself with the best available education in this field and to teach



pet owners why they need to get their pets groomed professionally rather than at home. Maintaining the quality of service and investing in the right products have always held the utmost importance in my eyes. I decided to charge my clients according to the skin & coat condition and the size of the pet.

As India's premier Pet Styling Studio and Spa, we provide different services for pets that include Maintenance Grooming, Creative Grooming, Show Grooming and Corrective Grooming. The only challenge I've faced so far was when the pets were aggressive or difficult to handle. This behaviour has always been a result of not understanding the requirements of the pets in question. However, after spending a number of hours with pets and learning pet behaviour tactics, this hurdle was soon overcome.

Many grooming parlours have been set up since then, a lot of which

are by my own students. It's very necessary to have certified groomers groom pets to understand the safety precautions needed while grooming dogs and cats so that they feel comfortable and safe.

Sadly, there are a lot of people who do not come from a pet background and set up grooming parlours purely for financial benefits with everything strategically planned and without properly trained groomers. This could create a lot of problems for pets both emotionally and physically. However, these grooming parlours don't survive in the long run.

Travelling the world for various grooming shows has taught me a lot, allowed me to update myself on the latest trends, and keep a check on the requirements to run a grooming parlour successfully. Procuring the best equipment and learning the correct techniques of grooming pets in a calm and safe manner were always my top considerations.

Although there are various ways of advertising and marketing, I believe that word of mouth promotion that is having your work speak for itself is the only thing that will help you improve and be successful in this business.

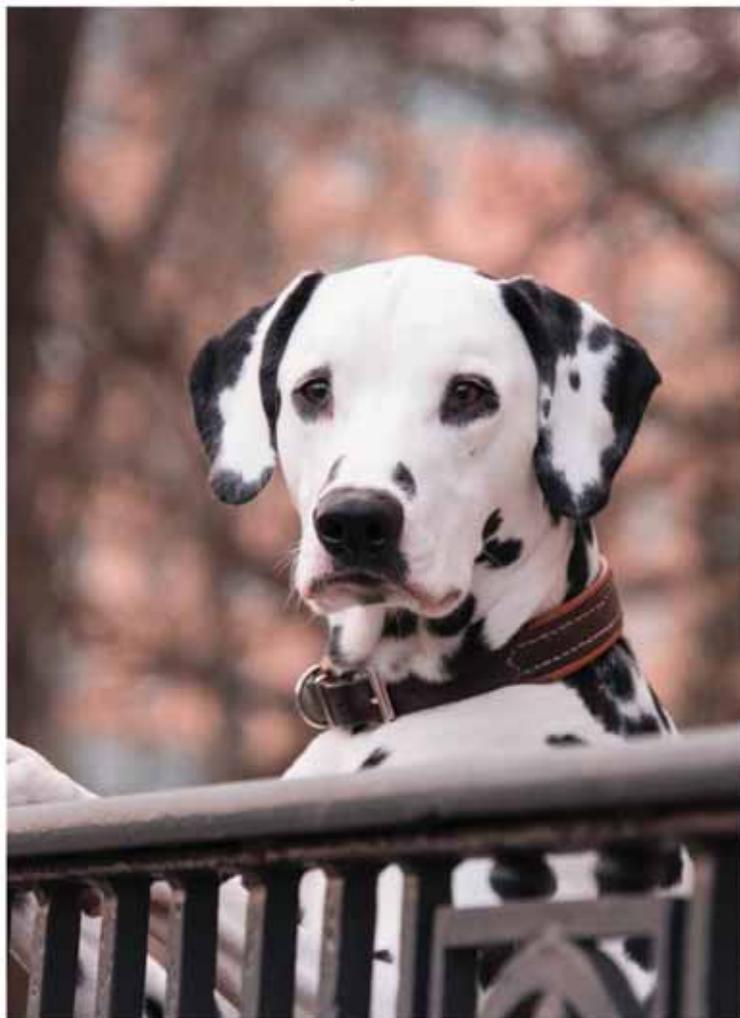
Being in this industry for such a long time also inspired my entrepreneurship skills and with extensive research, I started a professional range of pet grooming tools and products under the name Fuzzy Wuzzy, and a pro grooming range of pet grooming tools and products under the name Funky Furz. These brands are suitable for both loving pet owners as well as professional pet groomers to make sure that their pets are groomed safely and to perfection. These tools are available in leading pet stores and online on our website www.funkyfurz.com

We plan to expand our area of specialisation in 2020. We aim to make these grooming tools, products and educational seminars easily available to help pet enthusiasts get educated on the ethics of grooming and the pet grooming business. This will help create alternative career options with the possibility of designing and running their own enterprises. We will ensure that every pet parent in India has the best quality products and services available in a city near them.

