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Publisher's Note

Dear Readers,

May is here, and with it comes a certain lightness, longer evenings, open windows, and our pets seemingly more alive than ever. It is one of our favourite times of year, and this edition reflects that energy.

Cat care takes centre stage this month. Cats are often the most self-sufficient members of our households, and yet they are quietly susceptible to changes that we can easily miss. This edition brings you thoughtful, practical guidance on keeping your feline happy and healthy as the season shifts.

In this edition, we highlight the nuances of veterinary care, focusing on key aspects of pet health that pet parents can focus on. This will provide the necessary framework to develop new habits from scratch.

We also shine a light on bird nutrition, a subject that deserves far more attention than it typically receives. Feeding a bird well goes well beyond a bowl of seeds, and the insights in these pages may genuinely change the way you approach your bird's daily diet.

On a more serious note, we address Chronic Kidney Disease in dogs. It is a diagnosis that stops most pet parents in their tracks, and understandably so. However, awareness is a powerful thing. This edition looks at CKD with clarity and care, what to watch for, how nutrition plays a role, and how to approach the journey with confidence rather than fear.

Overall, this edition includes a wide range of topics to help you rise in your pet parenting journey!

Linda Brady Hawke



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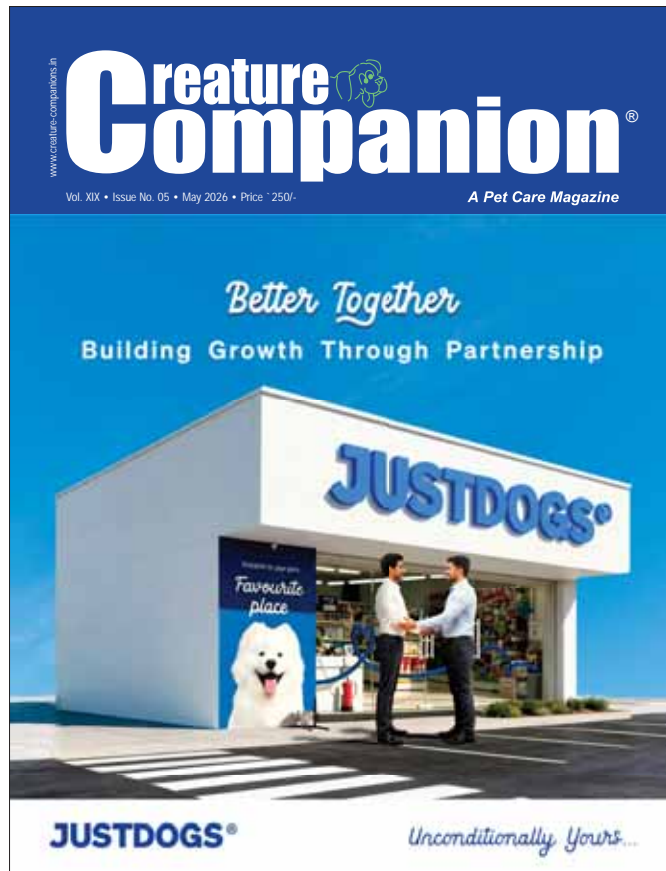
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16th India International Pet Trade Fair- A Gateway to the Indian Pet Industry

The 16th India International Pet Trade Fair (IIPTF), Indian subcontinent's premier and only B2B Pet Exhibition is set to take place on 29th and 30th August, 2026 at Bharat Mandapam (formerly known as Pragati Maidan), New Delhi from 9 AM to 6 PM.

The trade show is geared up to host 300+ exhibitors from 18+ countries in 2026. The trade show will consist of established businesses, private labels, start-ups, distributors, retailers, manufacturers, and more, providing a gateway for the entire supply chain of the Pet Industry.

The Indian Pet Market is the fastest growing Industry in the world, which is seeing a rise in investments, FMCG giants like Godrej, Wipro Consumer Care. etc. entering the business, and the general population holding the Industry to a much higher regard in the mainstream. This entry has boosted the confidence of the Indian pet market and has made it a growing hub for pet businesses. IIPTF as an endeavour aims to bridge the gap between International and National market, boost domestic growth, and assist Industry expansion.

The venue will also host "Aquagic-The Magic of Aquariums", a B2B and B2C exhibition on the Aquarium Industry. Concurrent of India International Pet Trade Fair, Aquagic is a comprehensive platform to showcase products and services for aquarium shops, distributors, and other retailers. The trade fair will consist of an aquarium display, supplies, ornamental fish and plants,



and more. Furthermore, there will be engaging seminars and competitions, keeping hobbyists and businesses engaged. It is a growing avenue for both beginners and professionals, ensuring takeaways for everyone.

At the 16th India International Pet Trade Fair, exhibitors and business visitors can anticipate engagement in meaningful trade and business with new companies and stakeholders from across the Globe and within the domestic market, immersive and insightful experiences through seminars and events that evoke a greater understanding of the pet market landscape, and opportunities to find a greater footing in the market.

There will be a start-up pavilion for new enterprises, an Innovations Pavilion for companies demonstrating unique concepts in the market, and International Pavilions for engaging with the Global Market. Furthermore, there will be a product display arena where exhibitors will display their products, and an extended opportunity for exhibitors to launch their products exclusively at IIPTF with full coverage.

The trade show is set to provide a comprehensive platform to all exhibitors and visitors through a magnitude of events. Ranging from Dog Training, Grooming, and Veterinary seminars to insightful sessions such as social media marketing for brands, up scaling a brand, and more. There is something in store for everyone from the Pet Industry.

"At present, the Indian Pet Market is demonstrating robust opportunities for growth and expansion. We hope to continue to extend this platform to the Pet Industry across territories to engage in meaningful trade and business". **Ms. Linda Hawke, Convenor of India International Pet Trade Fair**

Overall, IIPT is set to host exhibitors and visitors with a plethora of opportunities to get greater access into the Indian Pet Industry.

For more details,
Email ID- info@iiptf.in



Gauri Nargolkar Appointed General Secretary of the Kennel Club of India

In a proud moment for Pune, Ms. Gauri Nargolkar has been appointed as the General Secretary of the KCI- Kennel Club of India, a fitting recognition for one of India's most accomplished canine experts.



Ms. Gauri Nargolkar

Gauri's journey with dogs spans four decades. She has been involved with Great Danes since 1985, registered her kennel prefix "Danehills" in 1988, and has been showing dogs since the age of 13. Over the years, she has bred and owned 46 Indian Champions, 3 American Champions,

and 1 Canadian Champion, a record that speaks for itself. Her Danehills Great Danes have won 'All Breed Best in Show' honors 8 times and 'Best in Specialty Show' 4 times, with the kennel also winning the prestigious Bhat Trophy for Dane of the Year on four separate occasions.

A trailblazer within the KCI, Gauri holds the distinction of being the first woman specialist judge as well as the first Great Dane specialist judge to be licensed by the Kennel Club of India. She is also the founder Honorary Secretary of the Great

Dane Club of India and a founder committee member of the Labrador Retriever Club of India.

Her elevation to General Secretary of the KCI is widely seen as a natural progression for someone who has dedicated a lifetime to the sport, the breed, and the broader canine community in India.

About Kennel Club of India

The Kennel Club of India is a registry of purebred dogs in India. As well as maintaining a registry of pedigrees, the club promotes and sanctions events for purebred dogs, including annual dog shows and specialty shows. The Kennel Club of India is a member of the Fédération Cynologique Internationale.



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THE TALE OF THE SNEEZY PIONEER AND THE ACCIDENTAL GUEST



By **Kanishka** and **Dharmendra**

Life has a funny way of directing your path, often leading you straight to a pair of whiskers and a gentle purr. For us, that path was paved by two very special feline souls who taught us that sometimes, the best things in life arrive with a sneeze and a "surprise!"

THE PIONEER AND THE PARTY CRASHER

Our journey into "double-cat" parenthood began with **Chloe**. When she first joined our family, she was a delicate little girl with a nose that seemed to be permanently set to

"sensitive." For a long time, our home's soundtrack wasn't just purring; it was a series of tiny, rhythmic "achooos!" that punctuated our daily life. We worried, we cuddled, and we became experts in feline comfort. Slowly but surely, the sneezes faded, revealing a vibrant girl who was ready to take on the world—or at least the living room.

However, as Chloe grew stronger, she developed a new "ailment": **The Great Feline Boredom**. She would stare at the front door with a look that clearly said, *"Is this it? Where's the entertainment?"*



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As if on cue, Miko happened. Miko didn't wait for an invitation; he practically walked into our lives with the confidence of a king reclaiming his throne. While Chloe is our graceful, sophisticated pioneer, Miko is the boisterous "little brother" who decided Chloe was his favorite person on earth.

The first time we saw them snuggled together, Miko's heavy paw draped over a finally-not-sneezing Chloe—we realized that Chloe hadn't just needed medicine; she had needed a partner in crime. Watching them transition from high-speed living room chases to synchronized afternoon naps has turned our house into a home filled with constant, heart-melting warmth.

CARE TIPS: THE "GOLD STANDARD" FOR SNIFFLY KITTIES

Having raised Chloe through her chronic congestion, we learned that "extra care" is the secret to a happy, breathing-easy cat. If you have a kitty with a persistent cold, here is our tried-and-true routine:



The Nebulization "Fort": This was a game-changer for Chloe. Instead of a stressful mask, we place the cat in their carrier, cover it with a heavy towel to create a "mist tent," and insert the nebulizer tube. A 10-minute session with saline thins out stubborn mucus far more effectively than a steamy bathroom.



