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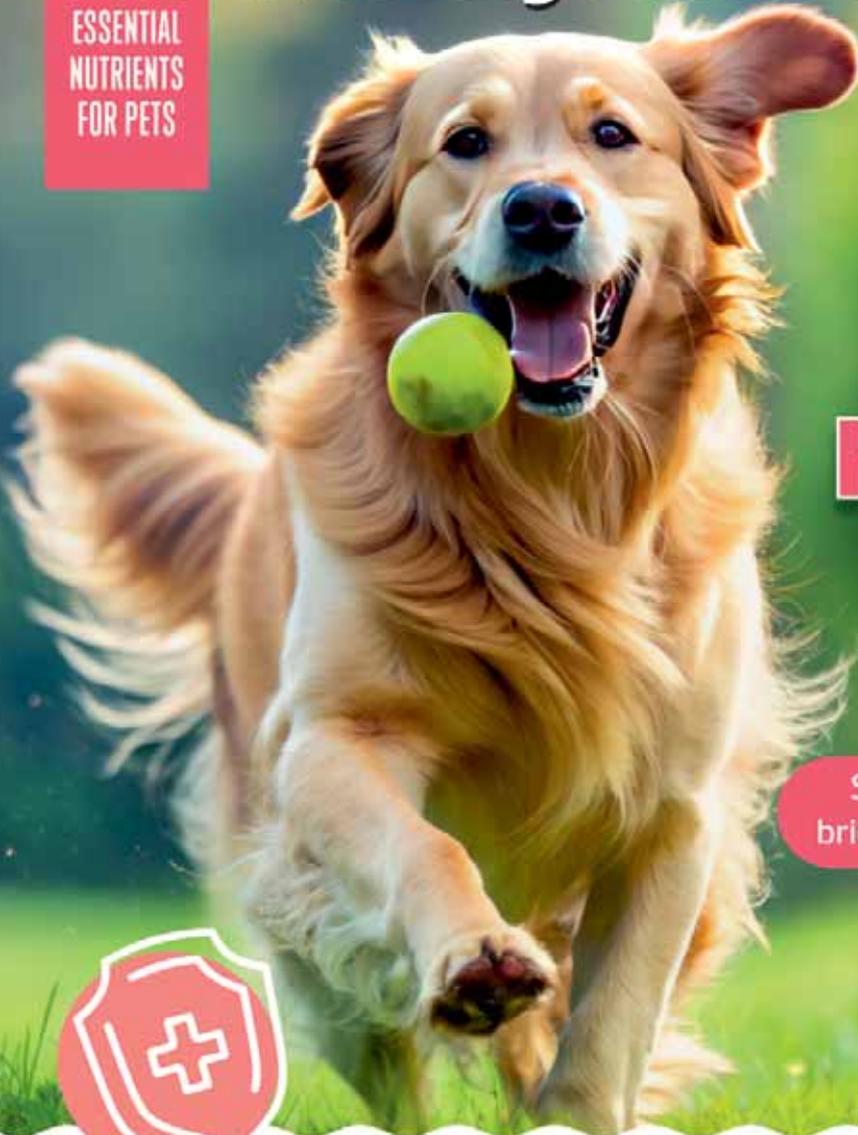


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Publisher's Note

Dear Readers,

As we step into the heart of the monsoon season, the August Edition of Creature Companion brings you a fresh perspective on nurturing, understanding, and travelling with your beloved pets. This month, we have curated a blend of insightful articles that span across developmental, nutritional, neurological, and behavioral domains, reaffirming our commitment to holistic pet wellness.

We begin by exploring the developmental stages and behaviour in dogs, an essential guide for every pet parent to understand how their dog evolves from a puppy into adulthood. This piece helps you decode various behavioral shifts and gives you the tools to respond with empathy and effectiveness at every stage.

Addressing a concern that is often overlooked, we delve into nerve issues in dogs and cats, highlighting early warning signs, triggers, and possible interventions. Our goal is to help caregivers recognize these subtle yet significant health challenges and seek timely care.

In the nutrition segment, we spotlight the growing conversation around plant-based diets for dogs. While traditionally meat-based, canine diets are now seeing thoughtful, scientifically-backed alternatives, this article evaluates the potential of plant-derived ingredients in maintaining canine health, energy, and vitality.

On a lighter and heartfelt note, we feature a beautifully penned article on travelling with pets, a topic close to many of our readers' hearts. It offers practical tips and first-hand experience, proving that with a little planning and patience, our four-legged companions can indeed be a part of our adventures across borders and cities.

Whether you're a new pet parent, a seasoned aquarist, or someone exploring sustainable pet care practices, this edition has something for you. At Creature Companion, we continue to evolve with the ever-growing landscape of pet care, bringing stories that inform, inspire, and connect.

Linda Brady Hawke



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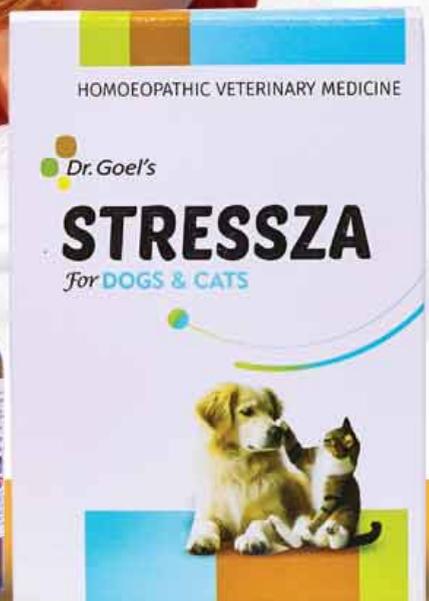
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John Abraham Urges Centre to Rescue Over 1,200 Beagles and Other Animals from Palamur Biosciences, Telangana

Bollywood actor John Abraham, who is also an Honorary Director at PETA India, has submitted an urgent appeal to Union Animal Husbandry Minister Rajiv Ranjan Singh, calling for immediate intervention to rescue more than 1,200 Beagles and other animals from Palamur Biosciences Pvt Ltd, a contract animal testing facility in Telangana.

Drawing upon disturbing whistleblower-provided photos and videos, Abraham described seeing severely injured dogs packed into overcrowded cages, pigs being poisoned and left to bleed, and the use of wild-caught monkeys in laboratory experiments.

He referenced a report submitted on 17 June 2025 by inspectors appointed under the Committee for the Purpose of Control and Supervision of Experiments on Animals (CCSEA), which corroborated significant cruelty and procedural breaches at the facility.

The CCSEA investigation urged "immediate regulatory action including the removal and rehabilitation of animals" and recommended a thorough review of the lab's breeding and registration licence, citing entrenched structural and ethical failures within the facility's operations.

Commando Kennels and Rashtriya Raksha University Join Forces to Launch National K9 Training School



Commando Kennels has officially signed a national-level partnership with Rashtriya Raksha University (RRU), an institution under the Ministry of Home Affairs, to lead and deliver structured K9 training, education, and deployments across India. This collaboration marks a major step forward in creating a formalized ecosystem for working dogs in India's security and defense sectors.

As part of this strategic alliance, the newly launched RRU K9 School will serve as a national hub for excellence in canine training and research. The initiative will focus on establishing standardized curricula, real-world deployment protocols, and national benchmarks for K9 capabilities.

The founder of Commando Kennels has been appointed Dean of the K9 School, a milestone that brings both personal and professional pride. Speaking on the development, he emphasized the importance of structured growth in the K9 space, stating that the partnership will help bridge the gap between high-quality training and field-readiness.

This pioneering initiative is expected to elevate India's working dog ecosystem by bringing recognition, structure, and strategic alignment to K9 roles in national security, disaster response, law enforcement, and beyond. It's a bold step that promises long-term impact for the industry and the institutions it serves.

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Nestlé Purina expands Friskies line with two new dry Cat food variants tailored for Indian pet parents

Nestlé Purina has recently introduced two new dry cat food variants under its beloved global brand, Friskies. With the introduction of Friskies Meaty Grills and Friskies Indoor Delights, the brand is giving Indian cat parents more personalised choices that blend taste, nutrition, and care.

As more Indian families embrace pet parenting, especially with cats, there is a rising demand for high-quality nutrition that caters to their pets' unique lifestyles. Nestlé Purina's latest offerings are a thoughtful response to this shift, acknowledging that just like their humans, cats thrive on tailored diets that reflect how and where they live.

Friskies Meaty Grills is designed for adult cats that enjoy bold flavours. It brings together the rich taste of chicken, turkey, and lamb, along with the goodness of vegetables: a combination that satisfies the palate while supporting overall health.

On the other hand, Friskies Indoor Delights is crafted for cats who spend most of their time indoors. Featuring a blend of salmon, tuna, and chicken



with vegetables, this variant helps manage hairballs and control litter box odour, two of the most common concerns among indoor cat parents.

These new products are now available across leading pet speciality stores, major online platforms, and instant delivery apps like Blinkit and Zepto. With doorstep convenience, pet parents across Indian cities can now access nutritious and flavourful options that match their pets' needs.

Commenting on the launch, Pallavi Anand, Business Head at Nestlé Purina India, said, "At Nestlé Purina, we understand how important it is for pet parents to provide their furry friends with high-quality nutrition. Friskies is globally recognised for its taste and variety. With this launch,

we aim to offer Indian consumers a greater choice of healthy and delicious cat food options."

Friskies, with its origins dating back to the 1930s, has long been a trusted name in cat nutrition across the globe. Known for its innovation and variety, it continues to win the hearts of pet parents by delivering flavourful meals grounded in science-backed nutrition.

With pet ownership on the rise across India and the evolving needs of urban pet parents, Nestlé Purina's continued investment in localised innovation signals a promising future. Whether your feline is a curious explorer or a cosy couch companion, the new Friskies variants are designed to make mealtime both nourishing and delightful.

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Joey as Baby



Sophie as Baby

Joey & Sophie

The Miracle Siblings Who Completed Our World

(Imran and Sadaf and Joey and Sophie)

By **Imran Shaikh* Sadaf Shaikh****

Some stories begin with a twist of fate, and ours begins with a miracle—or rather, three of them.

Joey, Sophie, and their sibling Choti came into this world under the most heartbreaking yet extraordinary circumstances. Their mother, heavily pregnant and just days away from giving birth, was hit by a speeding biker and left lying on the road with her head twisted and her body barely responsive. It seemed like all hope was lost. But fate had other plans.