* Author is an International All Breeds Certified Master Groomer and Professional Pet Stylist. She is also the Founder and Owner of Funky Furz range of pet grooming products and India's premier pet grooming salon Fuzzy Wuzzy Pet Styling Studio & Spa.

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INDIA REPRESENTED IN CIPS LIVE AQUASCAPING CONTEST 2019



Dr. Rahul Mukherjee, the first Indian aquascaper to participate in CIPS Live Aquascaping Contest

CIPS (China International Pet Show) is one of the leading Pet Fairs of the World. Pet lovers, aquascapers, and business organisations from around the world visit CIPS. Dr. Rahul Mukherjee from India participated in 2019 China International Aquascaping Contest (CIAC). This interview is based on my recent interaction with Dr. Rahul Mukherjee.

Rajiv Sharma: How did you come to know about this event?

Dr. Rahul Mukherjee: As a hardcore planted tank hobbyist for 7 years; but into proper aquascaping only for last 3 years; I, along with my very small circle of aquascaping friends, believed that the contests on international mainstream were mainly the IAPLC conducted by ADA Japan at Niigata; the IIAC conducted by ISTA Taiwan; and the AGA conducted by Aquatic Gardeners Association based in USA. However, from the last 3 years, a next generation event with a unique form came up in Asia, backed by the well-known Chinese Aquascape Association and China International Pet Show (CIPS); and with each year it grew exponentially drawing a lot of participants and talent worldwide.

In July 2019, I came across a Facebook post by the renowned aquascaper Mr. Felipe Oliveira aka The Tree Man, who happens to be a judge of the contest, indicating that

CIPS is accepting entries for 2019. I immediately went through the rules and was fortunate to find that I had three scapes.

As a newbie, I had no idea about the outcome. When I participate in any competition, I always give my best, don't expect much and never complain even when I feel disappointed and dissatisfied from my heart, just like I did throughout my school & college exams. I have a firm belief that participation is the key and it's always important to stay connected.

Rajiv Sharma: What was the first indication of something big coming along? Tell us more about the results.

Dr. Rahul Mukherjee: On October 13, 2019, news came flying around through Facebook, Instagram and friends that somehow I had ranked 16th worldwide in CIAC Merit List of Top 100 Aquascapes in the Big Tank Category out of a staggering 1000+

contestants. To be honest, I had not been expecting that as I thought I was a microscopic creature in the world of aquascaping. It is also notable that the top-scoring CIAC 2019 aquascape has been the most laborious one in my three years as an aquascaper. It was an emotional moment for me. I had little knowledge of what was coming next.

This was just the beginning of a dream. I was informed via email that I was invited to the Live Aquascaping Contest in the CIPS arena in Shanghai on November 20th, being the winner among the Top 100 contestants from my country. And more importantly, the CIPS authorities would be arranging the trip (Travel, Accommodation and Stay plus Food). It was something that I had never dreamt before.

For the next few days, I researched past CIPS events and realised that it was a Mecca - a widely respected global platform with legends and pros in the field. It is extensively unofficially known as THE OLYMPICS OF AQUASCAPING.

It took a week for me to arrange my trip including Visa and on 19th November I set off for my maiden international aquascaping trip as a representative of my motherland India to the live contest at CIPS.

Rajiv Sharma: How were you feeling when you started on your journey to China?

Dr. Rahul Mukherjee: I was a bit nervous, tired (maybe because of my profession as a medical practitioner, managing just 2 hours of sleep in the last 48 hrs); and at the same time I was super excited to meet people whom I worshipped as Gods



(excuse my culture) when I initially got into aquascaping. But most importantly, my heart was in my hobby - to represent my country at the international platform and do something decent in the contest, and not experiment like I generally do when I create an aquascape.

When I landed it was cold, windy and unlike the weather of our homeland, I somehow acclimated quickly. I loved the weather that I experienced in China. I was picked up from the airport and dropped to the hotel. My first exposure in the real aquascaping world was when I met people in the hotel lobby, whom I had only seen on social media, blogs and internet over the past 7 years. Till then, I had never been to anything like that.