Scent-Sational Meals: A cat who can't smell, won't eat. We slightly warm up their wet food or add a "topper" like salt-free tuna juice to enhance the aroma, ensuring they keep their strength up during a flare-up.



Environment Check: We keep their "face space" clean with warm, damp cotton pads. We also ditched scented candles and switched to dust-free litter to ensure their sensitive airways stay clear.

A MISSION BEYOND OUR FRONT DOOR

While Chloe and Miko enjoy the comforts of indoor life, our hearts are

always with the cats in our building. We know that being a "feeder" can sometimes cause friction with neighbors, but we believe that with a little extra effort, we can coexist beautifully.



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WHAT IS RESPONSIBLE SOCIETY FEEDING?

The "Leave No Trace" Policy: We never leave food on the floor. We use clean containers and clear everything away immediately after the cats finish. A clean feeding spot is the best way to respect our human neighbors.

The Golden Rule of Sterilization: Feeding without fixing is only half the job. We prioritize ABC (Animal Birth Control). Sterilization ensures a healthy, manageable population and keeps the "midnight concerts" to a minimum.

Health First: We keep our community cats vaccinated and dewormed. This ensures they aren't just "fed," but are healthy, safe members of our shared environment.

Raising Chloe and Miko has been the most rewarding emotional journey of our lives. They have taught us patience, resilience, and the true meaning of family. By looking after them—and their cousins on the street—we hope to spread a little more harmony, one purr at a time.



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Tackling Nutrition IN BIRDS

A Guide for Indian Pet Bird Owners



Happy Birds, Happy You.

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Birds are among the most beloved pets in Indian households, yet they are also among the most nutritionally neglected. From the cheerful Indian Ringneck perched in a Mumbai balcony cage to the Alexandrine parakeet in a Delhi home, millions of pet birds across India are being fed diets that fall dangerously short of what they actually need. Experts estimate that the vast majority of health problems seen in pet birds trace back directly to poor nutrition and the good news is that most of these problems are entirely preventable.

THE SEED AND GRAIN TRAP

In most Indian homes, birds are fed a daily mix of bajra, jowar, wheat, and occasionally rice or

leftover roti. While these grains are not harmful in themselves, they are deeply insufficient as a complete diet. Grain-heavy diets are typically low in Vitamin A, calcium, essential amino acids, and key trace minerals. Over time, this leads to weakened immunity, poor feather quality, respiratory infections, and a significantly shortened lifespan.

A bird that eats only grains may appear healthy for months or even years, but the deficiencies accumulate silently. By the time symptoms appear, the damage is often already serious.



VITAMIN A: INDIA'S BIGGEST AVIAN NUTRITION GAP

Vitamin A deficiency is the single most common nutritional problem in pet birds, and it is rampant in India given the grain-dominant feeding culture. The early signs are easy to miss, slight swelling around the eyes, nasal discharge, or a bird that seems dull and less vocal than usual. Left unaddressed, the deficiency progresses to respiratory infections, mouth abscesses, and severe breathing difficulty.

The fix, fortunately, is simple and affordable. Indian kitchens are full of Vitamin A-rich foods that birds can safely eat: ripe papaya, carrots, sweet potato, pumpkin, spinach, coriander leaves, and moringa (drumstick leaves), which is one of the most nutrient-dense greens available in India and an excellent addition to any bird's diet. Offering a small portion of these vegetables and fruits daily can dramatically improve a bird's long-term health.

WHAT A BALANCED BIRD DIET ACTUALLY LOOKS LIKE

A well-nourished pet bird needs more than seeds and grains. The ideal diet has three components working together:

The base should be a quality formulated pellet, which provides balanced nutrition in a single food item. Pellet availability in India has improved significantly with the growth of the pet care market, and options are now accessible through online retailers and specialty pet stores in most major cities. Pellets should ideally make up at least half the diet.

Fresh vegetables and greens should be offered daily. Affordable and locally available options include carrots, spinach, fenugreek leaves, coriander, cucumber, and seasonal gourds. These provide fibre, vitamins, and minerals that grains simply cannot supply.

Fruits can be offered a few times a week. Guava, papaya, banana, pomegranate, and ripe mango are all safe and nutritious choices that are widely available across India year-round.

THE TABLE SCRAP PROBLEM

A common practice in Indian households is sharing table food with pet birds – small pieces of roti, cooked dal, rice, or even spiced vegetables. While the intention is affectionate, this habit carries real risks. Spiced, salted, or oily food is harmful to birds. Cooked dal in small amounts is not dangerous, but it should never replace proper nutrition. Birds fed primarily on human table food tend to develop obesity, liver problems, and mineral imbalances over time.



CALCIUM AND THE EGG-LAYING BIRD

Calcium deficiency is particularly dangerous for female birds. A hen that does not receive adequate calcium is at serious risk of egg binding – a condition where an egg becomes stuck inside the bird and can be fatal if not addressed quickly. Cuttlebone, which is inexpensive and widely available at Indian pet shops, should be kept in every bird cage at all times. It allows birds to self-regulate their calcium intake naturally.

SPECIES MATTER

Different birds have different needs. Indian Ringnecks and Alexandrine parakeets do well on a mixed diet of pellets, fresh produce, and limited grains. Mynahs and hill mynahs are softbill birds that require fruit, protein, and low-iron diets, they should never be fed iron-rich foods or standard parrot pellets, as iron storage disease is a serious risk for this species. Munias and finches are seed-eaters by nature but benefit greatly from the addition of sprouted seeds, which are significantly more nutritious than dry seeds and easy to prepare at home.

A NOTE ON AVIAN VETS IN INDIA
Access to avian veterinarians in

India remains limited, concentrated largely in metros like Mumbai, Delhi, Bangalore, Chennai, and Hyderabad. If you notice your bird losing weight, sitting fluffed at the bottom of the cage, breathing with effort, or showing changes in droppings, do not delay in seeking professional help. Several veterinary colleges across India now have exotic animal or avian departments, and online avian vet consultations have become increasingly available post-pandemic.

THE BOTTOM LINE

Feeding a bird well in India does not require expensive imports or complicated routines. It requires understanding that grains alone are not enough, adding locally available vegetables and fruits to the daily diet, ensuring calcium is always accessible, and paying attention to the specific needs of your bird's species. Small, consistent improvements in what goes into your bird's bowl can add years to its life and significantly improve the quality of those years.

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VALUE NEST



A SUMMER GUIDE TO HEAT STRESS AND HEAT STROKE FOR DOG OWNERS

Heatstroke and Heat Stress in dogs is a severe, life-threatening condition that pet parents in India need to be aware of, especially with the scorching heat of the Indian summer upon us. Knowing the symptoms, causes, prevention, and treatment options is essential for ensuring the safety and health of your dog.

In the world of dog heat-related conditions, heat stroke is the most severe and deadly. According to some medical studies, only about half of the dogs that suffer from heatstroke survive. Heat stress in dogs occurs when a dog's body temperature becomes dangerously high due to high external temperatures. Dogs cannot sweat and cool themselves, unlike humans. Instead, they cool themselves by panting, which causes moisture to evaporate from their mouths and nostrils. However, according to Badhran, this is often not enough, and dogs end up being at a higher risk of heatstroke

than humans, particularly in India, with its steamy and prolonged summer.

Pet lovers should be aware of the early signs of heat-related illnesses and know what to do if their pet becomes ill, including heat cramps or spasms, as well as dehydration or loss of electrolytes. Do not wait to see if the symptoms subside; if you suspect your pet is suffering from dog stroke or heatstroke, go immediately to the nearest veterinarian.

WHAT IS HEATSTROKE IN DOGS?

Heatstroke is the most severe type of hyperthermia, posing a serious and frequently fatal health danger to dogs. Heatstroke is a medical disorder in which a dog in heat symptoms, including a rise in body temperature above 106°F (41°C) without any preceding signs of illness, typically caused by sun exposure or other environmental factors.

In severe cases, a dog's temperature

can increase to between 107°F and 109°F (41.7 °C and 42.7 °C), causing irreversible damage to vital organs, including the central nervous system, heart, liver, gastrointestinal tract, kidneys, and coagulation system. When dogs on heat do not have access to water, shade, or rest on an extremely hot day, heatstroke can swiftly overwhelm the body's defenses, potentially leading to death. It is an exceedingly severe problem that requires emergency veterinary attention. If you suspect your dog is suffering from heatstroke, take them to the clinic immediately for treatment.

SIGNS OF HEATSTROKE IN DOGS

New pet parents may struggle to recognize the symptoms of heatstroke in their dogs. Here are some signs to look for:

- Excessive panting and drooling
- Unresponsiveness
- Dry and reddened gums/mucous membranes

- Rapid heart rate
- Dehydration
- High temperature (104°F and above)
- Vomiting
- Diarrhoea
- Disorientation
- Weakness or lethargy
- Seizures

If you notice any of these dog in heat symptoms, take immediate action to avoid further complications.

DOG BREEDS MORE LIKELY TO GET HEATSTROKE

As previously stated, dogs on heat are more susceptible to heatstroke than people since they are unable to release heat through sweating. Certain breeds, particularly those with flat faces (brachycephalic breeds), such as Pugs, Bulldogs, Shih Tzus, Boxers, and Mastiffs, are more susceptible to heatstroke because they frequently struggle to regulate their body temperature adequately.

Older dogs, particularly those who are elderly or overweight, are more susceptible to heatstroke than their younger counterparts.

To reduce the risk of heatstroke, keep kids indoors in cool conditions all day. Avoid walking your dog during peak heat hours; instead, go for walks early in the morning or late in the evening, after sunrise or before sunset.