A kind-hearted senior citizen couple spotted her in time and rushed her to emergency care. She was in no condition to deliver naturally, so an

emergency C-section was performed to save the babies. Incredibly, all the kittens survived. Their mother, despite her injuries, began feeding them and nurturing them as if nothing had happened. It was a sight that moved everyone at Ahuja Animal Care Foundation (AACF), who later stepped in to support the mother and kittens as the couple caring for them realized it was too overwhelming to manage the full family, especially with the mother cat still recovering. So AACF decided to support with care and kitten adoption...And that's where our journey with Joey and Sophie began.

We had seen their photos first—tiny furballs of joy with bright eyes and playful expressions via social media and a adoption camp. We

were initially planning to adopt just one kitten, thinking it would be manageable for us as we are a working couple. But the moment we met Joey and Sophie, everything changed.



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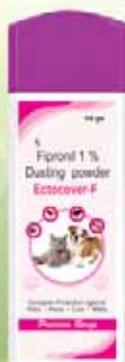


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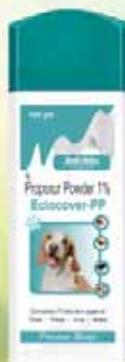
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PET OF THE MONTH

It was impossible to ignore the bond they shared—like two halves of a whole. They moved together, played together, and even rested with their tiny heads touching. The team at AACF gently advised us that separating them would cause more harm than good, and in our hearts, we knew they were right. We simply couldn't walk away with one while the other watched.

So, Joey and Sophie both came home with us post we completed the needed formalities—and our lives changed forever.

From the moment they entered our home, they brought with them endless laughter, warmth, and joy. They filled our hearts and our spaces with playful energy and unconditional love. Watching them grow up together, knowing the odds they beat just to be alive, fills us with gratitude every single day. Sophie loves to cuddle with me while Joey being ginger cat is a mummas boy. Both enjoy playing and its my duty to play with them and keep them engaged while their mumma feeds them on time.

They are not just pets. They are miracles. Survivors. Siblings.



Soulmates. And now, they are the heart of our home.

Being selected as Creature Companion's Pet of the Month feels so special, not just for us, but for everyone who played a role in their journey—from the senior citizen couple who saved their mother, to the team at AACF who provided them shelter and care, to the vet who performed that life-saving surgery, and finally, to us, the lucky ones who got to call them our own.

Joey and Sophie remind us every day that life is fragile, but love is strong. That miracles do happen. And that

sometimes, when you're planning for just one, life gives you two—because it knows your heart is big enough for both.

We can't imagine our lives without them. And honestly, we don't ever want to.

* Imran Shaikh- Product Manager @ Kotak Mahindra Bank

**Sadaf Shaikh- Tax Analyst @ Ernst & Young





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DEVELOPMENT STAGES AND BEHAVIOR IN DOGS



By Ragini Bhandari*

Dogs progress through several key life stages, broadly categorized as puppyhood, adolescence, adulthood, senior years, and geriatric years — each with distinct developmental and behavioral characteristics. The specific age ranges for these stages can vary based on the dog's breed and size. While senior years generally begin around 6–7 years of age (earlier for larger breeds), the geriatric stage refers to the later part of a dog's senior years when signs of advanced aging, such as cognitive decline or frailty, become more pronounced.

Understanding these stages helps dog guardians, caregivers and certified dog trainers provide age-appropriate care, enrichment, and support throughout a dog's life.

PUPPYHOOD (0–6 MONTHS)

WHAT TO EXPECT:

Puppyhood is a critical period of rapid growth and exploration. Puppies are curious, energetic, and learning to make sense of the world around them. Chewing, biting, and potty accidents are common as they try out different behaviors and learn from the responses they get, gradually understanding what is desirable and what isn't.

NORMAL BEHAVIOURS:

Playful mouthing, nipping, whining, and short attention spans. Puppies explore everything with their mouth

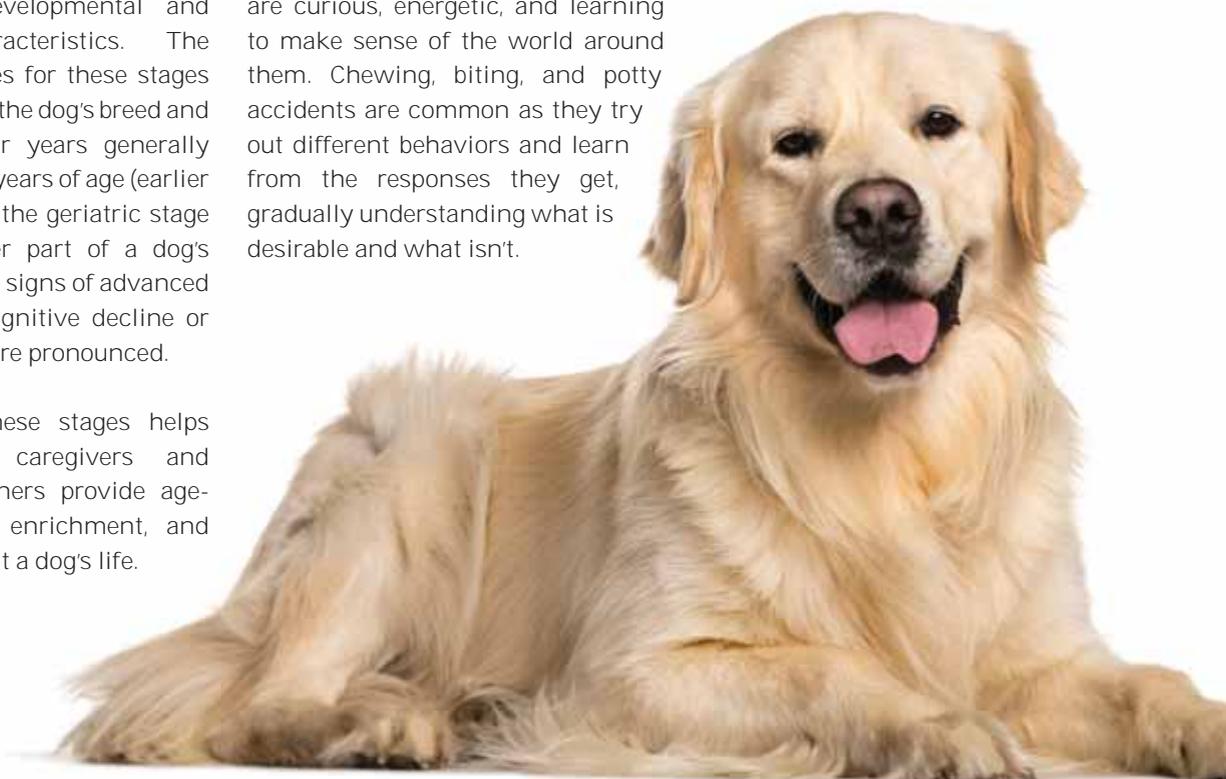


Image Source: Adobe Stock

and nose, experience frequent naps interrupted by bursts of energy (“zoomies”), and start learning bite inhibition through play and feedback from their mother and littermates. This is why puppies should remain with their mother and siblings until at least 8 weeks of age—to develop essential social skills, and emotional stability.

They also show curiosity but can startle easily, seeking comfort and reassurance from caregivers. During this stage, puppies begin to develop social bonds with humans and other dogs and start recognizing their name and simple cues.

TRAINING GOALS:

- Socialization involves gently introducing puppies to a variety of sights, sounds, people, and animals in a safe and controlled environment. This critical period—especially between 4 and 12 weeks of age—is essential for brain development and helps shape their future behavior. Well-socialized puppies grow into confident, adaptable adults who are better prepared to face new experiences without fear.
- Basic cues like sit, stay, drop, leave it, go to bed/place and come here through short, positive sessions.
- Establish house training routines using gentle encouragement.
- Introduce gentle handling to encourage your puppy's willing participation in grooming and veterinary care, fostering cooperative care that makes these experiences less stressful for both of you.
- Positive reinforcement means encouraging desired behaviors



Image Source: Adobe Stock

using treats, praise, toys, play—anything your dog finds rewarding— and never resorting to punishment, coercion or the use of aversive tools. This approach is kind, gentle, and builds a strong, trusting bond between you and your dog.

ADOLESCENCE (6 MONTHS-2 YEARS)

WHAT TO EXPECT:

Adolescence is a time of major hormonal shifts and brain development. As dogs mature physically and emotionally, their behavior may temporarily change. They might appear more distracted, energetic, or inconsistent in responding to cues they previously followed well. This stage can feel unpredictable, but it's a normal part of growing up.

NORMAL BEHAVIOURS:

You may notice bursts of energy, increased curiosity, a desire for independence, and exploratory behaviors like chewing or digging. Some dogs may seem less responsive

to known cues—this is part of how their developing brain processes the world around them.

TRAINING GOALS:

- Revisit and strengthen foundational cues like recall, stay, leave it and loose leash walking, especially in more distracting environments.
- Support your adolescent dog through new experiences using calm guidance and rewards to build confidence.
- Provide plenty of physical exercise, enrichment, and problem-solving activities to help them thrive.
- Focus on clear communication and set consistent boundaries using positive reinforcement.
- Teach essential life skills such as calm greetings, settling in various environments, staying home alone for short durations and even the art of doing nothing—helping your dog learn to relax and be okay with stillness.

- Starting early with kind, reward-based training during puppyhood lays a solid foundation that can be incredibly helpful during adolescence. Dogs who have already learned how to learn—through trust, play, and positive associations—are better equipped to navigate this phase successfully.

Adolescence can be a testing phase for guardians, but it's also an opportunity to deepen your relationship. Patience, empathy, and consistency help your dog build lifelong skills and confidence.

ADULTHOOD (2-6 YEARS)

WHAT TO EXPECT:

By adulthood, dogs generally settle into their personalities, preferences, and energy levels. While they're often more emotionally balanced than during adolescence, they still need regular mental and physical engagement to stay happy and well-adjusted. This is a great time to deepen your bond and expand your dog's life skills.

NORMAL BEHAVIOURS:

Adult dogs tend to be more predictable and socially mature. They enjoy play, connection with their humans, and meaningful activities like walks, scent work, or simply relaxing by your side. Their behavior reflects the habits, boundaries, and enrichment they've been given up to this point.