In the evening that day we, as contestants, were allowed to inspect the area where we were to create our layouts. I have never felt more honoured than I did when I looked at the slot I had been assigned. And from that moment onwards, I began to regard myself as a contender no matter how little I knew about the art as compared to pros.

Rajiv Sharma: What inspired you to create this scape?

Dr. Rahul Mukherjee: Usually my inspiration for photo contests comes from drawings of artists, photographs of nature or the kind of hardscape that is available for live contests. I looked at what was provided and then proceeded accordingly. Of course there was enough material for everyone out there and maybe 5 times more than what you might require. But you must be judicious to use only what you need. Too much and the tank gets cluttered with no visual impact. Too little may be considered a negative. Nevertheless I wanted something different from what I had created back at home for people - something which the audiences can easily understand and such that I don't make a mess. Inspiration comes from everywhere not just from nature. Grasp the opportunity if you get it.

Rajiv Sharma: How did you create the illusion of depth in the aquarium?

Dr. Rahul Mukherjee: After setting up the primary hardscape, all I want in

every tank of mine is to create depth and detailing. But unfortunately at CIPS, in spite of depth I failed to create much slope. I was well satisfied with what it looked like from front. However, it could have been better.

For creation of depth, all that matters is how, as a viewer, we look at the tank from front and feel as if we are going deep into it. You need practice to do that. To create this kind of impact at home, I personally need maybe a full day, sometimes days. There, I can't recall, maybe I got 15 minutes maximum. But if you have practice like pros, you will need lesser time with each progress.

Rajiv Sharma: Which challenges did you face while setting up this aquascape?

Dr. Rahul Mukherjee: To be honest, I wanted to create a more detailed and complicated layout. But live contests are different. You do too much to it; and viewers may be distracted and confused. Moreover, there were too many hardscape options. That makes a first timer like me feel confused. In spite of that, I stuck to conventional rocks and iron woods with little spider woods so that it does not get cluttered. I wanted to create something spacious.

The first challenge was hundreds of people watching on spot, and via live stream and media, maybe millions worldwide. There were cameras all around. There was a marked contrast from home environment, you are all alone and you are the only one enjoying. Second challenge was that the judges were looking into it from the first hour. You take one wrong step, and maybe it would have an impact. Third, of course, was the

feeling and pressure of representing your country and competing with the best in the artistry.

Rajiv Sharma: What did you learn from Live Scaping?

Dr. Rahul Mukherjee: Live Scaping competitions and photo contests differ a lot. It can be compared to two forms of Cricket sport - T20 and Test Cricket Series. Photo contests are similar to test cricket series. We have to set up the tank keeping in mind what and how it will look like after plants grow out in the long term. Live scaping contests are like T20. You have to quickly imagine how you want to make it look, and do it now including coarse and fine adjustments.

I learnt a great deal from Live Scaping:

- You may not have a lot of choices or little time to think. So, practice will only make you perfect.
- It is a bonus when you have all sides of your tank perfect as audiences passing by will experience the same.
- You may be a loser in photo contests but you may become a champion in live scaping competitions and vice versa.
- Being fast will give you an advantage in live scaping competitions.

Rajiv Sharma: Provide some tips for newbies in the hobby who want to emulate such aquascapes.

Dr. Rahul Mukherjee: Aquascaping is an art. What may be attractive to you, may not appear identical to

others and vice versa. It is just like any other art. But as an art, I have decided long ago that it is not just for pleasure (I mean make one tank and sit back tight with only Facebook, Instagram, social media activity and attract following). If you want you can stretch your reaches further by participating in contests. Once you participate you are already on the list. That could be the biggest feeling of all. But be dedicated to it. Maybe it is not a necessity to always gain something, but it is essential to learn from those who stood above all rest. You can improve in this way. In my opinion it is essential to keep business separate and independent once you indulge in this hardcore art. Sometimes you have to go beyond everything to fulfill your aim in creating the aquascape. You may not copy, follow others, you can have your own style and succeed with it too. But one thing will always take you forward - you have to dream big. Don't be disappointed on getting any poor ranking. Keep on slogging and give your best until luck hits out. God will only help those who help themselves. There is no end to learning and even winners learn something new every day.

Rajiv Sharma: How can CIPS help aquascapers?

Dr. Rahul Mukherjee: CIPS is an ideal platform to develop a global image of your own. You perform well, and yes you gain a lot. CIPS will let you know how much ahead or behind we are in this field. It will bring you closer to the global aquascaping fraternity.

