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Publisher's Note

Dear Readers,

As summer deepens across the subcontinent and temperatures climb to record highs, we are reminded that our beloved pets experience the heat just as acutely as we do. With heatwaves becoming longer, more intense, and increasingly unpredictable, the need for informed, proactive pet care has never been more urgent. It is in this spirit that we dedicate our June Edition to one of the most pressing seasonal challenges facing pet parents today: the heatwave.

Dogs cannot sweat the way we do. Cats seek out the coolest corner of the home and go quiet. Birds fluff their feathers in distress. Aquatic pets suffocate as oxygen depletes in warming water. Each species responds to heat differently, and each requires a tailored response from those who care for them. This edition brings together expert voices from across veterinary medicine, animal behaviour, and species-specific care to ensure that you, as a pet parent, are equipped with the knowledge to act, not react.

Inside this issue, you will find practical guidance on recognising the early signs of heatstroke, creating cool and safe environments at home, adjusting feeding and hydration routines for the summer months, and understanding which breeds and species are most at risk. We also explore the often-overlooked mental and emotional toll that extreme heat places on animals, and how pet parents can provide comfort beyond the physical.

As Creature Companion Magazine marks 21 years of trusted, expert-led content, our commitment to you remains as it has always been, to make credible, compassionate knowledge accessible to every pet parent in India. Whether you share your home with a Labrador or a lovebird, a Persian cat or a planted aquarium, this edition has something for you. Knowledge does not merely inform; in moments of crisis, it saves lives.

Beyond the heatwave focus, this issue carries our signature breadth, from veterinary insights and chronic disease management to heartwarming stories of resilience and the enduring bond between pets and their people. We hope you find in these pages both the guidance you need and the warmth of a community that cares deeply about the animals in our lives.

Linda Brady Hawke



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Interzoo 2026: The World's Pet Industry Gathers in Nuremberg for a Historic Edition

Nuremberg, Germany -

When the doors of Interzoo 2026 opened at the Exhibition Centre Nuremberg on May 12, they opened on what would become the largest and most international edition in the trade fair's history. By the time the show concluded on May 15, organiser WZF, Pet Industry Services had confirmed numbers that underscored just how emphatically the global pet industry had shown up: around 2,400 exhibitors from approximately 70 countries, and nearly 39,000 trade visitors from more than 130 nations. Both figures were records.

The four-day event, held every two years, is widely regarded as the definitive global platform for the pet care sector, a place where manufacturers, retailers, distributors,

buyers, and innovators converge to do business, discover what is next, and take the pulse of an industry that shows little sign of slowing down. This year did not disappoint on any of those counts.

A SHOW FLOOR THAT REFLECTED A CONFIDENT INDUSTRY

Walking the exhibition halls at Interzoo 2026, the breadth of the

show was immediately apparent. Products and services for dogs, cats, fish, small mammals, birds, terrarium animals, and a wide range of other pets filled a sprawling footprint, with exhibitors spanning every corner of the globe. More than 87 per cent of exhibitors came from outside Germany, making this as international a showcase of pet industry talent and enterprise as exists anywhere in the world.





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"For many exhibitors and visitors, Interzoo week marks the most important date in the business calendar," said Gordon Bonnet, CEO of ZZF and WZF. "I am delighted that this year we have not only met the correspondingly high expectations, but in many cases even surpassed them. In face-to-face conversations in the exhibition halls and at the numerous supporting events, participants spoke very positively about the quality of the event and were optimistic about converting the contacts made into sustainable business relationships."

International visitors made up over 70 per cent of total attendance, a reflection of how truly global the pet industry has become. The halls buzzed with the energy of deals being struck, products being discovered, and relationships being built or renewed. As Norbert Holthenrich, President of ZZF, German Pet Trade & Industry Association and honorary sponsor of the event, observed, pets are today regarded as members of the family, and this reality was evident in the sophistication, ambition, and sheer variety of what was on display.

INNOVATION, START-UPS, AND THE ENTREPRENEURS OF TOMORROW

One of the most energising aspects of any Interzoo is the space it makes for new thinking, and the 2026 edition was no exception. A total of 59 young companies participated through the International Start-up Area and Young Innovators shared stands, presenting ideas and products that offered a glimpse of where the industry is heading. Twenty-seven of these were German-based Young Innovators; 32 were international start-ups making their mark on the world stage.



The Fresh Ideas Stage drew strong crowds throughout the week, with 37 start-ups and established companies presenting their solutions to a highly engaged audience. The top prize of the Fresh Ideas Contest went to mousebouncer GmbH, a German company whose AI-controlled cat flap uses facial recognition technology to prevent cats from bringing prey into the home, a product that elegantly captures the moment where technology, pet welfare, and owner convenience converge. Second place went to Kuro & Kai, a Spanish start-up producing sustainable cat litter made from olive pits, while Frankfurt-based Lumiies, specialising in premium dog accessories, claimed third.