TRAINING GOALS:

- Make training a part of your everyday life—not a one-time event. Daily interactions offer opportunities to reinforce calm, desirable behaviors.
- Understand and meet your dog's individual needs.



Image Source: Adobe Stock

- Prevent unwanted behaviors by addressing the root causes, which often stem from unmet needs or lack of appropriate outlets.
- Explore enrichment-based training such as scent work, trick training, or agility training to keep your dog engaged and fulfilled.
- Keep sessions fun, low-pressure, and rewarding to maintain your dog's enthusiasm and willingness to participate.
- Adulthood is when your dog can truly thrive with consistent care, positive communication, and meaningful shared experiences.

SENIOR YEARS (6-10+ YEARS, BREED-DEPENDENT)

WHAT TO EXPECT:

As dogs enter their senior years, you may notice a gradual slowing down in physical activity and energy levels. They might become more sensitive to changes in routine, sounds, or handling, and age-related health issues—such as arthritis, vision or hearing loss—may begin to appear.

This is a time for extra gentleness, patience, and thoughtful care.

NORMAL BEHAVIOURS:

Senior dogs may prefer familiar routines, nap more frequently, and engage in shorter, lower-impact activities. They might be less tolerant of overexcitement or changes in their environment. While they may not be as physically active, many still enjoy learning, exploring, and staying socially connected.

TRAINING GOALS:

- Adapt activities and expectations to match your dog's changing physical and cognitive needs.
- Maintain mental sharpness through gentle enrichment like puzzle toys, interactive treat dispenser toys, nose work, and slow-paced training games.
- Continue practicing cooperative care—your dog may need more vet visits or grooming, so making these experiences positive is essential.
- Be mindful of signs of pain or

discomfort and avoid any training, outdoor activity that puts physical strain on their body.

- Use familiar cues and consistent routines to provide comfort and confidence.
- Your senior dog still wants to be included, understood, and loved. Training during this stage is less about performance and more about quality of life, trust, and maintaining a strong emotional connection.

GERIATRIC YEARS (VARIES: OFTEN 10+ YEARS FOR SMALL BREEDS, 7-9+ FOR LARGE BREEDS)

WHAT TO EXPECT:

In the geriatric stage, dogs often experience more noticeable signs of aging—such as frailty, mobility challenges, cognitive decline, and sensory loss. They may become more withdrawn or disoriented, and need extra time, support, and understanding to navigate their daily routines.



Image Source: Adobe Stock

Every dog's journey is unique, and understanding their developmental stages is essential for providing compassionate, age-appropriate care and training.

NORMAL BEHAVIOURS:

Geriatric dogs may sleep more, show signs of confusion or anxiety, and have decreased interest in previous activities. Changes in appetite, toileting habits, and interaction levels are common. Despite physical decline, they often continue to enjoy gentle affection, quiet companionship, and familiar comforts.

TRAINING GOALS:

- Focus on maintaining cognitive function through simple, familiar activities, scent-based enrichment, and calm interactive games.
- Stick to predictable routines to help reduce anxiety or confusion.
- Use clear, gentle communication—verbal cues may need to be paired with touch or visual signals if hearing or vision declines.
- Adapt your environment to support mobility and safety—non-slip mats, ramps, or orthopedic beds can make a big difference.
- Practice cooperative care with extra gentleness to help your dog feel safe during grooming or medical procedures.

- Schedule bi-yearly (or more frequent) veterinary check-ups to monitor health and catch age-related issues early.

Above all, this stage is about providing comfort, dignity, and presence. Your dog may not need "training" in the traditional sense, but they do need your patience, consistency, and love more than ever.

CONCLUSION

Every dog's journey is unique, and understanding their developmental stages is essential for providing compassionate, age-appropriate care and training. Positive, force-free methods rooted in empathy and science help build trust and confidence at every phase—from curious puppyhood to the tender geriatric years.

Training isn't just about teaching cues; it's about building a shared language, nurturing a strong bond, and communicating in ways your dog can understand to thrive in the human world.

Don't get caught up in what you see on social media—there's no one-size-fits-all approach to raising a dog. Appreciate the individual in front of you, meet them where they are, and support their growth with patience and respect.

When we honor our dogs' changing needs and personalities with kindness, we create not just well-behaved dogs—but lifelong companions rooted in trust, joy, and mutual understanding.

* Ragini Bhandari is a Certified Dog Trainer, Canine Behaviourist, Pet Baker and the founder of Just Pawsible, offering personalised, force-free training for dogs of all ages.

Celebrate a Calm Ganesh Chaturthi with Stressza for Pets



With India preparing for its big festive season, the air is alive with excitement, rich colour and the feeling of togetherness. Whether it is Ganesh Chaturthi, Navratri, Diwali, or any other festive occasion, these celebrations remind most of us of a time to be united with our families while enjoying traditional cuisines and indulging in other cultural rituals that are attributed to us. Amidst the holiday madness, we often overlook the impact that such festivities can have on our pets.

Ganesh Chaturthi is a festive celebration marked with music, fireworks, guests, and busy activities in every house. Although pets are a source of happiness to the family, they cause immense stress and anxiety to dogs. Fortunately, you can keep your pets safe and secure throughout the festivities with a suitable strategy and pet-friendly products, such as Stressza for pets. This blog explores the suffering of pets during Ganesh Chaturthi and how Stressza pet medicine, a mild, homoeopathic medication, can make a significant difference.

WHAT IS PET ANXIETY?

Pet anxiety looks very similar to human anxiety. Anxiety in dogs and cats happens when your pet is faced with a person, animal, or

situation that makes them feel fearful or worried. A few examples are thunderstorms, fireworks, strangers, and being left by a pet parent (separation anxiety in dogs is one of the most common forms of pet stress). They'll feel anxious when faced with these obstacles and can also get anxious when separated from their pet parents.

It's normal for all dogs to experience anxiety—in fact, it's part of their genetic makeup. In the wild, dogs are pack animals; in your home, you and your family are their pack members. When separated from members of their pack, you can expect any dog to experience some level of anxiety.

On the other hand, cats are solitary predators in the wild, so they may not have the same heightened level of separation anxiety when parted from you. Still, changes in routine and new faces can be triggering for cats.

WHY GANESH CHATURTHI IS STRESSFUL FOR PETS

Every year, numerous pet parents notice behavioural changes in their dogs and cats during festivals. The loud music, constant movement of people, fireworks, and even changes in household routines can trigger anxiety and fear.

Common pet stress triggers during Ganesh Chaturthi:

- **Loud noise:** Drums, firecrackers, and chanting.
- **Overpopulated households:** Unfamiliar faces and being too excited.
- **Change in routine:** The Routine of feeding, sleeping, and walking gets disturbed.
- **Bright lights:** Constant ornamental lighting may agitate sensitised pets.

These stress factors may manifest as trembling, hiding, excessive barking, loss of appetite, excessive grooming, or destructive acts, among others, indicating that your pet is not faring well.

THE IMPACT OF NOISE ON PET HEALTH

Festivals are associated with loud noises that can cause stress, but this one-time misery can even affect the lifelong health of your pet. Excessive exposure to high noise volumes may cause:

- **Raised heart rate and high blood pressure:** Loud noises can create heightened adrenaline levels,

potentially increasing the heart rate and blood pressure, and this can have a long-term strain on the cardiovascular system.

- **Behavioural effects:** Pet animals may experience behavioural alterations due to continuous exposure to stressful factors, such as fireworks. They can grow more anxious, express phobias or become aggressive due to fear.
- **Physical Harm:** In severe conditions, pets will attempt to move out of the noise by fleeing, which can cause injuries or lead to them going missing. Loud noises also invoke stress and panic, which may make them quiver uncontrollably or even cause stress-induced seizures in acutely sensitive pets.

WHAT IS STRESSZA FOR PETS?

Stressza is a special veterinary homeopathic medicine, commonly used by Goel Vet Pharma, that naturally addresses the stress, anxiety, and distemper symptoms in dogs and cats. The supplement comes in a stress-relieving drops form that is simple to use and hence easy to administer during stressful events, such as Ganesh Chaturthi, by pet parents.

Key Features:

- Safe, homeopathic, and natural
- None of the side effects, no interaction of drugs with other drugs, no contraindication
- Dog, cat, puppy, and kitten work
- Manufactured in ISO 9001:2015 and WHO GMP-certified facilities, ensuring quality and safety.

How Stressza Helps:

- Calms the nerves, and is less afraid of loud noises and crowds.
- Facilitates the travel process and reduces separation stress.
- Helps manage symptoms of canine distemper (fever, coughing, vomiting)
- Reduces the level of excessive barking, panting, drooling and changes in behavioural patterns
- Promotes overall health and comfort in stressful situations

WHY CHOOSE STRESSZA PET MEDICINE DURING FESTIVALS?

1. **Safe and Homoeopathic:** Stressza medicine is a homeopathic product and a recommended brand of pet homeopathic medicine in the market that offers a safe choice to pet parents who want to avoid sedatives or pharmaceuticals.
2. **Minimises Festive Anxiety:** Stressza pet product is used to alleviate symptoms such as trembling, panting, barking, or cowering, which are common during loud noises and crowded situations.
3. **Assists Post-Festival Recovery:** Following the festival, the mild sedative nature of Stressza enables pets to return to their usual behaviours without any restlessness.
4. **Vet-Recommended:** Veterinarian -trusted, pet parent loved formula because of RxVitality, leading to its reliability and efficacy.

Dosage and Administration

- Small dogs/cats: 5-7 drops, 3 times daily.
- Medium dogs (10-25kg): 8-10 drops, 3 times daily.
- Large dogs (25kg+): 11-15 drops, 3 times daily.

Administer directly in the mouth or add to a little water/treat for easy ingestion. Always read the label and follow the guidance on the product page.

MAKE GANESH CHATURTHI JOYFUL—FOR EVERYONE!

Your pet is your family, and their well-being is essential (more so during the festivals). You can plan and add Stressza for pets to your Ganesh Chaturthi preparations to show your love in a unique and meaningful way.

Skip the worry. Celebrate with confidence, knowing your dog, cat, or other companion will stay peaceful—no matter how loud the party gets.

WHERE TO BUY

Take the first step toward a stress-free Ganesh Chaturthi. Visit Goel Vet Pharma's Stressza for Pets and make your pets' festival as joyful as your own. With Stressza pet medicine, let serenity lead the celebration!