The interviewer Rajiv Sharma is the Founder of online aquarium forum www.aquapetz.com. He is also an aquarium hobbyist and planted aquarium designer. He can be reached at rsrajivji@gmail.com and 9958075234

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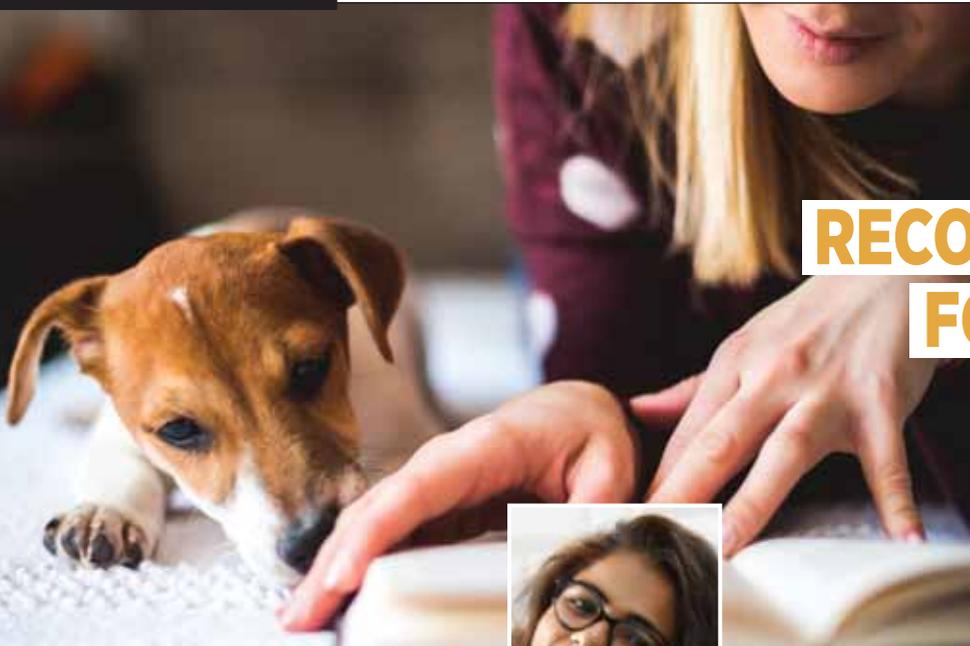
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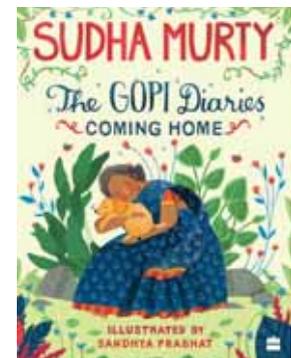
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BOOK RECOMMENDATIONS FOR PET LOVERS

2

Book: Gopi Diaries
Author: Sudha Murty
Publisher: Harper Collins Children's
(December 20, 2019)



About the book:

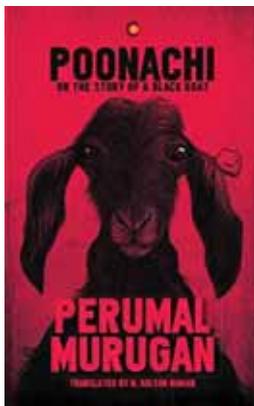
Those who have read any book by Sudha Murty know what a brilliant storyteller she is. Her way of writing will make you feel lighter and happier than before. The Gopi Diaries is a series of three books for children, particularly for dog lovers, about a dog called Gopi. Told in Gopi's voice, the first book begins with Gopi coming home, and tells the story of how he settles down with his loving, human family and the way he preserves the world. This is a book the reader will treasure for the simple stories of basic values told from a dog's perspective.

By **Vidhya Thakkar***



Stories carry a power to touch our heart but imagine what would happen if that story revolves around a pet animal or narrates a story from the point of view of an animal? Here is a list of 10 recommended books about animals, about pets which will make you laugh, cry and also will leave you with valuable life lessons.