CAUSES OF HEATSTROKE IN DOGS

Remember, if the temperature is hot for you, it will be significantly hotter for your pet. Here are two typical conditions that might lead to heat stress in dogs:

- Dogs Left Inside a Car for Extended Periods, Even on Pleasant Weather

Days: According to a recent study, the temperature inside a car can rise by about 5 degrees Celsius every hour. Even if the outside temperature is 27°C, the interior of a car can quickly rise to 32°C in an hour. As a result, never leave a dog unsupervised inside a car, even if the windows are partially open or the weather appears comfortable.

- Exercising the Dog on Hot, Humid Days: Exercising your dog throughout the summer requires prudence because they are prone to dog stroke, even on short walks. It is best to engage in outdoor activities early in the morning or late at night when temperatures are lower. Additionally, make sure your dog has access to plenty of fresh water to stay hydrated.

Being aware of these risks will help you prevent heat stress in dogs.

TREATMENT FOR HEATSTROKE IN DOGS

In severe circumstances, your dog may require hospitalization and intravenous fluids to counteract dehydration. The veterinary team will closely monitor your dog's

mental state, temperature, blood pressure, heart rate, and breathing rate. Depending on the severity, drugs and hydration fluids will be given to treat symptoms like vomiting, diarrhea, possible infections, brain swelling, and seizures.

Plasma transfusions, low-concentration oxygen therapy, and anti-arrhythmic medicines are all potential treatment options. An electrocardiogram may be performed, along with further blood testing, to monitor any changes and guide ongoing treatment.

Pet owners must understand that dog stroke therapy is not optional, but necessary. Your dog's health and well-being may be jeopardized if medical attention is not sought immediately.

DAILY TIPS TO PREVENT HEATSTROKE IN DOGS

As the saying goes, "prevention is better than cure." As a result, it is crucial to exercise caution, especially in hot weather. Here are some preventive actions that every pet parent should take to avoid heat stress in dogs:





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- **Reserve Outdoor Time for Cooler Hours:** Take your dogs on heat outside at cooler times of the day, such as early morning before sunrise or late evening after sunset. Even short walks in extremely hot and humid conditions might result in heatstroke in vulnerable dogs.
- **Ensure Access to Shade, Water, and Rest:** When playing or exercising outside, always provide your pet with shade, freshwater, and adequate rest.
- **Keep your pets indoors on hot days:** On hot days, keep your pet indoors in an air-conditioned

setting, especially if they have risk factors such as old age, brachycephalic syndrome, obesity, heart disease, tracheal collapse, or laryngeal paralysis.

- **Never Leave Your Dog Unattended in a Car:** Regardless of the weather, never leave your dog unattended in a car. Even with open windows and sheltered parking, a car's inside can quickly get more than 40°F hotter than the outside temperature.
- **Regular Grooming:** Keep your dog cool in the summer by bathing them regularly. Professional

grooming sessions can help dogs maintain a healthy coat length, which is especially advantageous for long-haired breeds. Avoid zero cuts or shaves in the summer, as lengthy hair provides cool air pockets and helps regulate your pet's body temperature.

Following these preventive steps will considerably lower the risk of dog stroke while also ensuring your dog's safety and well-being.

Heatstroke in dogs is a dangerous and even fatal condition. Understanding the indications, causes, preventive measures, and treatment choices provided in this guide allows pet parents to take proactive steps to safeguard and ensure the safety of their furry companions throughout the year. Remember that attention and early action are essential in preventing heat stress in dogs and keeping our beloved dogs on heat healthy and happy!





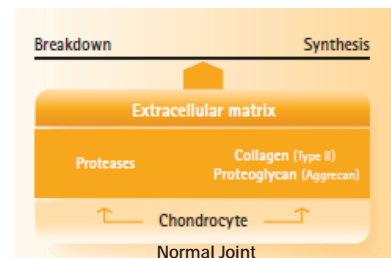
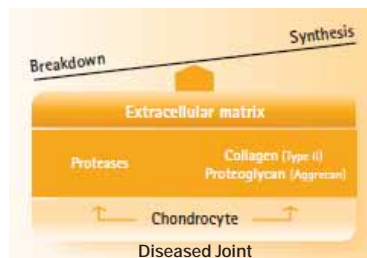
Support your pet's active lifestyle with PETAGILE®



PETAGILE® consists of **Bioactive Collagen Peptides®**, which are highly purified, hydrolyzed collagen peptides with a neutral taste and odor. These peptides are specifically designed to support the normal function of joints and connective tissue as part of a balanced diet. PETAGILE® can be easily incorporated into daily feeding routines and is suitable for dogs of different sizes and life stages.

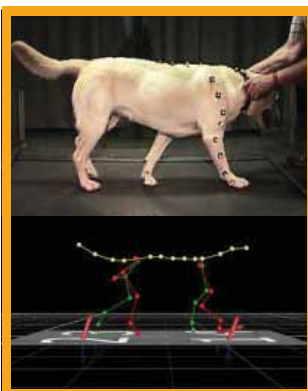
DOGS	DOSAGE
<p>Extra-small 1 – 5 kg 2 – 11 lbs</p>	≈ 1 gram
<p>Small > 5 – 10 kg > 11 – 22 lbs</p>	≈ 2 grams
<p>Medium 11 – 25 kg 24 – 55 lbs</p>	≈ 3 – 5 grams
<p>Large 26 – 44 kg 57 – 97 lbs</p>	≈ 6 – 8 grams
<p>Giant > 45 kg > 99 lbs</p>	> 9 grams

Joint health plays an important role in your pet's overall mobility, comfort, and quality of life. With increasing age, activity level or body weight, dogs may experience changes in joint flexibility and movement. Providing targeted nutritional support can help maintain normal joint structure and support an active lifestyle.



Joint degeneration is a complex process influenced by multiple factors such as age, mechanical stress, and metabolism. Chondrocytes play a central role in maintaining the balance between the synthesis and breakdown of cartilage components.

Adequate nutritional support may help maintain this balance and support the normal structure of joints.



Key Benefits of PETAGILE®

- Supports **mobility and flexibility**
- Provides **valuable collagen peptides** for joint nutrition
- Easy to use and integrate into daily feeding
- Neutral taste and odor

Nutritional Support for mobility, flexibility and overall wellbeing

If you like to find out more about PETAGILE®, email us at service.apa@gelita.com

SUMMER READINESS

Preparing Your Home and Pets for the Indian Heat



By **Dr. Vinay Chhabra***

As the Indian subcontinent moves from the pleasant breeze of spring into the unremitting intensity of summer, the mercury frequently climbs above 40°C. For us, summer means air conditioning and cold beverages. For our pets—specifically dogs, cats, and rabbits—the season signifies a major physiological challenge. Unlike humans, these animals lack sweat glands across their skin; they rely on panting and heat exchange through their paw pads to regulate their temperature.

When the environment becomes a “tandoor,” our pets are at risk of

dehydration, paw burns, and the life-threatening condition of heatstroke. Preparing your home and your pet’s routine is not only about comfort; it is about staying alive.

1 PREPARING THE HOME SANCTUARY

The first line of defense against the Indian summer is a temperature-controlled environment.

Optimized Cooling Zones

- **The “Cool Tile” Strategy:** Most Indian homes have marble or vitrified tile flooring. Ensure these

areas are kept clear of heavy carpets or rugs during the day. Pets will naturally gravitate toward these cold surfaces to conduct heat away from their bodies.





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- **Strategic Ventilation:** While it is tempting to keep all windows open, the Indian “Loo” (hot summer wind) can actually increase indoor temperatures. Keep windows and heavy curtains closed during the peak hours of 11:00 AM to 5:00 PM to trap cool air inside.
- **Micro-Climates:** If you do not have 24/7 air conditioning, use high-speed pedestal fans at floor level rather than just ceiling fans. Since heat rises, the air at the level where your pet sleeps is often the warmest.

Drinking Stations

Standard water bowls are insufficient in May and June.

- **Multiple Sources:** Place water bowls in every room where the pet spends time.
- **The Clay Pot Advantage:** Using traditional Indian earthen pots (matkas) to store and serve water keeps it naturally cool without the “brain freeze” effect of ice cubes, which can sometimes cause throat irritation in sensitive pets.



- **Water Hygiene:** Bacterial growth accelerates in heat. Change the water at least three to four times a day to prevent slime buildup and mosquito breeding.

2 SPECIES-SPECIFIC SUMMER PROTOCOLS

Dogs: The High-Energy Challenge

Dogs are most susceptible to heatstroke because they are often the most active outdoors.

- **Exercise Redistribution:** Shift walks to “Golden Hours”—before 6:30 AM and after 7:30 PM. If the pavement is too hot for the back of your hand (the 5-second rule), it is too hot for your dog’s paws.
- **Grooming Myths:** Never shave a double-coated dog (like a Golden Retriever or a GSD). Their coat acts as insulation against heat, much like a thermos. However, regular deshedding to remove the “undercoat” is essential to allow skin to breathe.
- **The “Wet Towel” Technique:** If your dog seems restless, avoid pouring ice-cold water on them, as this can cause blood vessels to constrict and actually trap heat. Instead, place a damp, room-temperature towel on their groin and armpits.

Cats: The Subtle Overheaters

Cats are masters of hiding distress, making summer care for them a game of observation.