Nervine Issues in Dogs and Cats

*What Every Pet Parent
→ Should Know ←*



By **Dr Vinay Chhabra***

As pet parents, we notice everything, whether it's a wagging tail, a missed meal, or that extra nap our furry friend took. But what happens when your dog suddenly collapses or your cat starts trembling for no reason?

That's where nervine issues come into play. They can be scary, confusing, and in some cases, life-threatening. But the good news? Many of them are manageable, and even preventable.

Let's dive into what nervine disorders are, what causes them, how to recognize early signs, and what you can do to protect your pets.

WHAT ARE NERVINE DISORDERS?

Nervine disorders are conditions that affect your pet's nervous system, including the brain, spinal cord, and the nerves that control everything from movement to behavior.

Common Signs of Nervine Disorders:

- Seizures or fits
- Sudden collapse or shaking
- Loss of coordination or balance
- Inability to move limbs
- Tremors or twitching
- Head tilt or walking in circles

- Unexplained aggression or anxiety

These signs often indicate that the brain is not communicating properly with the body.

COMMON CAUSES OF NERVINE DISORDERS

There's no single cause of nervine disorders. They can result from infections, trauma, chronic diseases or sometimes, no known cause at all (idiopathic).

1 Tapeworms in the Brain

Some parasites, like *Taenia multiceps*, can migrate from the stomach to the brain. This can lead to **fits, tremors, or abnormal behavior.**

Prevention: Regular deworming is a must. Puppies and kittens need frequent deworming. Adults should be dewormed every 3 months.

2 Distemper Virus

Distemper is a **highly contagious** disease that affects the nervous system in dogs. It can cause twitching, tremors, seizures, even after recovery.

Prevention: The DHPPi vaccine protects against distemper. Don't miss it, and follow booster schedules.

3 Idiopathic Epilepsy

This is a genetic condition where pets experience **repeated** seizures without any clear cause. It often starts between 6 months to 3 years of age.



Image Source: Adobe Stock

COMMON NERVINE CONDITIONS IN PETS

Condition	Key Symptoms
Epilepsy	Repeated seizures, drooling, limb paddling
Distemper (late phase)	Twitching, jaw chewing fits, seizures
Vestibular Disease	Head tilt, loss of balance, circling
IVDD (Spinal Disc Disease)	Paralysis, pain, hind leg weakness
Encephalitis/Meningitis	Fever, stiffness, neck pain, confusion

Management: Anti-seizure medication and regular vet follow-ups help manage it long term.

4 Head Injuries or Trauma

Falls, road accidents, or rough play can lead to spinal or brain injuries, causing paralysis, fits, or balance issues.

Prevention: Ensure a pet-safe environment at home. Use leashes during walks and guard balconies and stairs.

5 Chronic Kidney Disease (CKD)

In older pets, CKD can cause **toxin build-up**, leading to confusion, disorientation, or even seizures.

Prevention: Regular blood and urine tests, especially for senior pets. Early diagnosis helps manage it better.

6 Liver Shunt (Portosystemic Shunt)

This is more common in young pets. The liver doesn't filter toxins properly, leading to **hepatic encephalopathy**, which causes drooling, seizures, or circling.

Prevention: Watch for stunted growth, confusion, or behavior changes after meals in puppies/kittens.

7 Brain Tumors

Older pets may develop brain tumors, causing head tilts, seizures, or sudden behavior changes.

Prevention: There's no guaranteed prevention, but early detection through wellness checkups and scans is key.

SEIZURES IN PETS: WHAT YOU SHOULD KNOW

Watching a pet have a seizure can be distressing. But knowing what to do can make a big difference.

What a Seizure Looks Like:

- Jerking or paddling legs
- Drooling or frothing at the mouth
- Sudden collapse
- Temporary loss of consciousness
- Involuntary urination or defecation

What To Do During a Seizure:

- 1 **Stay calm.** Don't try to restrain your pet.
- 2 **Clear the area.** Remove furniture or sharp objects nearby.
- 3 **Time the seizure.** More than 5 minutes = emergency.
- 4 **Call your vet.** A video recording can help the vet with diagnosis.

MANAGING NERVINE DISORDERS

Many nervine issues are **treatable or manageable** with timely action.

Treatment Options:

- **Anti-seizure** meds for epilepsy (e.g., phenobarbital)
- **Steroids/antibiotics** for brain inflammation
- **Surgery or rest** for spinal injuries like IVDD
- **Supportive care** for CKD- or liver-related seizures

Follow-up care is just as important. Never adjust medication doses without your vet's advice.

NUTRITION FOR NERVOUS SYSTEM HEALTH

A **balanced diet** supports not just physical health but also a strong, healthy nervous system.

★ **Key Nutrients:**

- **Omega-3 (Fish Oil):** Supports brain development
- **Vitamin B complex:** Protects nerves

A timely visit to the vet can help manage the issue and improve your pet's quality of life. Many pets with conditions like epilepsy, spinal problems, or even chronic diseases can live long and happy lives with proper care.

- **Taurine (for cats):** Essential for brain and heart
- **Antioxidants:** Help fight nerve damage

Feed your pet high-quality food, whether home-cooked or commercial and add supplements as prescribed by your vet.

PREVENTION: YOUR FIRST LINE OF DEFENSE

Most nervine disorders don't just appear overnight. The signs are often subtle at first. Prevention, as always, is **better than cure**.

Checklist for Prevention:

- Follow vaccination schedules
- Deworm your pet regularly
- Feed a balanced, nutritious diet
- Keep your pet physically and mentally active
- Go for regular health checkups, especially for seniors
- Ensure a safe, trauma-free home environment

WHEN IN DOUBT, CONTACT YOUR VET

Seizures, disorientation, or balance issues are **not normal** in pets. These are signs that something's going wrong inside, most likely with their nervous system.

A timely visit to the vet can help manage the issue and improve your pet's quality of life. Many pets with conditions like epilepsy, spinal problems, or even chronic diseases can live long and happy lives with proper care.

Final Thoughts

Your pets depend on you. And when it comes to nervine disorders, **your attention can save lives**.

Spot the early signs. Don't ignore those small twitches, stumbles, or odd behaviors. Speak to a vet. Get help early.

At **MyFurries.com**, we're here for you, whether it's expert vet consultations, regular deworming plans, or our FurFit Wellness Program to keep your pet on track. Prevention begins at home, with the right knowledge and the right partner by your side.

Stay informed. Stay connected. And keep your pet's tail wagging, always.



* Dr. Vinay Chhabra
Chief Veterinary Officer, MyFurries.com

Warm2Eat Industries:

Where Pet Nutrition Meets Food-Grade Precision

Warm2Eat Industries is engaged in manufacturing & processing of Fresh Ready to Eat Meals for our furry ones without use of preservatives or additives yet having a product life of upto 18 months. Having an automated processing setup with a well equipped kitchen spread over an area of 7000 Sq. ft., our team is committed deliver a turnkey solution starting from procurement till the final delivery at most economical pricing. With our past expertise in white labeling for numerous brands, we offer a one window solution for ready to eat dog & cat foods along with dry kibbles, biscuits and treats.

Over a period of 5 years in the industry, we have worked with Vets and nutritionist to make high quality, delicious yet healthy recipes using wholesome ingredients designed specifically to avoid common health problems in dogs & cats, improve



immunity to overcome common allergies. Eventually, what we or they eat effects mental, physical and emotional well being. We are an animal-loving company who has been committed to their well-being and the ones who take care of them.

We love to offer our inhouse developed recipes as well as most willing to jointly develop recipes with your team of experts. We, rigorously and thoroughly believe in following the pre-defined SOPs and have successfully implemented ISO 22000:2018 standard along with other certifications like

FSSAI & Halal in the past in order to meet the quality standards.



Achal Grover,
Director of Warm2Eat
Industries

Product Range



Wet Food Range
Kibbles
Treats



Wet Food Range
Kibbles
Biscuits
Treats



KIDRAINER

Holistic Kidney Support for Your Furry Friend



By Akshay Prakash

Kidney health is vital for the overall well-being of pets, as the kidneys play a crucial role in filtering waste, regulating hydration, and maintaining electrolyte balance. When kidney function declines, toxins accumulate in the body, leading to serious health complications such as chronic kidney disease (CKD), urinary tract infections (UTIs), and kidney stones. Many pet owners seek natural alternatives to conventional medications to support their pets' renal health, and KIDRAINER provides an effective solution.

KIDRAINER is a homeopathic oral spray formulated with Berberis

Vulgaris and Equisetum, two powerful ingredients known for their ability to promote kidney detoxification and urinary health. Manufactured by P S VAT PHARMA, this easy-to-administer spray helps eliminate toxins, maintain creatinine balance, and support urinary function. Safe for both dogs and cats, KIDRAINER is a natural choice for pet owners looking to enhance their pets' kidney health without the use of harsh chemicals or synthetic additives.

UNDERSTANDING KIDNEY HEALTH IN PETS

The kidneys serve as the body's natural filtration system, removing waste products from the blood

while regulating water balance and essential minerals. When the kidneys are unable to function properly, pets may experience symptoms such as increased thirst and urination, loss of appetite, weight loss, lethargy, vomiting, and poor coat condition. These issues are especially common in senior pets, but younger animals can also develop kidney problems due to genetics, infections, diet, or environmental toxins.



Chief Executive Officer,
P S VAT PHARMA

Preventative care is crucial in maintaining kidney function, and natural remedies like KIDRAINER can help support the body's detoxification processes. Early intervention can significantly improve a pet's quality of life, preventing complications associated with kidney disease.

WHAT IS KIDRAINER?

KIDRAINER is a homeopathic oral spray designed to support kidney health by stimulating natural detoxification and promoting urinary wellness. Unlike traditional supplements in pill or powder form, this spray allows for quick and effective absorption, ensuring that pets receive the necessary support with minimal resistance. It is particularly beneficial for pets prone to kidney disease, urinary tract infections, or those already experiencing compromised renal function.

This unique formula offers multiple benefits, including aiding in the elimination of toxins, supporting normal creatinine levels, reducing inflammation in the kidneys, and improving urinary tract health. Its easy-to-use spray format eliminates the struggle associated with administering tablets or powders, making it a stress-free solution for pet owners.

KEY INGREDIENTS IN KIDRAINER

KIDRAINER's effectiveness comes from its carefully selected natural ingredients, which have long been used in homeopathy for their renal-supporting properties.