1



Book:
Poonachi: Or the Story of a Black Goat
Author: Perumal Murugan
Publisher: Context (February 20, 2018)

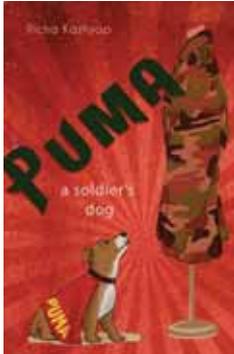
About the book:
Poonachi by Perumal Murugan is a translated fiction, a story about a

little black goat and how she grows up in the world of humans. It is the story of a goat who carries the burden of being different all her life, of a she-goat who survives against the odds. Deeply moving, Poonachi is that rare work in literature about animals that tackles daily struggles.

As you read this book, you read about the forest to habitation, independence to motherhood, you recognise in its significant moments the depth and magnitude of your own fears and longings, fuelled by the instinct for survival that animates all life.

The book was shortlisted for various awards like the Crossword Book Award 2018, JCB Prize for Literature 2018 - A literature award which aims to create greater visibility for contemporary Indian writing.

3



Book: Puma: A Soldier's Dog

Author: Richa Kashyap

Publisher: - Quignog

About the book:

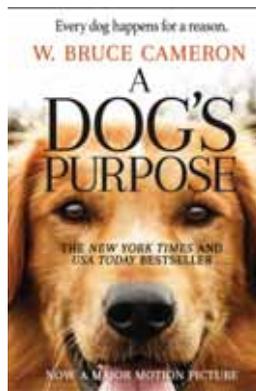
This book is about an Indie pup - Puma whose life changes when he meets Dadda. After he runs into him, he only dreams of becoming a soldier like his Dadda. A soldier whose aim is to save lives, not take lives. A sudden terrorist attack on Dadda's unit gives Puma a chance to prove his mettle. It's a wonderful journey of Puma's transformation into Commando Puma. It's a sublime tale of adventure, fun, hard work, sacrifice, love, and hope.

4

Book: A Dog's Purpose Series

Author: W. Bruce Cameron

Publisher: Pan Macmillan
(January 12, 2017)



About the book:

A Dog's Purpose by W. Bruce Cameron is a perfect gift to introduce dog lovers to this wonderful series.

The book is an emotional and hilarious story of a dog's many lives,

but also a dog's-eye commentary on human relationships and the unbreakable bonds between man and man's best friend. A fast paced book which one would not be able to put down, it makes you question and think about your life purpose. It is a moving and beautifully crafted story which teaches us that love never dies, that our true friends are always with us, and that every creature on earth is born with a purpose.

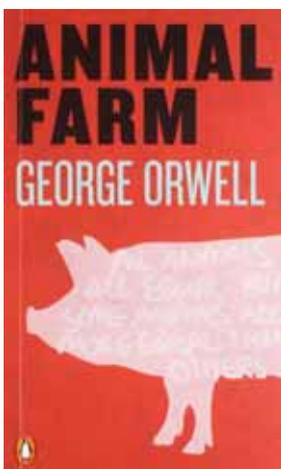
Following the love and originality it offers, the books have been adapted to screens in 2017. The story offers the reader a heartwarming, wise, humorous and insightful read about the pet dog. The story comes in a 3 part series -

#1 A Dog's Purpose

#2 A Dog's Journey

#3 A Dog's Promise

5



Book: Animal Farm

Author: George Orwell

Publisher: Amazing Reads (1945)

About the book:

Animals are smarter than what we think they are. George Orwell's Animal Farm is a smart depiction and telling of a political satire with an intention to closely reflect the issues facing Europe at the time and his determination to comment critically on Stalin's Soviet Russia.

Via this book of fiction, Orwell focuses on the potential and current political threat.

"Everyone is equal. But some are more equal than others."

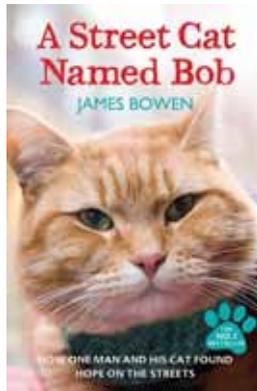
The book tells the story of a group of farm animals who rebel against their human farmer, hoping to create a society where animals can be equal, free, and happy. The classic is also one of the most recommended books which every individual must read.

6

Book: A Street Cat Named Bob: How one man and his cat found hope on the streets

Author: James Bowen

Publisher: Hodder Paperbacks
(September 13, 2012)



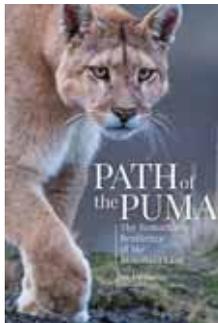
About the book:

A Street Cat Named Bob is a moving and uplifting story that will touch the heart of anyone who reads it. It is a true narrative about an unlikely friendship between a man on the streets of Covent Garden and the ginger cat who adopts him and helps him heal his life.