- **Grooming Assistance:** Cats groom themselves more in summer to use saliva evaporation for cooling. Help them by brushing daily to prevent hairballs, which are more common during the heavy shedding season.
- **Hidden Retreats:** Cats often seek out sinks, bathtubs, or the dark corners of cupboards. Ensure these areas are accessible and safe.
- **Wet Food Pivot:** Cats have a low thirst drive. Incorporating wet food or adding a little water to their kibble ensures they stay hydrated even if they aren’t visiting the water bowl frequently.

Rabbits: The Fragile Herbivores

Rabbits are arguably the most heat-sensitive of common household pets. Temperatures above 28°C can be fatal.

- **Frozen Bottle Hack:** Place a frozen plastic water bottle wrapped in a thin sock inside their enclosure. The rabbit will lean against it to cool down.

- **Fresh Greens:** Increase intake of high-moisture leafy greens, such as cucumber (in moderation) and coriander. Ensure greens are washed in cool water and served slightly damp.
- **Ear Monitoring:** A rabbit's ears are its primary cooling towers. If the ears feel exceptionally hot to the touch, the rabbit is likely overheating. Gently misting the ears with water can help, but do not submerge the rabbit in water, as the shock can be fatal.



As temperatures cross 40°C, pets face serious heat risks like dehydration and heatstroke. Keeping them cool, hydrated, and indoors during peak hours is essential for their safety and well-being.

3 SUMMER NUTRITION AND IMMUNITY

The Indian summer often leads to a "seasonal anorexia" where pets eat less. This is normal, as digestion generates internal heat.

- **Light Meals:** Feed smaller portions more frequently. Early morning and late night are the best times for "heavy" meals.
- **Probiotics:** Heat stresses the gut. Adding a spoonful of fresh, unsweetened curd (Dahi) to their meals can provide necessary probiotics and a cooling effect.
- **Hydration Boosters:** For dogs and cats, consider offering "pet-safe" buttermilk or coconut water (in small quantities) as a natural electrolyte replacement. Do not use any products with added sugar or xylitol.

4 PARASITE PREVENTION

Summer in India is peak season for ticks, fleas, and heartworm-carrying mosquitoes.

- **The Tick Menace:** Ticks thrive in the heat and can transmit Tick Fever (Ehrlichiosis), which is

rampant in Indian cities. Ensure your pet is on a vet-approved spot-on treatment, tablet, or collar.

- **Environment Spraying:** Ticks don't just live on the pet; they live in the cracks of your walls and garden soil. Ensure your home is deep-cleaned and treated with pet-safe insecticides if you spot even a single tick.

5 IDENTIFYING AN EMERGENCY: HEATSTROKE

As a veterinarian, the most common summer emergency I see is heatstroke. You must act within minutes.

Warning Signs:

- Excessive, frantic panting and drooling.
- Bright red or purple gums.
- Lethargy, stumbling, or "glassy" eyes.
- Vomiting or diarrhea.

Immediate First Aid:

1. Move the pet to a shaded, AC-cooled area immediately.
2. Use room-temperature water (not ice water) to wet their fur.
3. Direct a fan toward them.
4. Do not force-feed water if they are semi-conscious, as they may aspirate it into their lungs.
5. Get to a veterinary clinic immediately, even if they seem to be recovering. Internal organ damage can occur silently.

CONCLUSION

Preparing for an Indian summer calls for a proactive mindset. By modifying your home environment, adjusting walk times, and being mindful of hydration and parasites, you can ensure your pets remain healthy and happy.

At *MyFurries.com*, our mission is to empower pet parents with the right knowledge. Summer shouldn't be a season of stress; with proper preparation, it can be a season of safe, indoor bonding. Stay cool, stay hydrated, and keep those paws off the hot pavement!



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

No More Shakes, No More Scare-

NEUROVAT'S

There with Gentle Care.



By Akshay Prakash

INTRODUCTION

Neurological disorders in animals—such as seizures, dizziness, disorientation, or sudden behavioral shifts—can be distressing for both pets and their owners. Common pharmaceutical treatments, though often effective, may come with long-term side effects such as sedation, liver strain, or tolerance buildup. These concerns have led to growing interest in natural, integrative solutions that work in harmony with the body.

NEUROVAT Oral Spray, developed by P S VAT PHARMA, provides a gentle

yet effective homeopathic solution designed to support neurological and behavioral balance in pets. Made from potentized botanical extracts, NEUROVAT helps manage seizures, nervous tension, cognitive sluggishness, and stress-related episodes. Delivered in a convenient spray form, it offers a practical, well-tolerated alternative or complement to conventional therapy.

HOW NEUROVAT WORKS

NEUROVAT's effectiveness lies in its carefully selected, synergistic ingredients, each contributing to its calming and neuro-supportive



properties. It is based on homeopathic principles that aim to stimulate the body's own healing mechanisms without suppressing natural processes.

This extract is known for its calming, nerve-supporting effects. In homeopathy, it is used to reduce mental fatigue and promote recovery from neurological stress. Avena sativa is particularly useful after seizures or during periods of mental dullness.



Chief Executive Officer,
P S VAT PHARMA

Avena sativa

A revered nervine in traditional medicine, *Avena sativa* contains active constituents like avenanthramides and saponins that promote neural nourishment. In its homeopathic form, it serves as a cerebral restorative, aiding in recovery from fatigue, nervous exhaustion, and post-ictal dullness. Its adaptogenic properties support neuroplasticity and resilience following neurological episodes.

Ignatia amara

Ignatia is commonly used to manage emotional stress, shock, and psychosomatic responses. It helps stabilize mood and reduce nervous sensitivity, especially when symptoms are triggered by stress or sudden environmental changes.

Passiflora incarnata

Passionflower acts as a gentle relaxant for the nervous system. It helps soothe excitability and restlessness, making it useful for animals prone to over-stimulation or disturbed sleep cycles. In homeopathic doses, it supports neurological calm without causing sedation.

Together, these three ingredients work in harmony to stabilize the nervous system, support emotional resilience, and reduce behavioral disruptions.

BENEFITS OF THE SPRAY FORMAT

NEUROVAT is offered as a metered oral spray, making it both practical and effective in a wide variety of situations. This delivery system ensures quick absorption through the

oral mucosa, bypassing the digestive tract for faster action—especially helpful during emergencies or stress episodes.

Key advantages of the spray format include:

- Rapid onset of action
- Simple administration—no tablets or capsules
- Ideal for anxious or uncooperative pets
- Adjustable dosing based on animal size and severity of symptoms

Unlike tablets or powders that require mixing or hiding in food, the spray can be administered directly into the mouth with minimal resistance.

CLINICAL APPLICATIONS OF NEUROVAT

NEUROVAT is suited for a variety of conditions involving neurological imbalance or behavioral disturbance. It is not a replacement

for essential medications in severe cases but serves as a supportive or adjunctive therapy in the following scenarios:

- **Epileptic Seizures:** Helps maintain calm before and after episodes and may help reduce the intensity of stress-related seizures.
- **Vestibular Dysfunction:** Supports animals suffering from head tilts, dizziness, and loss of balance.
- **Cognitive Dullness or Mental Fatigue:** Useful in aging pets or those showing signs of disconnection, unresponsiveness, or confusion.
- **Stress-Induced Neurological Episodes:** Beneficial during stressful situations such as thunderstorms, fireworks, vet visits, or changes in environment.

The formula provides holistic support for both acute episodes and chronic management, making it a versatile option in veterinary practice.



DOSING AND ADMINISTRATION

Dosing should be tailored to the animal's size, condition, and response. Always consult a veterinarian before beginning use, especially if the pet is on other medications.

Recommended usage:

- Small breeds or cats: 1–2 sprays, 2–3 times daily
- Medium breeds: 2–3 sprays per application
- Large breeds: 3–4 sprays, up to 3 times daily

During acute symptoms: The spray may be given every 15–30 minutes (up to 4 doses) until the pet stabilizes. Once symptoms ease, the dosing frequency can be reduced.

SAFETY AND TOLERABILITY

NEUROVAT is formulated using ultra-diluted homeopathic substances, making it inherently safe and non-toxic. It does not contain sedatives, chemicals, or controlled substances. This makes it suitable for long-term use, even in young, elderly, or chronically ill animals.

Key safety features:

- No risk of overdose
- No liver or kidney toxicity
- No dependency or withdrawal issues
- Compatible with most medications and supplements

Owners often report high levels of acceptance and compliance due to the gentle taste and non-invasive application method.



INTEGRATION INTO VETERINARY PRACTICE

In modern veterinary care, there is growing demand for holistic approaches that treat the whole animal, not just symptoms. NEUROVAT fits perfectly into this model by supporting the animal's nervous system without suppressing natural responses.

Veterinarians can consider NEUROVAT in a variety of contexts:

- As preventive care for breeds prone to seizures or stress
- As adjunctive support when tapering off conventional medications
- As a natural aid for pets in rehabilitation, hospice, or post-operative care
- As a daily supplement to promote calm, clarity, and behavioral wellness

Its ease of use and broad safety profile make it a practical choice in clinical and at-home care routines.

CONCLUSION

NEUROVAT Oral Spray provides a thoughtful and well-balanced

approach to supporting neurological health in animals. By combining the wisdom of classical homeopathy with the convenience of modern delivery, it offers a safe and effective alternative for managing stress, seizures, and behavioral disturbances.

Unlike conventional medications that often come with unwanted side effects, NEUROVAT works gently with the body to promote healing, restore emotional balance, and support the brain's natural stability. Its plant-based ingredients and liquid format make it a user-friendly tool for veterinarians and pet parents alike.

In an age where pet wellness is becoming more integrative and preventive, NEUROVAT stands as a reliable, natural solution that can complement traditional therapies and enhance the quality of life for animals in need.