BERBERIS VULGARIS

Berberis Vulgaris is a well-known medicinal plant used for kidney and liver health. It acts as a natural diuretic, helping to flush out toxins

and prevent kidney stone formation. Its anti-inflammatory properties help reduce swelling and discomfort in the urinary tract, making it especially useful for pets suffering from UTIs or kidney-related pain. This ingredient also plays a role in supporting normal urine flow, preventing the buildup of waste in the body.

EQUISETUM (HORSETAIL)

Equisetum, commonly known as horsetail, is rich in antioxidants and minerals that support kidney and urinary function. It helps improve bladder control, making it beneficial for pets that experience frequent urination or incontinence. The high silica content in Equisetum also aids in protecting kidney cells from oxidative damage, reducing the risk of long-term kidney deterioration. Additionally, it supports electrolyte balance, ensuring that essential minerals are maintained in the body while flushing out harmful substances.

Together, these two key ingredients work synergistically to enhance kidney

function, promote urinary health, and detoxify the system naturally.

HOW KIDRAINER WORKS

KIDRAINER works by stimulating the body's natural detoxification processes, allowing the kidneys to filter waste more efficiently. The combination of Berberis Vulgaris and Equisetum helps reduce toxin buildup, maintain hydration, and support urinary function. By reducing inflammation in the kidneys and urinary tract, it promotes better urine flow and prevents common renal issues such as infections and stone formation.

Pets using KIDRAINER may experience increased energy levels, improved hydration, and better overall kidney function. The spray format ensures rapid absorption, allowing the active ingredients to take effect quickly. Regular use can help prevent complications related to kidney disease and maintain long-term renal health.



HOW TO USE KIDRAINER

KIDRAINER is designed for easy administration, eliminating the challenges associated with giving pets pills or powders. The recommended dosage depends on the pet's size, with smaller pets requiring fewer sprays and larger dogs needing a slightly higher dose.

For small pets, including cats and small dogs, two to three sprays twice daily is recommended. Medium-sized dogs should receive three to four sprays twice daily, while larger dogs may require four to five sprays per dose. For best results, the spray should be administered directly into the pet's mouth to ensure maximum absorption. If the pet resists, it can be sprayed onto a treat or added to drinking water.

Consistency is key when using KIDRAINER, and noticeable improvements in kidney function and urinary health may be observed over several weeks of continued use. It is a gentle, natural formula that can be used long-term for pets requiring ongoing kidney support.

SAFETY AND PRECAUTIONS

KIDRAINER is a safe and natural homeopathic remedy, but pet owners should always take precautions when introducing any new supplement. Consulting a veterinarian before starting KIDRAINER is recommended, especially if the pet is on other medications or has an existing kidney condition. While adverse reactions are rare due to the gentle nature of homeopathic ingredients, it is important to monitor pets for any unusual symptoms.

The spray should be stored in a cool, dry place away from direct sunlight to maintain its potency.



Kidney health is a vital aspect of a pet's overall well-being, and taking proactive steps to support renal function can lead to a longer, healthier life.

Pet owners should ensure they follow the recommended dosage guidelines to achieve the best results. KIDRAINER should be used as part of a comprehensive approach to kidney health, which includes providing pets with a balanced diet, access to clean drinking water, and regular veterinary checkups.

WHY CHOOSE KIDRAINER?

KIDRAINER stands out as a natural and effective solution for supporting kidney health in pets. Unlike synthetic medications that may have unwanted side effects, this homeopathic remedy offers a gentle alternative without compromising effectiveness. The carefully selected ingredients work to detoxify the kidneys, support urinary function, and reduce inflammation naturally.

The oral spray format makes it incredibly easy to administer, eliminating the common struggle

of giving pets tablets or powders. Its versatility makes it suitable for both cats and dogs, providing a holistic solution for pet owners looking to improve their pets' kidney health. Whether used as a preventive measure or as part of a treatment plan for pets with existing kidney conditions, KIDRAINER offers a reliable and convenient way to maintain renal wellness.

CONCLUSION

Kidney health is a vital aspect of a pet's overall well-being, and taking proactive steps to support renal function can lead to a longer, healthier life. KIDRAINER provides a natural and effective approach to kidney care, helping pets eliminate toxins, maintain proper hydration, and reduce the risk of urinary complications. With its homeopathic formulation, convenient spray format, and proven ingredients, it is a trusted choice for pet owners seeking a gentle yet powerful kidney support solution.

For those looking to enhance their pets' kidney health naturally, KIDRAINER is available in homeopathy stores, veterinary clinics, and trusted online retailers. By incorporating this remedy into a pet's daily routine, owners can ensure their furry companions receive the best possible care for long-term renal wellness.



Website: www.psvatpharma.com
Contact No. +91-8279800662

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A MORE MINDFUL BOWL:

E X P L O R I N G PLANT-BASED NUTRITION F O R D O G S

By Palak Jain*

If you ask the average pet parent what powers their dog's energy, most would say "meat." It's what we've been told for decades: real strength, shiny coats, bright eyes, all come from meat. However, behind that belief sits a simple truth we often forget: the nutrients that fuel life start in plants.

The amino acids, the oils, the vitamins, even when they arrive in meat, they're born in the grasses, grains, seeds, algae, and fruits that built the food chain long before

modern dog food ever existed. This is where real nutrition begins. It is where a mindful, balanced, plant-forward diet finds its quiet strength.

PLANTS OFFER MORE THAN WE REALIZE

In many ways, plants are nature's original supplement cabinet. They deliver what meat alone never can:

- **Fiber** that keeps digestion smooth, gut flora healthy, and the immune system strong.
- **Phytonutrients:** plant chemicals that protect cells, fight inflammation, and boost overall resilience.
- **Antioxidants,** naturally fighting the wear and tear of aging and everyday life.
- **Gentle,** complex carbohydrates that fuel steady energy without spiking sugars or overloading the system.



These are not small footnotes, they're foundational pillars of good health. For many dogs, a thoughtful inclusion of plant-based nutrition means lighter meals, fewer allergens, improved digestion, and support for a healthy weight. It's no surprise that more pet parents today are asking: Why wouldn't I give my dog the best of plants too?

MINDFULNESS OVER MINDLESSNESS

For me, the shift is not about labels: "vegan dog," "meat-free," or "cruelty-free." It's about feeding with eyes open. We live in a world where convenience often takes over common sense. We buy whatever the bright bag tells us to buy, trusting that marketing means nutrition. But our dogs deserve better than autopilot.

Mindful feeding asks better questions: Where did this food come from? What nutrients does it actually deliver? Does it serve my dog's wellbeing, or just fill their belly?

A bowl balanced with the power of plants does more than just feed. It respects the body's natural needs. It aligns with modern science, which increasingly shows that dogs are not obligate carnivores but adaptable omnivores, perfectly capable of thriving on diverse, carefully crafted recipes rooted in plants.

BALANCE WHERE IT MATTERS

Let's be honest. Not everything our dogs need can be found growing in a garden. Certain vital nutrients like taurine, L-carnitine, vitamin B12 do not come from lentils or rice alone. But here's the key: supplementation is not a shortcut, it's a standard. Almost every quality pet food, whether meat-based or plant-forward, relies on science-backed supplements to fill those precise gaps.



It's not about rejecting one source for another. It's about combining the best: the abundant fiber, antioxidants, and phytonutrients that only plants offer, topped up with proven, safe synthetic supplementation for what nature didn't pack into plants. This is not a compromise, it's a more mindful form of completeness.

A BIGGER RESPONSIBILITY

Feeding consciously is not just about the dog in front of us, it's about the world they run around in. We know that resource-intensive food systems put a burden on our forests, fields, and water. Every time we lean into plants, even a little, we ease that burden. We free up land, lower emissions, and choose a lighter footprint. For a growing community of modern pet parents, this matters just as much as the bowl itself.

AN INVITATION, NOT A RULE

This is not about guilt or strict dogma. It's not about saying meat is bad or plants are perfect. It's about knowing better and choosing better, for your dog, your conscience, and the Earth.

Maybe for your home, it means plant-based meals a few days a week. Maybe it means treats and toppers that add fiber and phytonutrients. Maybe it's a complete transition guided by your vet. Or maybe it's simply an awareness that food is not just fuel, it's a daily act of care that can be done with more intention.

A MORE CONSCIOUS BOWL

Our dogs give us unconditional love. The least we can give back is unconditional thoughtfulness about what fuels them. When we feed with care, we don't just extend a life, we enrich it, day by day, bowl by bowl.

So here's my invitation, as a founder and a fellow pet parent: pause at the bowl. Look past the label. Read the ingredient list. Remember where true nourishment begins: in the living, growing world around us. And know that when plants have a place in your dog's bowl, you're feeding them more than just food. You're feeding them the best of nature: balanced, complete, and chosen with heart.

* Palak Jain, Founder Paws for Greens, Dog Mom

PARENT – Wholesome Pet Nutrition

Nutrition Nxt is a purpose-driven startup on a mission to revolutionize pet nutrition and wellbeing. With a team of seasoned professionals from US and India, we combine advanced research with deep pet care understanding to deliver balanced, wholesome nutrition that supports long-term health and vitality.

Dr. Venkata D. Boppana, Co-founder and Chief Technical Advisor of Nutrition Nxt, holds a PhD in Veterinary Science and has over 25 years of experience in Veterinary Nutrition, Immunology, and Infectious Diseases. He also operates a chain of animal hospitals in the US. Dr. Boppana explains that Many of the pet foods including the popular pet food brands are nutritionally deficient or excessive, imbalanced and causing serious health conditions such as renal failures, joint issues and liver related issues. With **PARENT** pet food, Nutrition Nxt aims to provide complete, balanced nutrition for all stages of a pet's life.

PARENT's canine product line includes formulas for **Mother &**



Puppy, Puppy, Adult, and Senior dogs. The feline range includes products for **kitten** and **Adult**. The company also plans to launch **prescription diets** for pets with specific medical needs.

Nutrition Nxt developed the world's first digital **body condition and nutritional assessment digital tool** based on WSAVA guidelines. This innovation is embedded in the **PARENT 360 app**, which helps to evaluate pet's condition and suggest tailored nutrition plans.