New to Interzoo 2026 was the Sourcing Stage, a dedicated platform focused exclusively on cross-border procurement, a recognition that as the industry globalises, the mechanics of international sourcing are increasingly a strategic concern for companies of all sizes.

THE SUPPORTING PROGRAMME: LEARNING, NETWORKING, AND NEW CONVERSATIONS

Beyond the exhibition floor, the Interzoo supporting programme offered a dense calendar of sessions, conferences, and events designed to reflect the trends shaping the industry. Five Country Sessions gave attendees insight into national market dynamics across North America, South America, Europe, and Asia. A focused social media conference tackled the increasingly central role of digital platforms in how pet brands communicate and build community. The inaugural Interzoo Groomers' Day, conceived for the international professional dog grooming community, made a strong debut, drawing around 200 participants and signalling the growing recognition of grooming as a distinct and growing professional discipline within pet care.

The breadth of the programme was matched by its reach. Some 312

Interzoo 2026, the world's premier pet industry trade fair, welcomed a record 2,400 exhibitors and nearly 39,000 visitors from across the globe. The event showcased innovation, fostered international business partnerships, and highlighted India's growing presence in the global pet care market through the Creature Companion-led India Pavilion.

journalists and bloggers from 30 countries attended Interzoo 2026, reporting across radio, television, newspapers, trade magazines, and online media, a measure of the fair's standing not just within the industry but in the wider world.

INDIA STEPS FORWARD ON THE GLOBAL STAGE

Among the national pavilions that added to the international colour of Interzoo 2026, the India Pavilion drew considerable attention. Organised and led by Creature Companion Magazine, India's foremost pet industry publication, the pavilion was built around a clear purpose: to bring the story of Indian pet manufacturing to a global audience and open doors for collaboration with buyers and partners from around the world.

The pavilion brought together a carefully chosen group of Indian companies, each representing a different facet of the country's growing pet industry capability. Model Exim, Hye Pets, Super Foods, Umayal Pet Foods, Bones N Paws, Kafa International, Fur Ball Story, Sreepadma, Ibrahim Foods, and Ashapura collectively made the case for India as a source of quality, diversity, and competitive strength in the global pet products market. From food and treats to accessories and specialty products, the range on display was a compelling demonstration of what Indian manufacturers are capable of delivering.

The pavilion was conceived as much as a statement of intent as a trade exercise — a chance to show the global industry not just what India makes today, but what it is capable of becoming as a partner in the years ahead. The 'Make in India' spirit that animated the initiative resonated with international visitors, many of whom were encountering these brands for the first time and leaving with a markedly different view of India's place in the global pet industry.

A LANDMARK EDITION AND A LOOK AHEAD

"We are pleased to join the industry in celebrating a successful Interzoo week, which featured excellent discussions, promising business contacts, more than 110 conference sessions and numerous new formats where the pet industry could network, learn and do business," said Dr Rowena Arzt, Head of Exhibitions at WZF

GmbH. "The substantial increase in the number of visitors, notably from Germany, is a positive indication of the industry's confidence in Interzoo. Interzoo is unique worldwide and is quite clearly a trade fair by industry for the industry."

For those who attended, Interzoo 2026 was a reminder of what makes this event irreplaceable, not just the scale and the commerce, but the energy of an industry that is deeply invested in the bond between people and their pets, and in building better products and experiences around it. The next edition is already on the calendar: Interzoo 2028 will take place in Nuremberg from May 23 to 26, 2028.

Sources: *PetfoodIndustry.com* | *Pet Age Magazine* | *De Molenaar* | *Petfood Magazine*



Double the PURRRS, Double the LOVE



By **Sumet Bagwe**

Some of the best things in life are completely unplanned. If you had asked me a few years ago if my home would be run by a dynamic duo of Persian cats, I probably would have laughed. But today, **Jasmine** and **Bagheera** aren't just my pets—they are the absolute heart and soul of our household, and I am so incredibly proud that they've been selected as *Creature Companion Magazine's* **Pets of the Month!**

*Meet My
Furry Family,
Jasmine and
Bagheera!*

Our journey together is a beautiful mix of fate, a little bit of hometown drama, and a whole lot of love.

The Social Butterfly and My Accidental Shadow

It all started with Jasmine. She is a gorgeous, 5-year-old tabby Persian whom I adopted from a friend. She quickly established herself as the queen of the house. Now, if you know anything about the stereotype of aloof, distant cats, Jasmine completely breaks the mold. She is a massive extrovert. The second a guest walks through our front door, she's right there at their feet, demanding belly rubs and acting as the ultimate hostess.