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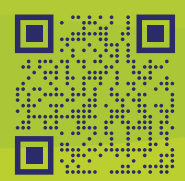


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Nutritional Management of Canine CKD Using Homemade Diets



1 OBJECTIVES OF NUTRITIONAL THERAPY IN CKD

- Reduce accumulation of uremic toxins (urea, creatinine)
- Minimize glomerular hyperfiltration and proteinuria
- Control serum phosphorus and prevent secondary hyperparathyroidism
- Maintain optimal body condition score (prevent cachexia)
- Correct electrolyte and acid–base imbalance
- Improve palatability and voluntary feed intake
- Enhance overall quality of life and survival time

2 AAFCO-BASED NUTRIENT MODIFICATIONS FOR CKD

Protein

- Target: 14–18% DM (moderate restriction)

- Prefer high biological value proteins:
 - ❖ Egg white (ideal; low phosphorus)
 - ❖ Lean chicken (controlled inclusion)
 - ❖ Dairy proteins (limited due to phosphorus)

• Avoid:

- ❖ Low-quality plant proteins (increase nitrogenous waste)

• Rationale:

- ❖ Reduces uremic toxin production while preserving lean mass

Phosphorus

• Target:

- ❖ Stage II: <0.4% DM
- ❖ Stage III–IV: <0.3% DM

• Strategies:

- ❖ Ingredient restriction
- ❖ Use of phosphate binders

(e.g., calcium carbonate)

• Rationale:

- ❖ Prevents renal secondary hyperparathyroidism
- ❖ Slows CKD progression

Energy

- Maintain adequate caloric density (95–130 kcal/kg^{0.75}/day)

• Increase energy via:

- ❖ Dietary fat
- ❖ Easily digestible carbohydrates

• Rationale:

- ❖ Prevents protein catabolism and weight loss

Fat

- Target: 15–25% DM

• Sources:

- ❖ Vegetable oils (sunflower,

- ❖ rice bran oil)
- ❖ Fish oil (EPA + DHA)

- **Rationale:**

- ❖ Improves energy density and palatability
- ❖ Omega-3 fatty acids reduce renal inflammation

Sodium

- Moderate restriction:

- ❖ Avoid excess salt

- Rationale:

- ❖ Helps control systemic hypertension

- **Avoid:**

- ❖ Severe restriction → may activate RAAS

Potassium

- Supplement if hypokalemia present:

- ❖ Potassium gluconate or citrate

- **Rationale:**

- ❖ Maintains muscle and nerve function

Calcium

- Maintain Ca:P ratio ≈ 1.2–1.4:1
- Use calcium carbonate:

- ❖ Acts as both calcium source and phosphate binder

Water

- Ensure adequate hydration

- ❖ Wet/semi-moist diets preferred

- **Encourage:**

- ❖ Fresh water availability
- ❖ Broth supplementation

- **Rationale:**

- ❖ Compensates for polyuria and prevents dehydration

3 INGREDIENT SELECTION FOR HOMEMADE DIETS (INDIAN CONTEXT)

Carbohydrate Sources (Low phosphorus, high digestibility)

- White rice (primary base ingredient)
- Semolina (suji)
- Boiled potato (limited use)

Avoid:

- Wheat bran, multigrain flours (high phosphorus)

Protein Sources (High quality, low phosphorus)

- Egg white (primary protein source)
- Boiled chicken (limited inclusion)
- Curd/paneer (restricted use due to phosphorus content)

Fat Sources

- Sunflower oil
- Rice bran oil
- Fish oil supplements

Vegetables (Low phosphorus, safe)

- Pumpkin
- Bottle gourd (lauki)
- Carrot

Functional Additives (Advanced)

- Prebiotics: FOS, MOS
- Probiotics: Lactobacillus, Bifidobacterium
- Postbiotics (emerging research area)

Rationale:

- Modulate gut microbiota
- Reduce uremic toxin production (gut–kidney axis)



4 SAMPLE HOMEMADE RENAL DIET (EXAMPLE: 10 KG DOG)

Daily Ration (Approx. 400–450 kcal)

- Cooked white rice: 150 g
- Egg white: 2–3 eggs
- Boiled chicken: 20–30 g (optional)
- Vegetables (pumpkin/lauki): 50 g
- Oil: 10–15 ml
- Fish oil: ~300 mg EPA+DHA
- Calcium carbonate: 500–1000 mg

Feeding Method

- Divide into 2–3 meals/day
- Feed fresh, warm food
- Avoid salt, spices, and processed ingredients

5 STAGE-WISE DIETARY MANAGEMENT

Stage I

- Mild protein adjustment
- Monitor kidney parameters
- No aggressive restriction

Stage II

- Introduce renal diet
- Moderate protein restriction
- Begin phosphorus control

Stage III

- Strict phosphorus restriction
- Add phosphate binders
- Introduce omega-3 supplementation
- Monitor hydration closely

Stage IV

- **Focus on:**
 - ❖ Palatability
 - ❖ Energy density



6 SUPPLEMENTATION STRATEGY

- Multivitamin-mineral mix (AAFCO-compliant)
- Omega-3 fatty acids (EPA/DHA)
- Calcium carbonate (phosphate binder)
- Potassium supplements (if needed)
- B-complex vitamins (due to urinary losses)

7 REGULATORY AND NUTRITIONAL COMPLIANCE

U.S. Food and Drug Administration Considerations

- **Ingredients must be:**
 - ❖ Safe
 - ❖ Non-toxic
 - ❖ Free from contaminants
- **Avoid:**
 - ❖ Mycotoxin-contaminated grains
 - ❖ Spoiled food

Association of American Feed Control Officials Considerations

- **Homemade diets must:**
 - ❖ Meet minimum nutrient requirements
 - ❖ Be balanced using supplements
- Long-term feeding without balancing – risk of deficiencies

8 COMMON ERRORS IN HOMEMADE CKD DIETS

- Excessive protein restriction – muscle wasting
- Inadequate phosphorus control → faster disease progression
- Lack of supplementation → micronutrient deficiencies
- Over-reliance on rice → protein-energy malnutrition
- Ignoring hydration → worsening azotemia

* (Aligned with Association of American Feed Control Officials and regulatory principles of U.S. Food and Drug Administration)

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SEASONAL GROOMING IN INDIA

Adapting To Heat, Humidity, And Monsoon

By **Jessica John***

In India, pet grooming cannot follow a fixed routine throughout the year. The climate moves from intense summer heat to high humidity and then into the monsoon. Each phase affects a pet's coat, skin, and comfort differently. What works in one season may not work in another. Grooming, therefore, needs to adjust with the weather rather than remain the same.

Many pet parents continue with a fixed routine, which often leads to avoidable issues such as excessive shedding, matting, skin irritation, or coat damage. A seasonal approach helps prevent these problems and keeps pets more comfortable.

SUMMER: MANAGING HEAT, SHEDDING AND PARASITES

Summer brings increased shedding, dust exposure, and a higher chance

of skin irritation. Many dogs also go through a seasonal coat "blow-out", where they shed heavily as the weather gets warmer. Regular brushing and de-shedding become essential during this time to remove loose coat and prevent tangles from tightening.

Summer also brings a higher risk of ticks and fleas. Grooming sessions are a good time to check the coat closely, especially around the ears, neck, belly, tail base, and paws, where parasites are often found.

Bathing can help manage dirt and odour, but it needs to be balanced. Over-bathing or using the wrong products for your pet's coat type can dry the skin. Just as important is drying the coat properly, especially in humid conditions.

Another common mistake is trimming the coat too short without

A SIMPLE SEASONAL GUIDE

Season	Main Concern	Grooming Focus
Summer	Heat, shedding, dust, ticks and fleas	Brushing, de-shedding, coat maintenance, parasite checks
Monsoon	Moisture and odour	Paw care, proper drying, skin checks
Winter	Dry skin, dull coat	Gentle bathing, coat conditioning, hydration

understanding the coat type. In many pets, especially those with heavier or double coats, the coat helps protect the skin and supports natural temperature balance. Maintaining the coat through brushing and controlled trimming is often the better approach.

MONSOON: DEALING WITH MOISTURE AND ODOUR

As the weather shifts, moisture becomes the main concern. Damp coats, wet paws, and reduced drying time can lead to odour, skin irritation, fungal infections, and hot spots.

In Indian monsoon conditions, air-drying is often not enough. High humidity keeps the coat damp for longer, especially in thicker or longer coats. Using a blow-dryer on a cool or low-heat setting helps remove trapped moisture and keeps the skin healthier.

COAT TYPE AND SEASONAL RESPONSE

Not all pets respond to seasonal changes in the same way. Coat type plays a major role. Long-coated, curly-coated, and double-coated pets often need more attention, as their coats can trap moisture, dirt, or heat more easily.

Understanding how your pet's coat behaves is more important than simply deciding how short to trim it. Regular brushing, de-shedding, and appropriate trimming help maintain the coat without affecting its natural function.

COMMON MISTAKES PET PARENTS MAKE

Across seasons, a few common mistakes are often seen:

- Over-bathing or using the wrong products for your pet's coat type
- Leaving the coat damp after baths
- Ignoring small tangles until they become matting
- Trimming the coat too short without understanding the coat type
- Not adjusting grooming routines with changing weather

A PRACTICAL WAY TO APPROACH SEASONAL GROOMING

A well-managed grooming routine in India is one that adapts. Brushing frequency, bathing routine, drying, and trimming should change depending on the weather and the pet's coat.

Paying attention to smaller areas such as ears, paws, hygiene zones, and overall coat condition can prevent many common seasonal problems. Grooming sessions also help in noticing early changes in the skin or coat that may need attention.