Prasharsha Cherukury, Founder and CEO of Nutrition Nxt, said In

India there is a shortage of products designed to provide targeted food for pets with specific nutritional needs at different life stages. To address this, the company uses natural ingredients sourced from globally recognized suppliers. Current products are manufactured at an FDA and GMP-certified facility meeting **AAFCO** and **FDA** standards. Nutrition Nxt is also establishing its own 40,000 TPA facility in **Hyderabad**, Telangana, with an investment of ₹ 90 crores, expected to be operational by FY26.

In addition to food products, Nutrition Nxt has also launched a digital pet care ecosystem. The **PARENT360** app

provides 24/7 support to pet parents with features like:

- Nutrition and body condition analysis
- Health and vaccination records
- Activity monitoring
- Connects with veterinarians through video calls, home and clinic visits
- Market place access
- AI-powered chatbot

Another platform **ProVet** offers veterinary practitioners tools for hospital and clinical management with built-in analytics and real-time connectivity with pet parents. Both apps are free for users.

Our vision is to create a trusted ecosystem where every pet receives the nourishment, wellness, care, and attention that they deserve as family members. With a strong foundation in veterinary expertise and a heartfelt mission to enhance the lives of pets.

CURRENT RANGE OF PRODUCTS:

PARENT - MOTHER & PUPPY (GESTATION, LACTATION, PUPPIES UP TO 4 MONTHS):

this formula was Developed by reowned animal Nutritionist & US veterinarian to support mother dogs during gestation and lactation and puppies up to four months of age. Key nutrients include:

- **Omega-3 & Omega-6** (from poultry, tuna, and salmon oils) for brain development.

- **Hydrolyzed chicken protein** for optimal growth & muscle development.

- **FOS (Fructo-oligosaccharides)** for digestion and immune support.

- **Yucca Schidigera** and **Quillaja powder** to reduce fecal odor.

- Cassava – Gluten free carbohydrate source.

This holistic formula not only nourishes but also supports the physical and cognitive growth of puppies, while keeping the mother strong and healthy, ensuring the best start for their shared journey.

(L to R) Praharsha Cherukuri- CEO, Dr. Venkata D. Boppana Co-Founder & Chief Mentor Chief Veterenarian DVM, MS, Ph.D



Nutritional profile:

30%
Protein

16%
Fat

4%
Fibre

PARENT - PUPPY (UP TO 18 MONTHS):

Parent Pet Food for Puppies is designed to provide complete and balanced nutrition for puppies of all breeds and sizes. This scientifically crafted diet contains:

- **Omega-3 & Omega-6** fatty acids for cognitive development and coat health.

- **Goat milk** for bone strength and easy digestion.
- **Pumpkin and spinach** for digestive support and nutrient absorption.
- **Methionine** Aids in skin and coat health.

This scientifically crafted formula supports puppy's growth, immunity, and well-being, setting the foundation for a happy, healthy life

Nutritional profile:

28% Protein	14% Fat	4% Fibre
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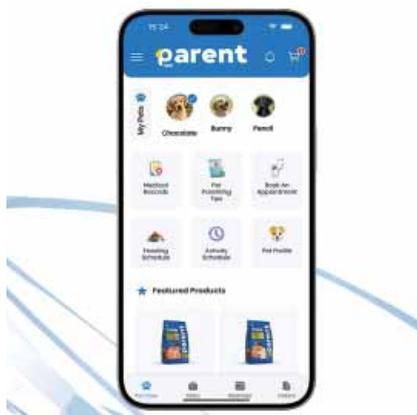
PARENT - ADULT (18 MONTHS TO 7 YEARS):

Parent Pet Food for Adult Dogs is a premium, nutritionally balanced formula designed by a renowned Animal Nutritionist and Veterinarian from the U.S., to provide complete maintenance nutrition for adult dogs. This formula supports the daily nutritional needs of adult dogs and includes:

- **Spirulina** – enriched with vitamins, minerals, iron and antioxidants.
- **Vitamin E, Vitamin C, and turmeric extract** to boost immunity.
- **Brewer's yeast** promotes muscle maintenance & vitality.

Nutritional profile:

20% Protein	8% Fat	6% Fibre
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- **Probiotics** to enhance gut microbiome and to improve overall gut health.
- **Chondroitin sulphate** maintains joint and cartilage health.

Nutritional profile:

20% Protein	8% Fat	6% Fibre
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PARENT - SENIOR (7+ YEARS):

Formulated to provide complete and balanced nutrition for ageing dogs of all breeds and sizes.

Nutrition Nxt is setting new benchmarks in pet care industry by offering scientifically backed nutrition, innovative digital tools, and a deep commitment to pet wellness



Good Living for Furry Friends



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Wiggles and Nibbles

Redefining Pet Treats with Purpose and Purity



In today's pet care landscape, awareness around clean nutrition is steadily rising -- and rightly so. Pet parents are increasingly reading labels, questioning ingredients, and demanding better. Wiggles and Nibbles was created in response to that demand: a brand built on integrity, transparency, and a deep understanding of species-appropriate nutrition.

At Wiggles and Nibbles, our philosophy is simple -- pets deserve food that's as real and nourishing as what we'd expect for ourselves. Our treats are freshly made in small batches, using only high-quality, human-grade ingredients. We don't use preservatives, fillers, or artificial flavorings. What we offer is clean, functional nutrition, presented in the form of thoughtfully crafted chews,

jerkeys, cakes, and special-occasion treats.

Each recipe is designed in-house with a nutrition-first approach, keeping the pet's health, digestion, and preferences in mind. From single-ingredient dehydrated treats to low-fat, grain-free options -- every product is created to serve a purpose beyond taste. Whether it's supporting joint health, improving gut function, or catering to pets with sensitivities, our treats are tailored to nourish.

What sets Wiggles and Nibbles apart is not just the quality of the ingredients, but the intent behind each product. Every treat is carefully formulated, handcrafted, and backed by nutritional insight, ensuring both safety and palatability. The result is a range of treats that pets genuinely enjoy and pet parents can trust.



As a practising pet nutritionist, my role extends beyond product creation. I work directly with pet parents to understand their pets' needs and offer personalised nutritional consults. This close engagement allows Wiggles and Nibbles to stay connected with real-world challenges and continuously innovate with purpose.

Our clientele includes both discerning pet parents and forward-thinking retailers who share our belief in raising the standard for pet food in India. We're proud to be a brand that bridges the gap between health and indulgence -- offering treats that feel like a reward but function like real food.

Priyanka, Founder Wiggles n Nibbles



This trade fair is an opportunity to introduce more people to our mission -- to provide pets with wholesome nutrition that supports their well-being, not compromises it. Wiggles and Nibbles is not just a product line; it's a movement towards better pet nutrition, greater transparency, and responsible feeding practices.

As we continue to grow, our focus remains unchanged: delivering fresh, preservative-free, nutritionally sound treats that are as honest as they are delicious.

To explore our offerings or collaborate, visit us at our stall -- and let's take a step together towards a healthier, happier future for our pets.

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Warm2Eat: Innovating Pet Nutrition



**PAWS
BOOSTER**



In conversation with Mr. Achal Grover, Director of Warm2Eat Industries, he delves into his journey from being a pet parent to private label manufacturer, the challenges of ready-to-eat formulations, and the emerging trends he believes will shape the future of India's pet food landscape.

Q: HOW HAS YOUR TRAJECTORY BEEN SO FAR IN THE PET FOOD SPACE AS A PRIVATE LABEL COMPANY, AND WHAT ARE THE LESSONS YOU HAVE LEARNED?

A: It has been a beautiful journey so far, starting from just being a pet parent and a consumer, to now doing white labeling for seven to eight brands. I have come a long way from the initial phase of working out recipes for wet food, adopting technology, and trying to maintain at least one and a half to two years of shelf life on a product that has no preservatives, no additives, and does not require refrigeration. A few lessons I have learned over these years: are that you should know your ingredients very well, and good quality at a reasonable price will always make you win.

Q: WHAT ARE SOME OF THE IN-HOUSE FACILITIES YOU HAVE FOR MANUFACTURING PET FOOD AND TREATS?

A: Our facility is spread over 9,000 square feet. It includes a well-equipped kitchen, dedicated storage rooms for raw materials and finished products, a cooking area, a processing area, a separate packing area, and even an in-house lab for testing products. Currently, we process about 700 kgs in one shift, and we believe automation will take us forward by leaps & bounds.

Q: WHAT ARE SOME OF THE CONCERNS BRAND OWNERS USUALLY HAVE WHEN THEY COME TO YOU FOR MANUFACTURING PET FOOD?

A: The demand for pet food has surged, driven by

increasing pet ownership and the humanization of pets. This trend has created a lot of opportunities for many brands. The best part is that quite a few pet parents are coming forward and trying to productionize their own recipes, eventually leading to better food and nourishment for our pets.

The best thing today is that these pet parents, who are also brand owners, want to make a good product. They're trying to balance the price because eventually they have to sell the product too. I really appreciate these kinds of brand owners, pet parents who genuinely want to contribute to a pet's life.

Q: WHAT ARE THE CHALLENGES YOU FACE WHEN SELLING READY-TO-EAT WET PET FOOD, GIVEN THE APPREHENSION AMONG SOME PET PARENTS?

A: The biggest challenge we face while selling ready-to-eat wet pet food is that people sometimes refuse to understand how technology has become advanced. Today, you can have foods without preservatives, chemicals, or additives, that don't need refrigeration or dehydration, and still have a shelf life of two years. For example, our ready-to-eat foods are purely without preservatives or chemicals. They don't need refrigeration and can be stored on a shelf just like a biscuit or chips pack—yet they still have a two-year shelf life.

Q: WHAT INSPIRED YOU TO BRING BACK KIBBLES INTO THE MARKET, AND HOW DO YOU THINK IT BENEFITS PET PARENTS?

A: Since I do a lot of research on the data, it shows that the market share of kibbles is many times higher than that of wet food. We've started producing kibble too because our customer base is the same. For the brands we make wet, ready-to-eat pet food. There is also a demand for kibbles. Quite a few popular brands, I wouldn't name them, get their product made in Thailand without setting any benchmark for raw materials. Their only deciding factor is price. They flood the market with heavy publicity budgets, creating an image in the customer's mind—but the product rarely suffices the nutritional requirement of the pet.

The recipes we've formulated for kibble proudly revolve around a balanced diet, not price. Pet parents today are educated and have a lot of exposure. They

understand the difference between a good product and a bad one. They notice changes in their pet after switching diets, be it increased activity or a shiner coat, that helps them value the impact of good nutrition.