When James Bowen found an injured street cat curled up in the hallway, he was clueless on how much his life was about to change. James was living in a poor economic condition and having a pet would be the last thing he would want. Yet James couldn't resist helping the cat and nurturing him.

The book, upholding true events, comes with many twists and turns. The love received by the book readers manifested itself and it is now also a major motion picture starring Luke Treadaway.

7



Book: Path of the Puma: The Remarkable Resilience of the Mountain Lion

Author: Jim Williams

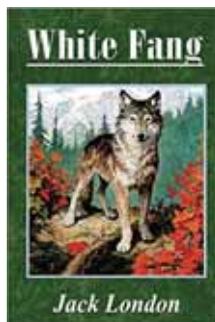
Publisher: Patagonia Books
(October 25, 2018)

About the book:

During a time when most wild animals are experiencing a decline in the face of development and climate change, say Australia's bushfire (2020) which has wiped out majority of the native species, the intrepid mountain lion – popularly known as a puma or a cougar or by many other names – has experienced reinvigoration as well as expansion of territory.

Their story is fascinating for the lessons it can afford to the protection of all species in times of dire challenge and decline.

8



Book: White Fang

Author: Jack London

Publisher: William Collins; UK edition
(September 25, 2014)

About the book:

White Fang is a novel by American author Jack London. The story takes place in Yukon Territory, Canada during the 1890s Klondike Gold Rush and details White Fang's journey to domestication.

White Fang is written from the viewpoint of the titular canine character, enabling London to explore how animals view their world and how they view humans. It examines the violent world of wild animals and the equally violent world of humans and explores complex themes like morality, redemption, etc.

9



Book: Faithful Ruslan
Author: Georgi Vladimov
Publisher: Melville House (September 27, 2011)

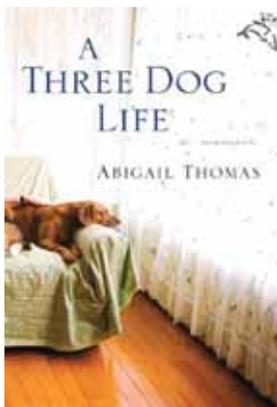
About the book:

Faithful Ruslan is a story of a guard dog from a Gulag labour camp, told from the point of view of the dog itself. The story begins from the moment the labour camp is closed and demolished, includes the dog's best reminiscences of its past, and ends with the canine's violent death.

According to the author, the purpose of the novel was "to see the hell through the eyes of a dog who assumes it is a paradise."

Wouldn't you want to read a story which has so much of love, loss and emotions to offer?

10



Book: A Three Dog Life
Author: Abigail Thomas
Publisher: Mariner Books; Reprint edition (September 10, 2007)

About the book:

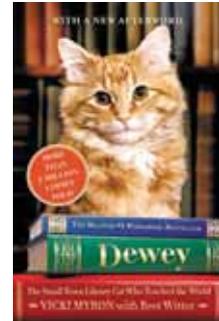
This is a memoir of the time when Abigail's husband was hit by a car which took a toll on and destroyed his short-term memory and consigned him to permanent brain trauma.

Forced to adapt to a life alone, Abigail finds solace at home, discovering that friends, family and dogs can reshape a life of chaos into one that makes sense - a life full of its own richness and beauty.

This tragedy is the ground on which Abigail had to build a new life and a story of great courage and great change, of moving to a small country town, of a new family composed of three dogs, knitting, and friendship, of facing down guilt and discovering gratitude. This wise, plainspoken, beautiful book enacts the truth Abigail discovered in the five years since the accident. This book is a punch to the heart.

* Author is an avid reader and a blogger who is on a march to motivate people to cultivate the reading habit because that is what helps you grow - individually, emotionally and mentally. She is also the Co-Founder of Mumbai Bookstagram and TBROfthefmonth. Check her work at www.vidhyathakkar.com and on her Instagram handle @Reader_Vidh

11



Book: Dewey: The Small-Town Library Cat Who Touched the World
Author: Vicki Myron
Publisher: Hodder Paperbacks (October 1, 2009)

About the book:

How many lives can one abandoned kitten touch?