CARING WITH THE SEASON

Seasonal grooming is not about doing more. It is about understanding what your pet needs as the weather changes. In India, where heat, humidity, rain, and dryness can all affect pets differently, a fixed grooming routine may not always be enough.

A little more attention to brushing, drying, coat care, paws, ears, and skin checks can make pets far more comfortable through the year. Good grooming should help a pet look neat, but more importantly, it should help the pet feel clean, healthy, and comfortable in every season.

* Jessica John - Pet Grooming Mentor & Consultant, Petswag Pet Grooming Salon & Academy



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Today's pet parents are more conscious than ever about what goes into their pets' bowls. They seek food that feels wholesome, safe, and nutritionally meaningful. At the same time, modern lifestyles have become increasingly fast-paced, leaving little room for elaborate daily meal preparation.

THIS CREATES AN IMPORTANT CHALLENGE IN PET NUTRITION.

Pet parents want the warmth and familiarity of home-cooked meals, yet they also need the convenience and consistency that busy routines demand. Bridging this gap has become one of the biggest opportunities in modern pet feeding.

It is within this evolving landscape that Drools Fresh Food, powered by Tetra Recart® packaging technology, is redefining fresh pet nutrition in India.

THE EMOTIONAL CONNECTION WITH HOME-COOKED MEALS

For many pet parents, cooking for their pets comes from a place of love and care. Home-prepared meals feel personal, comforting, and trustworthy. They resemble the kind of food we prepare for our own families, creating a strong emotional connection between feeding and nurturing.

However, achieving complete and balanced nutrition through homemade diets is far more complex than it appears.

Dogs require carefully balanced levels of protein, fats, carbohydrates, vitamins, and minerals, along with precise nutrient ratios such as calcium to phosphorus. Even small inconsistencies over time can affect long-term health, often appearing as dull coat quality, digestive discomfort, weakened immunity, or low energy levels.

Beyond nutrition, maintaining consistency in home-prepared feeding also requires time, planning, ingredient sourcing, and nutritional expertise, something many modern pet parents struggle to sustain daily.

As a result, there is often a gap between the intention to provide the best nutrition and the actual nutritional outcome.

THE RISE OF FRESH FEEDING

Globally, fresh pet food has emerged as one of the fastest-growing trends

in companion animal nutrition. Pet parents prefer meals that resemble home-cooked food in both appearance and concept.

Fresh-style meals create stronger emotional reassurance because they feel closer to "home food." They also align with the growing clean-label movement, where consumers seek transparency, simplicity, and recognisable ingredients.

But until recently, delivering fresh pet food at scale remained difficult in markets like India.

Fresh meals traditionally depend on refrigeration and cold-chain logistics, making them expensive and difficult to distribute widely while maintaining freshness and safety.

DROOLS FRESH FOOD: COMBINING FRESHNESS WITH NUTRITIONAL PRECISION

Drools Fresh Food was developed to solve this challenge by combining the familiarity of home-style feeding with the scientific precision of complete and balanced nutrition.

Every recipe is formulated by pet nutrition experts to deliver standardised nutrition in every serving.

The recipes focus on:

- High meat inclusion
- Human-grade ingredients
- Clean-label formulations
- No fillers or preservatives
- No soy, wheat, or corn

Each meal is slow-cooked in nutrient-rich broth to enhance flavour, digestibility, and palatability while helping preserve nutrient quality.



The result is a fresh feeding solution that delivers both emotional satisfaction and nutritional consistency, without requiring daily preparation from pet parents.

HOW TETRA RECARTE® IS CHANGING FRESH PET FOOD

At the heart of this innovation lies Tetra Recart®, an advanced packaging technology introduced to the pet food category by Drools in India and across Asia.

Traditionally, fresh food products require refrigeration to remain safe and stable. Tetra Recart® changes this by allowing fresh meals to stay shelf stable without preservatives or refrigeration until opened.

The packaging uses a multi-layer carton structure that protects food from oxygen, light, and contamination. This helps preserve freshness, texture, flavour, and nutritional integrity naturally.

Unlike conventional cans or pouches, Tetra Recart® also enables gentle thermal processing, ensuring food safety while maintaining the natural characteristics of the ingredients.

The cartons are lightweight, easy to store, hygienically sealed, and designed to minimise leakage and odour retention, making them highly convenient for

modern lifestyles. Their recyclable structure also aligns with growing sustainability expectations among consumers.

REDEFINING THE FUTURE OF PET FEEDING

India's pet food industry is entering a new phase, one shaped by premiumisation, innovation, and evolving consumer expectations.

Pet parents today are not only asking what ingredients are used in their pets' food, but also how that food is prepared, protected, and delivered.

Fresh feeding supported by advanced technologies like Tetra Recart® reflects this broader evolution in the category.

As lifestyles continue to change and awareness around pet nutrition deepens, solutions that combine science, convenience, freshness, and trust will increasingly define the future of pet care.

In many ways, Drools Fresh Food is more than just a new product format.

It represents a larger shift in how modern India understands pet nutrition, moving beyond the limitations of traditional feeding methods and toward a smarter, more balanced approach designed for the realities of today's pet parents.



Racine Alimentos

Building the Backbone of Pet Nutrition



INTERVIEW

In conversation with Saifulla Shaikh, the Founder of Racine Alimentos, he delves into the science behind pet nutrition formulation, the challenges of contract manufacturing, and what it takes to build reliable supply chains for emerging pet food brands.

Q: WHAT INSPIRED THE FOUNDING OF RACINE ALIMENTOS, AND WHAT GAP IN THE PET NUTRITION MARKET WERE YOU TRYING TO FILL?

A: Racine Alimentos was founded to address a critical gap in the market: reliable, high-quality contract manufacturing in pet nutrition. We saw many emerging brands with strong market understanding but lacking:

- Technical formulation expertise
- Consistent manufacturing
- Scalable production capabilities

At the same time, there was a need to make scientifically balanced pet nutrition more accessible across price segments. Racine was built to bridge both gaps, providing strong back-end manufacturing while enabling brands to build and scale their own identity in the market.

Q: HOW DOES YOUR APPROACH TO PET FOOD FORMULATION DIFFER FROM CONVENTIONAL MASS-MARKET BRANDS?

A: As a contract manufacturer, our approach is highly flexible and client-centric.

Unlike mass-market brands that operate on fixed formulations, we:

- Customize formulations based on client requirements
- Align nutrition with target price points and market positioning
- Focus on ingredient efficiency and performance outcomes

We work closely with partners to ensure the product is not just label-compliant, but also market-fit and commercially viable.

Q: YOU OPERATE ACROSS PET NUTRITION, FISH FEED, AND AQUACULTURE. HOW DO THESE CATEGORIES INFORM EACH OTHER IN TERMS OF INGREDIENT SOURCING AND R&D?

A: Our multi-species presence gives us a strong advantage in ingredient optimization and R&D efficiency.

Across pet food and aquaculture, the fundamentals remain the same:

- Protein utilization
- Feed efficiency
- Gut health



This allows us to optimize sourcing at scale, improve cost efficiency, and apply learnings across categories. For our clients, this translates into better formulations at competitive price points.

Q: WHAT DOES "SUSTAINABLE MANUFACTURING" MEAN IN PRACTICE ON YOUR PRODUCTION FLOOR?

A: In our context, sustainable manufacturing means efficient and responsible production that supports long-term scalability for our partners.

Practically, this includes:

- Minimizing raw material wastage
- Maintaining consistent batch quality
- Optimizing processes for cost and energy efficiency





For us, sustainability is about building a system that is:

- Reliable
- Scalable
- Commercially viable for long-term partnerships
- Following GMP
- In-House Quality Control

Q: HOW DO YOU WORK WITH VETERINARIANS OR NUTRITIONISTS TO VALIDATE YOUR FORMULATIONS BEFORE THEY REACH SHELVES?

A: As a manufacturing partner, we support clients through both technical formulation and validation processes.

This includes:

- Designing formulations based on nutritional standards
- Supporting trial batches and field validation
- Incorporating feedback from veterinarians, breeders, and end users

We ensure that the final product is not just technically sound, but also validated for real-world performance before scaling production.

Q: WHAT'S NEXT FOR RACINE ALIMENTOS? ARE THERE NEW PRODUCT LINES, MARKETS, OR SPECIES YOU ARE DEVELOPING NUTRITION FOR?

A: Our focus is on strengthening our position as a preferred contract manufacturing partner in animal nutrition. Going forward, we are expanding capabilities in custom pet food formulations across segments, working on functional and performance-based nutrition solutions, and scaling our presence in multi-species nutrition, including aquaculture and ornamental feed. We aim to support more brands in building successful products by providing a strong, reliable, and flexible manufacturing backbone.

*Saifulla Shiakh, Founder/Director
+91 9860905461 | Info@racinealimentos.com*



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Pet Industry Dialogue, India



**FRIDAY,
28th August 2026**



**TIME:
9.00 AM
to
6.00 PM**



Holiday Inn, New Delhi



AWARD



**SATURDAY,
29th August 2026**



**TIME:
7.30 PM
to
10.30 PM**



Holiday Inn, New Delhi



NETWORKING | FOOD | DRINKS



LOVE, LABOR & 50 WHISKERS



A CAT RESCUER'S JOURNEY

Because Every Life Matters: A Shelter Mother's Plea for Her 50 Cats

By Poonam Ahuja*

I live every day surrounded by 50 little lives—each one rescued, each one loved. My name is Poonam, and my husband and I run a home-based cat shelter where every meow tells a story. Some of our cats were dumped in bins, some hit by vehicles, and some simply abandoned or suffered cruelty in their community.