Q: WHAT TRENDS DO YOU FORESEE FOR THE PET FOOD MARKET IN 2025?

A: Though it is difficult to predict exactly, I estimate a few prominent trends will definitely catch up.

First, wet, ready-to-eat food, its quantity and demand are bound to increase. Second, vegan foods for both dogs and cats will gain momentum. Lastly, customized diets will become more mainstream. I'm already part of several online pet parenting communities and am always happy to share knowledge. I've had people approach me to develop gluten-free diets or pure veg diets, and I love doing that.

As a company, we offer different products that cater to different breeds, as every breed has slightly different requirement. But most important is a balanced diet. When we formulate recipes, we don't just focus on proteins, fats, or carbs, we look at all essential nutrients. For instance, magnesium deficiency in dogs can cause trembling or irregular heartbeats, so we ensure our recipes are well-rounded. We test all products in-house and then through external NABL certified labs before final rollout.

Product Range



Wet Food Range

Kibbles

Treats



Wet Food Range

Kibbles

Biscuits

Treats



FurJeevan: A Pet Essentials Brand That Begins With Feeding, Not Selling



By **Malar Vannan***

Before **FurJeevan** became a brand, it began with a bowl. A simple stainless steel bowl placed at the corner of a street in Bangalore, filled with food for one of the many dogs we had been feeding over the years. One bowl soon became three, and over time, we were feeding more than twenty dogs across the neighborhood. That quiet routine turned into a purpose. And eventually, that purpose became a business.

FurJeevan is a direct-to-consumer pet essentials brand launching from Bangalore this August. The name means a life with fur, a simple yet powerful reminder to honor the soul of every furry being and the life they deserve. Whether a dog lives on a couch or under a tea stall, its life still matters.

We are choosing to begin differently. Before we release our first product,

Malar Vannan, Founder, FurJeevan

we are launching something more important: our intent. Every FurJeevan order feeds a street dog. This is not a marketing campaign or a donation drive. It is built into our business model from day one.

A BRAND ROOTED IN REAL-LIFE CARE

India's pet care market is growing fast, with total spending estimated at USD 3.6 billion in 2024, projected to double by 2028. While offline retail continues to dominate, a significant shift is underway, especially in pet food, where the online share is expected to reach 32 percent by 2025. Even in 2024, only 6 to 8 percent of pet care spending occurred online, showing the potential that digital-first brands can tap into.

FurJeevan was created to bridge a clear gap in India's pet care market: the disconnect between rising consumer demand and the lack of modern, purpose-led D2C brands. While traditional retail still dominates, more pet parents are seeking convenient, thoughtful, and design-led essentials online. Yet, much of the market remains unorganized, product quality is inconsistent, and few brands speak to today's conscious pet owner.

FurJeevan is stepping into this space with a digital-first approach. We offer high-quality, India-made products tailored for local needs, delivered through an intuitive online experience. From functional design to responsible sourcing and inclusive

sizing, we are building a brand that matches the expectations of a new generation of pet parents who want more than just a product. They want reliability, intent, and ease.

THE BOWL PROGRAM: QUIET IMPACT, BUILT IN

The FurJeevan Bowl Program is simple at heart. For every product we sell, a portion goes directly toward feeding a street dog. It is not a limited-time campaign or a seasonal initiative. It is woven into how we operate, from pricing to purpose.

During our pilot in Bangalore, we saw something quietly powerful. As bowls appeared in the same spots each day, dogs began to trust again. They waited. They remembered. In time, something unexpected happened. Neighbors began refilling the bowls on their own. What started as one person's routine slowly grew into a shared habit of care.

That is the kind of ripple effect we want to create: quiet, consistent, and deeply human.

STAYING TRUE TO PURPOSE

FurJeevan is a bootstrapped venture, allowing us to stay deeply rooted in our values. We are not chasing trends or competing in the luxury segment. We are building slowly and meaningfully, with compassion at the center of commerce.

In the months ahead, we plan to expand our range to include collars, leashes, feeding kits, and more. All our products are made in India and designed with both pet parents and street animal caregivers in mind. We are also introducing inclusive sizing, especially for Indian street

breeds that are often left out of standard charts.

WHATS LAUNCHING FIRST

- **Cooling T-Shirt:** Moisture-wicking, quick-dry fabric for hot climates
Calming T-Shirt: Snug-fit design with light compression to reduce anxiety
- **Reflective T-Shirt:** Visibility-focused wear for evening walks
- **Custom ID Tags:** Premium handcrafted brass ID tags, engraved and built to last
- **Limited Edition Artist Collabs:** Small-batch collections designed by Indian illustrators, tattoo artists, and indie creators (limited to 100 to 200 pieces per launch)
- **The FurJeevan Bowl Program:** Live and active from day one
- **Pawsitive News:** A recurring content series spotlighting heartwarming pet stories from India
- **Pawstcard:** An Instagram storytelling format featuring real street dog tales, written as fictional letters

PARTNERING WITH FLUFFYNUT FOUNDATION

FurJeevan is proud to partner with the FluffyNut Foundation, a Bangalore-based animal welfare initiative under The Indie Guardians Trust.

Founded in 2016 after witnessing the challenges faced by grassroots animal caregivers, FluffyNut Foundation is a volunteer-driven organization committed to supporting foster parents, community feeders, and

rescuers, especially those struggling with financial constraints. Their work is sustained through fundraising efforts and connections with donors who help provide essentials like food, medicine, and shelter support.

Beyond direct aid, FluffyNut also plays a vital role in spreading awareness through community outreach and volunteer programs at shelters across the city.

As part of a new partnership, FurJeevan will support their feeding efforts through its Bowl Program, where every customer order contributes to a meal for a street dog.

To support or collaborate with the FluffyNut Foundation, contact: fluffynutfoundation@gmail.com +91 81475 14755

FOLLOW OUR JOURNEY

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LinkedIn: The FurJeevan Co.

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General enquiries:

hello@furjeevan.com

Partnerships: malarvannan@furjeevan.com,

partners@furjeevan.com



* Malar Vannan, Founder, FurJeevan

The New Age **Travel Guide** *for Pets*

By **Piu Sur***

Every time I would pack my bag, Noddy would look at me soulfully, never leaving the room. Whether it was for a week or just a quick office trip, this continued to happen. This meant leaving my furry love, Noddy, was very difficult. Saying goodbye was so tough with those eyes bothering me all the time I was away from home. Though all this was made up when I returned and we were united again, doing all the things we always did like going for walks, having tea and biscuits

together, watching TV, and just lazing the day away in perfect bliss. I always thought how nice it would have been if I could have done this too, wherever in the world I was. It sure would be lovely to come back home to my dear Noddy. Taking holidays in turns would have been out, and all of us could be together, enjoying the small gifts life has to offer all along.

Restless about this thought that lingered on, I kept asking friends, searching the net, meaning travel and tour guides, talking to hotels and restaurants, and most importantly, my vet. I kept searching for the right solution and finally geared up the courage to take my pet for a holiday along with the entire family.



Hotels and cabs are these days pet-friendly to a certain extent. All you need to do is contact them well in advance. Some travel companies have pet-friendly cabs, and all you need to do is select them right.

All it required was a lot of planning and talking to the right pet-friendly people. After a few trips, now I am very comfortable to travel by air or road anywhere in the world. All I needed was compassionate and animal-friendly people around me. I could also shift my city for work once I was sure the travel rules were followed right and my Noddy would be safe and comfortable.

The first thing I did was to visit my vet and take him into consultation and make sure my pet was ready physically to take the travel fatigue. I had to get her ready emotionally too, as for a short duration she would be away from me in the midst of unknown handlers, and that could actually upset her in some way. I would talk to her and show her pictures and videos and try to communicate in every possible way. To a certain extent, it helped, but the first time it was not very easy for us, all being new to the experience. But soon we both got used to it and later on enjoyed our trips together. At least we did not have to leave her alone, waiting for us to return.

It is best to arrive at the airport early on the day of the flight. Most airlines, national and international,



have different rules and regulations for travelling with pets, depending on whether you are travelling with a dog or a cat. Also, the size of your pet matters. Depending on the size of the pet, they will be allowed either in the cabin or in a special area in the hold. But even before doing that, the health certificates and vaccinations from a certified vet are important. All information about medication for your pet must also be presented to the officials. Any incorrect information could cause cancellation of travel. So all papers, as stated by the airlines, must be complete. It is important to discuss with the vet if sedation could be allowed during travel to quieten your pet. However, plenty of exercise could also reduce restlessness. If you are connected deeply with your pet, you could understand what works best.

Certain things to keep in mind before travel are to make sure your pet is used to the carrier and is comfortable going in and out of it. Carry food and water and specially pamper them with the goodies they love. But on the day of travel, it is important to feed them less, as they might feel nausea and discomfort. The tags on the carrier should have the relevant names and addresses, including that of the vet. During international long travel, there might be a quarantine area for which you and your pet both have to be prepared.

Your vet will give you the necessary health certification. However, make sure all the vaccinations are given at least way ahead — 21 days before. The vaccinations like Canine Parvovirus, Distemper, Canine Hepatitis, and Rabies should be

TRAVEL WITH PET

completed before travel. Paperwork, as I said, is very important, and it must align with the airline you have chosen to fly with. It is important to also find out the carrier size allowed in the hold and the cabin. To make it easy for your pet, add his or her favourite toys so that it becomes easier to travel in the carrier. It is important not to develop any anxiety and feel comfortable inside the carrier. This trial can be done way ahead of the travel by allowing your pet to settle inside it, with or without the door open.

If you have taken the right decision, then the rest should be easy. Make sure from which location the airline handlers would pick up and drop your pet. Before and after travel, fuss over them as much as possible so that you make them comfortable and proud of this adventure. This makes frequent travel easier, though it does take a toll on health, so best is to travel only if you have to and make sure they can take the air pressure fluctuations smoothly.



Hotels and cabs are these days pet-friendly to a certain extent. All you need to do is contact them well in advance. Some travel companies have pet-friendly cabs, and all you need to do is select them right. Pet-friendly hotels and restaurants, though few in number, are there, and some of them also welcome pets with special food of their liking. This makes you and the pets at ease, with so much less to worry about. If your pet loves a special rug or mat, then take it along to make the trip for all a happy one. Like I take a ball that

Noddy loves and the folding mat she loves to curl up in. At all times, it is important to be connected to your vet and also keep a list of the nearby vets in the city or area you are visiting.