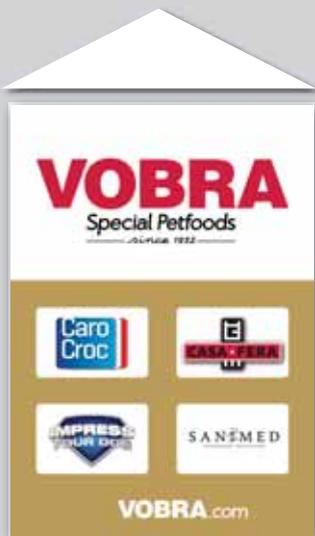
This is the heart-warming and unforgettable story of a truly idiosyncratic cat with a strong sense of loyalty and love, and a taste for fast-food. Loved by every reader, this is a story about a cat which is here to teach you something very profound about life and leave you with thoughts to ponder upon.

These were few books which you can choose to read alongside your pets or otherwise. What are you waiting for? Get these books and start reading!

Do you think we missed out any particular book? Connect with me on Instagram and let me know!



Dr A C Beynen was professor of Veterinary Nutrition at the Faculty of Veterinary Medicine, Utrecht University, The Netherlands in the period of 1993-2007.



Krill in petfood

Krill meal and oil are present in some nutritional supplements, treats and complete foods for dogs and cats. The two ingredients concern Antarctic krill, swarming small, shrimp-like creatures fished commercially in the Southern Ocean. Krill feed on phytoplankton and are prey of many animals, including fish, seabirds and whales. Krill meal is whole, briefly cooked, dried and ground krill that is processed at sea, on board of factory trawlers. Extracting the oil from meal is done onshore.

Crustaceous krill are positioned as superfood of the sea. Petfood products with krill meal/oil claim to promote a healthy coat, support skin, joints and cognitive function, and avert cellular damage by free radicals. The health claims for krill are compositional in nature, focusing on their omega-3 fatty acids, particularly EPA (eicosapentaenoic acid), and their reddish pigment, astaxanthin. Pets' intake of both constituents, while not unique to krill, is (normally) increased by supplemental krill.

There are no published studies on dietary krill meal/oil in relation to health of skin, coat, joints and brain in dogs and cats. Complete, dry petfood with added krill meal ordinarily has an inclusion level lower than 5%. With negligible amounts of EPA in the base diet, the EPA associated with 5% krill meal (about 120 mg EPA per 100 g food) might improve inflammatory skin and joint diseases, but the proof is highly debatable while there is no evidence for prevention of the two conditions. Claimed krill effectiveness in fighting cognitive decline and free radicals remains unsubstantiated.

The health claims for complete petfood with krill meal lack justification, which also applies to practical, maximum krill inclusion. Krill is promoted as a sustainable petfood ingredient due to restrained, eco-friendly harvesting, but resources for catching and processing should be considered also.

COMPOSITION

Meal made from Antarctic krill (*Euphausia superba*) contains an average of 62.5% crude protein, 18.6% crude fat, 12.2% ash and 6.5% moisture (1-5). Protein quality appears functional (1, 3, 6). Krill oil, which comprises about 35% of each triglycerides and phosphatidylcholine (PC), has EPA and DHA (docosahexaenoic acid) contents of 13 and 7% (7, 8). Thus, krill

meal contains roughly 2.4% EPA and 1.3% DHA. Its astaxanthin content is about 100 mg/kg (2, 5).

Krill's exoskeleton is high in chitin and fluoride. Reported levels for krill meal range from 2.3 to 9.0% chitin (9, 10) and from 788 to 2894 mg fluoride/kg (3, 5, 11-15). In the worst case, 5% krill meal in dry food breaches the legal European maximum of 150 mg fluoride/kg food with 88% dry matter

HEALTH IS UNIQUE TO EVERY BREED

Similar at first glance, a closer look at these pure breeds reveals a completely different story. In their tails, body coats and structures.

Royal Canin recognises the uniqueness of every breed. That is why we have developed BREED HEALTH NUTRITION® formulas, with exclusively designed kibbles to help you bring out the best in your breed.

FOUR WAYS PURE BREED DOGS ARE UNIQUE

1. FACIAL AND JAW STRUCTURES



A dog's muzzle type can affect how it picks up kibble.