We couldn't look away—so we opened our home and hearts to them.

This year, I was diagnosed with Multiple Sclerosis. It's a condition that weakens the body, but I don't let it weaken my spirit. I may no longer be able to go out and rescue new animals, but the ones already





with me—my strength, my soft furry warriors—still need me. They need food twice a day, fresh water, clean litter trays, warmth during the rains & winter, space to play, a gentle hand during illness, and medical attention that doesn't come cheap. Many are on lifetime care due to disabilities or trauma.

Running this shelter hasn't been easy, especially with donations slowing down. My husband and I do everything we can—juggling work, caring duties, and financial constraints—because when you look into the eyes of a cat who once had no one, and now purrs softly in your lap, it feels worth it.

But love is not enough—they need homes. Real homes. That's why I advocate Adopt, Don't Shop—a campaign I carry with my whole heart. Adoption gives an animal a second chance, but it also transforms the adopter's life in ways they never expect. You're not just bringing a cat home—you're gaining a friend who asks for nothing but love. Unlike buying, where profit often comes before ethics, adoption is an act of

compassion, kindness, and deep humanity.

Through my initiative, I guide families through the adoption process, ensuring they're ready to welcome a pet for life. I also work tirelessly through online forums and community pages, educating people and matching cats with the right homes. There's nothing more joyful than seeing a once-abandoned kitten curl up safely in someone's bed, finally home.

We've also sterilized over 100 community cats in Vasai-Virar through our Trap-Neuter-Release (TNR) program—a vital effort to prevent the endless cycle of suffering on the streets.



These 50 lives in my care are not just animals—they are stories of survival, resilience, and love. I ask you to consider adopting—not because they need you, but because you just might need them too. Open your heart, and you'll never feel alone again.

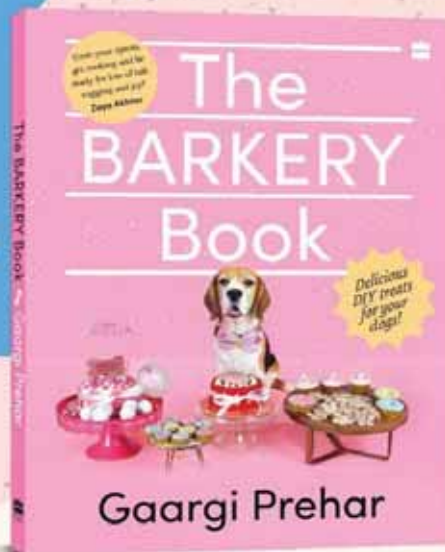


* Poonam Ahuja, Founder - Ahuja Animal Care Foundation

THE BARKERY BOOK

DELICIOUS DIY TREATS FOR YOUR DOGS

India's first-of-its-kind cookbook for dog parents, packed with easy, healthy, tail-wagging treats you can make at home.



By **Gaargi Prehar***



Grab your apron, get cooking and be ready for lots of tail-wagging and joy!

- **Zoya Akhtar**

In homes across India, dogs are more than just pets—they're family. But when it comes to what goes into their bowls, many pet parents often find themselves second-guessing ingredient labels or relying on store-bought treats without really knowing what's inside.

Addressing this growing need for mindful pet care, HarperCollins India announces the release of *The Barkery Book* by Gaargi Prehar—a first-of-its-kind healthy cookbook that helps pet parents make fresh, nutritious and safe treats and meals for their dogs at home.

At a time when conversations around pet wellness and preventive care are gaining momentum, *The Barkery Book* encourages pet parents to make more informed choices about their dogs' nutrition through simple, accessible recipes made with everyday, dog-safe ingredients. From understanding which common human foods can be harmful to dogs, to discovering healthier alternatives for everyday treats and special occasions, the book offers practical guidance along with easy-to-follow ideas designed to support canine wellbeing.

Gaargi Prehar, author, says, 'Dogs give us unconditional love every single day, and The Barkery Book is my way of giving a little of that love back. For a long time, dog treats were simply something we bought off shelves without really thinking about what went into them. With this book, I want to show that pet parents can create thoughtful, homemade treats in their own kitchens, using ingredients they trust and love. Cooking for our dogs can be a joyful extension of the bond we share with them. Being able to introduce India's first cookbook for dogs to dog lovers around the world makes this moment incredibly special.'

Rashmi Menon, Associate Publisher, HarperCollins India, says, 'We are absolutely delighted to publish The Barkery Book, India's very first cookbook created especially for dog parents and caregivers. What makes it especially remarkable is how beautifully it combines innovation with practicality. Gaargi's thoughtfully developed recipes are nutritious, easy to make and created with a genuine love for dogs, empowering pet parents to cook with confidence and joy. For dog lovers, this is the book they didn't know they



This pet recipe book is a total game changer—easy, nutritious, and made with so much love.

Every pet parent needs this in their kitchen repertoire!

- Terence Lewis

Dancer, singer and choreographer



wholesome, delicious treats and meals for your furry companion—transforming simple, safe ingredients into irresistible delights your dog will adore.

From oven-free snacks and baked cookies to cakes, savoury jerky, and even dog-friendly 'beer' and 'wine', these DIY recipes and meals made for Indian kitchens are designed with your pet's health in mind—gluten-free, xylitol-free and packed with nutrition.

Complete with vegetarian options, allergen info, toxic food warnings and fuss-free swaps, The Barkery Book is a one-of-a-kind cookbook that will allow every pet parent to spoil their dog safely and deliciously. Because love is best served homemade.

AVAILABLE
WHEREVER BOOKS ARE SOLD

were waiting for, and for everyone else, quite possibly the easiest and best gift to buy for every dog parent they know.'

ABOUT THE BOOK

India's first cookbook for dog parents is finally here! The Barkery Book is your ultimate guide to creating

* Gaargi Prehar is the owner of Puplords Barkery, Mumbai. Her clientele ranges from Bollywood celebrities to industrialists and political families. Gaargi creates personalized gluten-free cakes and treats for pets. She is an MBA graduate from Paris and has worked with many luxury brands. She has lived and worked in four different countries before moving back to India.

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Persian Cats

A Practical Guide to Grooming & Care

Persian cats are among the most loved cat breeds, known for their long, soft coats and calm temperament. However, what many pet parents underestimate is the level of grooming this breed demands. Unlike short-haired cats that largely self-maintain, the Persian coat cannot manage itself. Grooming is not occasional it is a daily responsibility that directly impacts the cat's health, comfort, and quality of life. Regular grooming prevents painful mats, reduces hairballs, keeps the skin clean and free from infections, improves air circulation through the coat, and helps detect early signs of ticks, rashes, or other issues.



Understanding The Persian Coat

The Persian has a true double coat a dense, cottony undercoat beneath a long, fine topcoat that can reach ten centimetres or more. This structure gives the breed its signature volume but also makes it uniquely prone to tangling, matting, and grease buildup. Because of their flat facial structure, Persians are less efficient at self-grooming, which means their fur can quickly become knotted without regular attention. In warm and humid conditions particularly during India's monsoon months moisture causes the undercoat to clump, creating conditions where mats tighten rapidly, skin irritation develops, and fungal

infections can take hold. Even small tangles can quickly turn into tight mats that are painful and difficult to remove.

Daily Brushing: The Non-Negotiable

Brushing is the foundation of Persian grooming and should be done every day. A few minutes of consistent daily brushing prevents what hours of professional de-matting cannot undo.

► Use a wide-toothed stainless steel comb for detangling, followed by a slicker brush for loose hair. An undercoat rake helps manage deeper shedding. Avoid plastic brushes they create static, causing discomfort and more tangles.

► Brush in sections, starting at the belly and working upward.

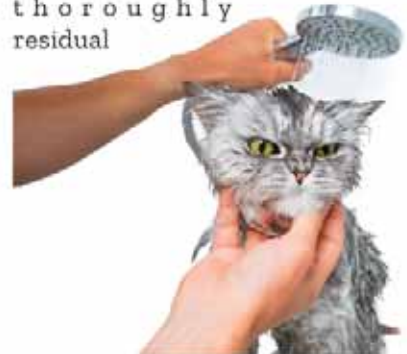
Mats form most aggressively in high-friction zones: behind the ears, under the armpits, around the collar, between the hind legs, and along the belly.

► For small knots, hold the base against the skin with one hand and work through gently with the comb. Never force through a mat. For anything beyond a minor tangle, visit a professional the skin beneath a mat is raised and closer to the surface than it appears.

► The tail is the slowest part of the coat to regrow. Comb it gently, only two to three times per week.

Bathing

Persians produce more sebum than most breeds, so their coat becomes greasy and heavy without regular washing. Bathe once every three to four weeks more frequently during shedding season or humid conditions. The cardinal rule: never bathe a matted coat. Water tightens mats dramatically. Always comb the entire coat thoroughly before any water touches it. Use lukewarm water and a moisturising shampoo for long-haired cats, working section by section. Rinse thoroughly residual



shampoo causes flaking and itching.

Drying is equally critical. A damp coat will almost certainly mat as the hair clings together. Towel dry first, then use a blow dryer on low heat while combing through simultaneously. This takes twenty to thirty minutes for a full coat, but it is what separates a well-groomed Persian from a perpetually unkempt one.