So, no more worries about leaving your pet behind as you travel around the globe. You can now coordinate with your pet, travel partners, and the vet no matter where you are going. Just following a few basic rules can make travel with pets easy for you. What you need to do is plan well and plan well ahead, take care of all the paperwork, and give your pet plenty of excited hugs. At all times, be prepared in case your plans miss a line here and there, but be confident to get back on track. After all, who can stop you if your mind is made up and you are willing to take the necessary steps to walk by your pet with lots of love to share? The happiness is reflected in the eyes of your pet too. I can read the happiness in Noddy, of being added into the family trips, discovering new places together. It is an adventure worth going out for.



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SMALL PETS, BIG NEEDS

Rethinking Care for Hamsters, Guinea Pigs & Beyond



By **Simran Sharma***

When we think of pets, dogs and cats often take center stage. Their care routines, grooming needs, diets, and emotional health are widely discussed and rightly so. But in this vibrant and ever-growing pet culture, it's easy to overlook the quieter companions: guinea pigs, hamsters, rabbits, birds, and other small animals. Despite their size, these animals are not "starter pets" or low-maintenance

background characters in our homes. They are sentient beings with needs as nuanced and specific as any golden retriever or Persian cat.

What's often observed and rarely talked about is a gentle, unintentional form of neglect. Not from cruelty or disinterest, but from a lack of widespread knowledge. Many pet parents who deeply care for their small pets simply don't

have access to comprehensive guidance. In pet stores, marketing, and even vet spaces, the spotlight is overwhelmingly on dogs and cats. As a result, small animals risk being boxed into a "low effort = low involvement" category.

But low effort doesn't mean no care. In fact, it should mean focused, intentional care. These pets thrive on specific routines, appropriate

Small pets like hamsters and guinea pigs are often seen as low-maintenance, but they have big needs. This piece highlights the importance of informed, intentional care and calls for better awareness and guidance for these often-overlooked companions.

MISCONCEPTION	REALITY
Small pets are low-maintenance	They require species-specific, focused care
Good for beginners or kids only	They are sentient beings needing structured routines
Minimal space and accessories needed	Need proper habitats, enrichment toys, and space to move
Basic food is enough	Require specific diets (e.g., guinea pigs need vitamin C)
No emotional care needed	Thrive on interaction, mental stimulation, and routine

habitats, enrichment toys, and species-appropriate diets. For example, hamsters need exercise wheels of a particular size to avoid spinal stress, and guinea pigs cannot produce their own vitamin C and must get it through diet. Birds require social interaction and mental stimulation, they aren't mere chirping décor.

Thankfully, we are witnessing a positive shift. Pet parents are becoming more curious and informed. Online communities are sharing better practices, ethical pet store models are emerging, and educational content is slowly widening its lens. This opens a

unique opportunity to develop easy-to-follow care manuals tailored to each species. Imagine a "user guide" not just for feeding and cage cleaning, but for emotional health, enrichment, and warning signs of illness. Like appliance manuals, but for life simple, accessible, and essential.

In this reframing, small pets aren't "lesser pets." They're just as deserving of structured, thoughtful care. As the

industry grows more inclusive, pet parents and professionals alike can work together to fill the knowledge gap — not by overwhelming, but by simplifying. Through manuals, micro-content, and hands-on workshops, we can honor these small creatures with the big care they truly need.

* Simran Sharma is pet enthusiast who spends hours reading and researching about pet care worldwide!



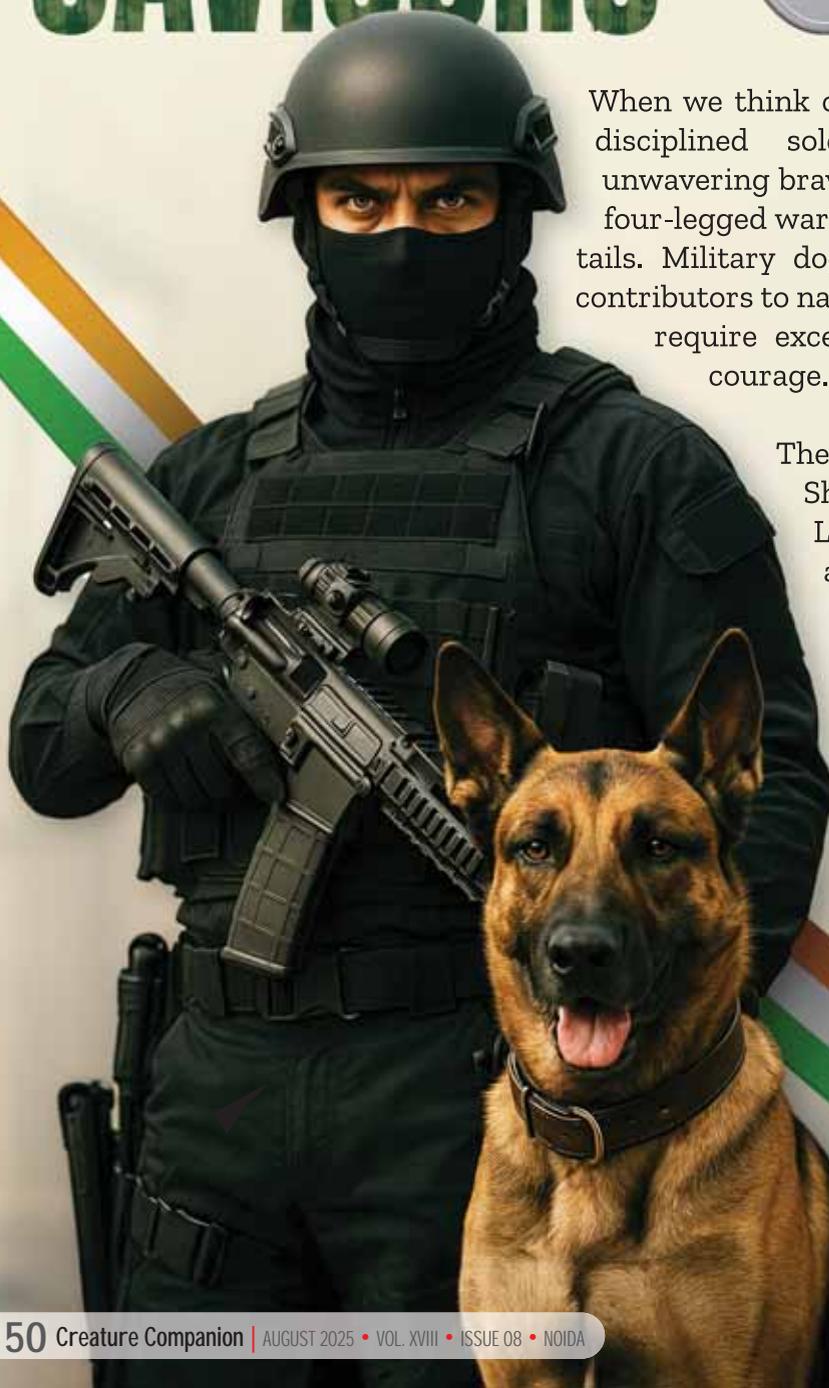
SNIFFERS SCOUTS SAVIOURS



MEET THE CANINE HEROES OF
THE INDIAN ARMY

When we think of the Indian Army, we often picture disciplined soldiers, strategic operations, and unwavering bravery. But among these heroes are the four-legged warriors who walk on paws and wagging tails. Military dogs have been silent yet significant contributors to national security, performing tasks that require exceptional intelligence, discipline, and courage.

These dogs, primarily breeds like German Shepherds, Belgian Malinois, and Labradors, undergo rigorous training at the Remount and Veterinary Corps (RVC) Centre in Meerut. Their tasks range from sniffing out explosives and narcotics to locating trapped soldiers and acting as sentinels in high-risk zones. Their sense of smell is said to be 50 times stronger than that of humans, making them indispensable in bomb detection squads.



The bond between the dog and its handler is deeply emotional. They rely on each other for survival, forming an unbreakable team. These dogs are trained not just to obey commands but to act in unpredictable, chaotic conditions such as insurgency operations, disaster response missions, and even cross-border patrols.



ROCKET



CESAR

Canine heroes like "Rocket," who saved countless lives by detecting explosives in Kashmir, or "Cesar," who led search operations in earthquake-hit zones, are just a few among the many unsung heroes. Though they rarely make headlines, their contributions are deeply valued within the military fraternity.

In recent years, the Indian Army has also begun focusing on dignified retirements for these dogs—offering them up for adoption and ensuring they live out their days in comfort and care. After years of service, these saviours deserve no less than the same respect we show to our human heroes.

As readers, let us take a moment to salute these extraordinary animals whose loyalty knows no bounds. In the quiet shadows of our celebrated soldiers stand these unsung heroes sniffers, scouts, and saviours—who serve without expecting medals but earn our undying respect.



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For every pet parent, the Dogust Sale is the perfect time to restock essentials, try new products, and indulge their pets with toys, treats, grooming kits, and accessories and all at irresistible prices. Think of it as the Big Billion Day for pets!

What makes Dogust truly unique is how it celebrates the idea of pet parenting. From curated gift boxes to pampering spa combos, and personalized pet gear to nutritious food options, Dogust is all about giving your pet the best.



But it's not just about the products. JUSTDOGS stores across the country host fun events, games, and surprise giveaways during Dogust. Whether it's free photo booths, quirky contests, or paw-print installations, there's something for every human and their furry friend.

So if you've been waiting to spoil your pet, upgrade their essentials, or even try out a new food brand like MagnaFeast or Scrummy, there's no better time than Dogust.

And the best part? All the offers are available online too; shop from anywhere, anytime.



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About **PID 2025**

India International Pet Trade is pleased to announce the **fifth edition of Pet Industry Dialogue 2025.**

The Pet Industry is growing at rapid pace so is the market such as Nepal, Sri Lanka, Bangladesh and Middle East.

Therefore, we are bringing forth the voices from SAARC and the Middle East.

There is a need for a forum for a serious deliberation about the state of the industry; its future growth path; to get global perspective and learn from peers.

This initiative will also serve as a forum for the Indian and foreign companies to learn about the Pet Industry in these regions first hand.

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