- **MESOCEPHALIC**

Muzzle longer than it is wide

Beagle, Cocker Spaniel, Labrador Retriever, German Shepherd, Golden Retriever

- **BRACHYCEPHALIC**

Short muzzle broad head

Beagle, Cocker Spaniel, Labrador Retriever, German Shepherd, Golden Retriever

2. BONES AND JOINTS



Pure breed dogs' bones and joints are affected in different ways.

- **DOGS WITH SHORTER LEGS**

Dachshunds put mechanical stress on the spine

- **POWERFUL AND ACTIVE DOGS**

Boxers put pressure on their bones and joints

3. SKIN TYPES



It is necessary to take an individualized approach to healthy skin care.

- **SENSITIVE SKIN**

German Shepherd and West Highland White Terrier's skin need greater care

- **WRINKLED AND FOLDED SKIN**

Pug and English Bulldog's skin traps more moisture and heat than other breeds

4. DISTINCTIVE COATS



From colour to texture, there's more to a coat than meets the eye.

- **CURLY COATS**

Poodle

- **CONTINUOUSLY GROWING COATS**

Shih Tzu

- **WATER-RESISTANT COATS**

Labrador Retriever

KIBBLES DESIGNED FOR DIFFERENCES

We understand how a pure breed's muzzle length, jaw structure, lip and biting patterns affects the way it picks up a kibble and that's why we have kibbles designed exclusively for each breed, with unique shapes, textures, sizes and densities.



- **SHAPE**

Shapes matched to breed's differing ability to pick up and chew

- **SIZE**

Optimally designed for each breed's jaw and tongue size

- **TEXTURE**

Designed to break at different times as per breed's jaw strength

- **DENSITY**

Adapted to each breed's rate of ingestion

11 UNIQUE BREED FORMULAS, AND A REASON FOR EVERY ONE.

(16, 17), without respecting that krill integument represents fluorapatite (18), which has low toxicity in dogs (19). As to elements (1-5, 20-22), the amount of copper supplied by 5% krill meal in dry food may necessitate balancing.

SAFETY

Alaskan Huskies were fed diets containing 8% krill meal for 6 weeks while undergoing training, whether or not followed by an extreme endurance race (23, 24). Visible deviation from good health was not reported for the krill-fed dogs. Similar information is unavailable for cats.

Fish meal (40% of dry matter) in a mink diet was partially replaced by 0, 8, 17 or 34% krill meal (3, 25). The four diets did not differently affect reproductive performance of female mink, but the diet highest in krill negatively influenced some health indicators. Krill levels higher than 8% disturbed development of young, growing mink. Rats fed dry diets with 10% krill meal (26) or 5% krill oil (27) did not show adverse reactions within 13 weeks.

OMEGA-3 FATTY ACIDS

Dry food with 5% krill meal contains about 0.12% EPA (80 mg/MJ



metabolizable energy), as derived from the supplemental krill. That EPA level could have a meaningful anti-pruritic effect in canine atopic dermatitis (28), but there is even more uncertainty over noticeable mobility improvement in canine osteoarthritis (29). There is no evidence that dietary krill curbs the two inflammatory diseases.

Dog food containing 5% krill meal, or 0.07% DHA, is unlikely to preserve brain function during aging. Adding the microalga Schizochytrium sp to DHA-free food, thereby attaining 0.07% DHA, did not convincingly improve the outcomes of cognitive ability testing in aged dogs (30).

ASTAXANTHIN

Incorporating 5% krill meal in dry food equals about 5 mg astaxanthin per kg food. In two dog studies (31, 32), astaxanthin from the

microalga *Haematococcus pluvialis*, administered at 20 mg/kg dry food, had opposite effects on group-mean plasma concentrations of 8-hydroxy-2'-deoxyguanosine, a recognized biomarker of oxidative DNA damage.

STUDIES WITH DOGS

PC and lyso-PC represent about 1.7% choline in krill meal. Isonitrogenous substitution of krill meal for fish and chicken meal in dry food raised plasma choline concentration in dogs (23). One can only speculate about the health impact, but at the same time it is remarkable that the increase in dietary choline seems to be negligible (23), whereas plasma choline rose quite markedly (4).

For 5 weeks before and during the Iditarod dog-sled race, the diet of Alaskan Huskies was either supplemented with 8% krill meal or not (24). Dietary krill elevated plasma EPA and DHA concentrations. The indexes of race-induced inflammation and muscle damage, plasma C-reactive protein and creatine kinase activity, were reduced by krill consumption, but it was not the only (dietary) variable.

* List of references is available on request from the author (beynen@freeler.nl)



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