Hydration & Coat Health

A healthy coat starts from the inside. Persians are often poor water drinkers, and chronic dehydration shows up directly in the quality of their fur a dehydrated cat's coat becomes dry, brittle, and more prone



tomatting. Ensure fresh water is available at all times, ideally in multiple locations around the home. Many cats prefer running water, so a pet water fountain can encourage better intake. Adding wet food or gravy-based treats to their diet is another effective way to increase daily moisture consumption. Well-hydrated cats produce a softer, more manageable coat that is noticeably easier to groom.

Eyes, Ears, Nails, & Professional Care

The Persian's flat face creates persistent tear staining

shortened tear ducts cause overflow onto the fur, leading to discoloration and bacterial buildup. Clean the eye area daily using pet-safe eye wipes or a dedicated tear stain remover, wiping gently outward. Use a separate wipe for each eye to avoid transferring infection. For established stains, consistent daily cleaning over several weeks



will gradually reduce discoloration. Check ears weekly for wax buildup; clean only the visible outer ear. Trim nails every two to three weeks. Sanitary trimming keeping fur around the hindquarters short is often overlooked but essential for hygiene.

While daily home care is essential, professional grooming every four to six weeks provides deep de-shedding, thorough drying, and trained eyes that can spot early signs of skin conditions or parasites.

Grooming in Indian Conditions

Most grooming literature is written for temperate Western climates. Indian conditions require specific adjustments:

▶ **Summer (40°C+): Full-coated Persians risk heat stress. Ensure air-conditioned or well-ventilated living spaces and keep fresh water accessible at all times to prevent dehydration.**



▶ **Monsoon: Increase bathing frequency and ensure complete drying. Fungal infections, especially ringworm, thrive in warm, moist conditions. Circular hair loss or excessive scratching warrants an immediate vet visit.**

▶ **FShedding peaks (Feb-Apr, Sep-Oct): Daily brushing is non-negotiable. Bathe every two to three weeks to remove loose undercoat before it mats.**

Start Young, Stay Consistent

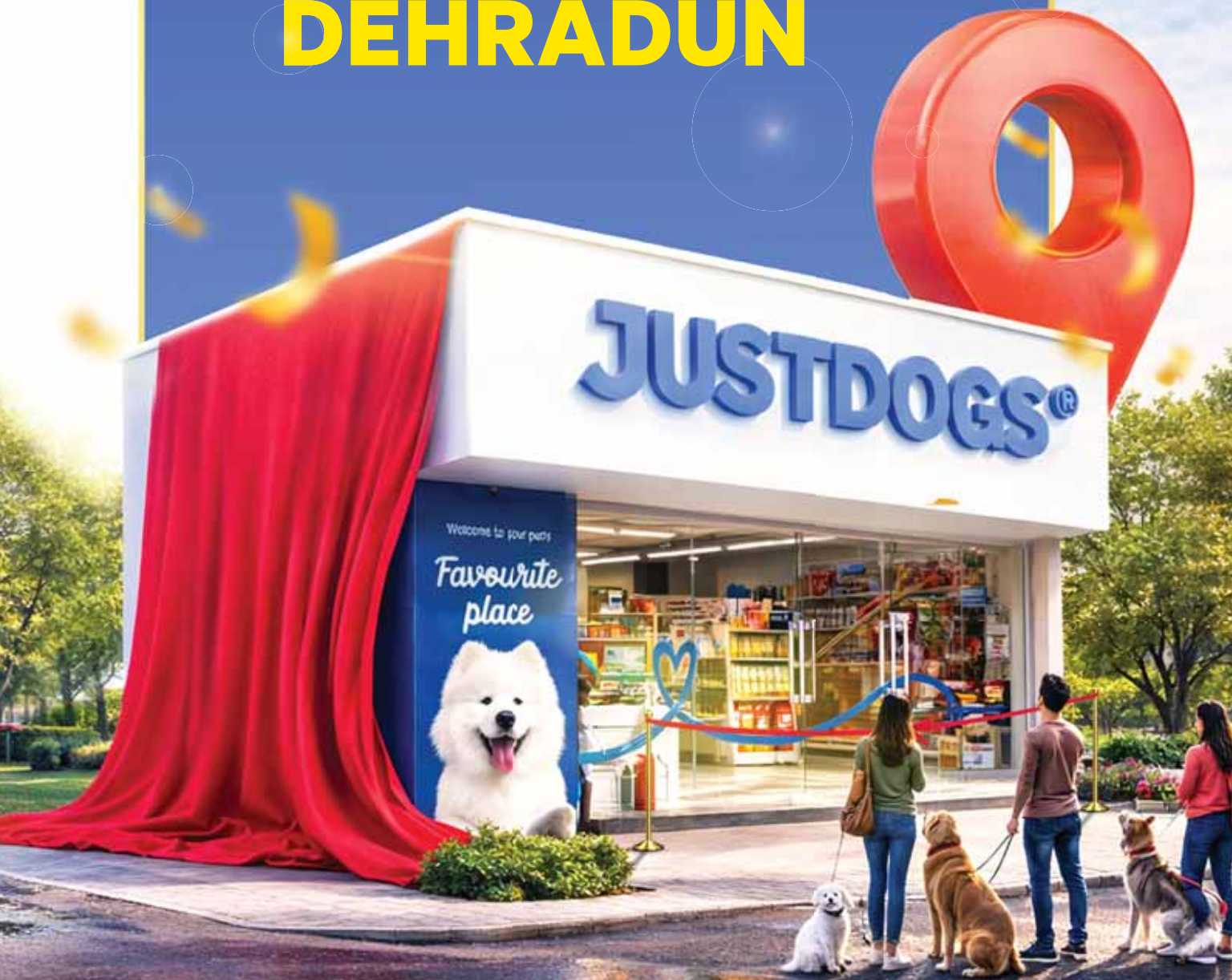
The greatest favour you can do for your Persian is to establish a routine from kittenhood. Start with short sessions, pair them with treats and gentle handling, and gradually extend the duration. By the time the full adult coat develops around



eighteen months, grooming will be a familiar ritual rather than a battle. A well-groomed Persian is not merely a beautiful cat it is a comfortable one, whose skin can breathe, whose eyes are clear, and whose movement is unimpeded. Grooming is not vanity. It is, in the fullest sense, an act of care.

**JUSTDOGS
EXPANDS
PRESENCE IN**

**PUNE &
DEHRADUN**





JUSTDOGS strengthens its footprint in PUNE

With the launch of a brand-new outlet in Mundhwa one of the city's fastest-growing residential and commercial corridors. The new store brings the brand's signature range of premium pet food, grooming essentials, toys, accessories, and lifestyle products closer to Pune's thriving community of pet parents, offering them the complete JUSTDOGS retail experience right in their neighbourhood.

The Mundhwa launch reinforces JUSTDOGS' commitment to scaling India's largest pet retail network through committed franchise partners, empowering passionate entrepreneurs to build successful local businesses under a trusted national brand.



Dehradun – Veterinary Alliance

Marking its entry into Uttarakhand, JUSTDOGS has forged a strategic alliance with a respected veterinary doctor in Dehradun, blending retail convenience with trusted clinical expertise under one roof.

Through this partnership, pet parents in the city can now access JUSTDOGS' curated range of nutrition, healthcare, and lifestyle products alongside professional veterinary care a holistic, single-destination experience built around pet wellbeing.



A Step Closer to Every Pet Parent

Each new outlet brings the brand closer to pet parents across the country, making premium nutrition, grooming, and lifestyle essentials more accessible than ever.

JUSTDOGS®

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ESSENTIAL SUMMER CARE

GUIDE FOR DOGS AND CATS

Preventing Heat-Related Risks



Hot weather poses serious health risks to dogs and cats due to their limited sweating capacity, making proactive summer care essential for pet owners. Dogs cool primarily through panting and minimal paw pad sweating, while cats rely on grooming for evaporative cooling—physiological constraints that increase vulnerability to heatstroke.

Ensuring constant access to fresh water changed two to three times daily, with strategic bowl placement and occasional ice cubes, forms the critical foundation of hydration management. Indoor environments require proper ventilation, fans, or air conditioning, with strict avoidance of enclosed spaces like parked cars where temperatures become lethal within minutes; cool resting surfaces such as tiles or specialized mats provide additional relief.



Outdoor activities demand careful scheduling during early mornings or late evenings, accompanied by the five-second hand test to prevent pavement burns on sensitive paw pads. Grooming practices must balance daily brushing for improved airflow against the risks of over-shaving double-coated breeds, whose insulating undercoats actually protect against heat and sunburn.

Nutritional adjustments include shifting meals to cooler periods and avoiding heavy feeding during peak temperatures when digestion generates excess metabolic heat. Vigilant monitoring for heatstroke symptoms—excessive panting, drooling, vomiting,



weakness, or collapse enables life-saving rapid intervention through relocation to cool areas, application of cool (not ice-cold) water, and immediate veterinary attention.



Populations requiring heightened surveillance include puppies, kittens, seniors, brachycephalic breeds such as Pugs and Persians with compromised respiratory function, and overweight or ill animals whose conditions compound thermal stress. The lethal dangers of vehicular heat exposure persist even briefly, with interior temperatures reaching 100°F within ten minutes on mild 75°F days regardless of cracked windows.

Summer also elevates parasite risks, necessitating regular tick and flea preventives and post-outdoor coat inspections. Enriching cooling strategies—shallow water tubs, damp towels, cooling pads, and occasional frozen treats support both thermal comfort and quality of life. Integrating these evidence-based practices ensures companion animals navigate summer safely, with veterinary consultation recommended for individualized guidance.



— Dr. Savan Thadoda
Veterinary Surgeon & Radiologist
Caring Paws Veterinary Clinic &
Surgical Center

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