“

They aren't just my pets—they are the absolute heart and soul of our household.



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Then came the plot twist.

During a trip back to my hometown, Jasmine decided to write her own little romantic drama. She managed to slip out of the house for a quick adventure and returned with a secret. A few weeks later, she gave birth to two incredibly handsome baby boys!

To be honest, we only intended to find good homes for the kittens—keeping another cat wasn't on our agenda at all. But **Bagheera**, a striking, jet-black Persian whom we named after the sleek panther from *The Jungle Book*, had other plans. He quietly and completely stole my dad's heart. Before any of us realized what was happening, Bagheera had become an integral part of our family. What started as an "accidental adoption" turned out to be the perfect missing puzzle piece for us.

Now 3 years old, Bagheera is the polar opposite of his mother. While Jasmine craves the spotlight, Bagheera is a total introvert.



Our Daily Reality: If the doorbell rings, Jasmine sprints to the door to greet the newcomer. Bagheera? He instantly vaporizes into thin air, usually finding refuge under a bed until the "intruder" leaves.

A TALE OF TWO PERSONALITIES

Living with this duo is a daily dose of entertainment. Because they are Persians, their dramatic, expressive faces perfectly match their funny antics.

Jasmine's Quirks: She treats our life like a never-ending meet-and-greet. She has zero concept of personal space and will happily plonk herself right onto a stranger's laptop mid-Zoom call.

Bagheera's Sweetness: He is my gentle, silent shadow. He expresses his love in the quietest ways—curling up right next to my dad when the house goes still, or offering a soft, raspy meow when he wants his favorite treats.

A LESSON IN LOVE: BUSTING THE NEUTERING MYTHS



While our story is heartwarming, Jasmine's little adventure taught us a vital lesson that I think every pet parent needs to hear: **the importance of spaying and neutering.**



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Jasmine's unexpected pregnancy is a classic example of how quickly "nature finds a way," even with indoor pets. As soon as her kittens were safely weaned and she was off lactation, I made sure Jasmine was spayed. Bagheera, too, was neutered the moment he hit the appropriate age.

I know there are a lot of misconceptions out there, so as a proud cat dad, let me bust a few myths based on my own experience:

Today, Jasmine and Bagheera live a healthy, happy, and beautifully stress-free life. They remind me every single day that sometimes, the best things in life aren't the ones we plan for, but the ones that sneak into our hearts (and under our beds) and refuse to leave.

Thank you, Creature Companion, for honoring my beautiful babies!

MYTH	REALITY FROM MY HOME
<i>"It changes their personality."</i>	False. Jasmine is just as outgoing as she ever was, and Bagheera is still his sweet, quiet self. It didn't change who they are; it just made them calmer and happier. Infact for some time Bagheera decided to be an extrovert but then shaped back to being the introvert self
<i>"Indoor cats don't need it."</i>	False. As Jasmine proved to us, all it takes is a split second through an open door. Plus, it protects them from severe health risks later in life.
<i>"It's cruel to stop them from having kittens."</i>	False. Cats don't feel like they are missing out on parenthood. Spaying and neutering actually protect them from painful uterine infections and cancers.
<i>"Cats become fat and lethargic"</i>	Right nutrition and care ensures that they continue to have a great healthy and are fit.



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LEGAL PET BIRDS IN INDIA

Your Complete Guide to Feathered Companions



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Bringing a bird home is a decision that fills a house with colour, song, and personality. But in India, the choice of which bird you can legally keep is shaped by a law that many first-time pet owners overlook entirely.

Under the Wildlife Protection Act, 1972, it is strictly illegal to capture, trade, or keep any native Indian bird as a pet. This includes species as common as the rose-ringed parakeet, the common myna, and the house sparrow. Violators risk imprisonment of up to three years and hefty fines. The silver lining, however, is that the world of legal, exotic, and captive-bred birds available in India is genuinely rich, and there is a species suited to almost every lifestyle and home.

Small Birds: Big Personalities in Compact Packages

For beginners, apartment dwellers, or anyone new to avian care, small birds are the ideal starting point.

Budgerigars (Budgies) are India's most popular pet bird, and for good reason. These small, vividly coloured parakeets from Australia are sociable, relatively quiet, and capable of mimicking simple words and whistles. They thrive on daily interaction and are content in modestly sized cages, making them perfect for urban living.

Lovebirds live up to their name. Highly affectionate and deeply social, they form strong pair bonds and do best when kept with a companion. A lone lovebird requires



significant daily attention from its owner to stay emotionally balanced. Their compact size and gentle chirping make them excellent flat companions.

Finches and Canaries are ideal for owners who appreciate birds as

living decor rather than hands-on companions. They do not enjoy being handled but reward their keepers with near-constant, melodic song. Canaries in particular are celebrated singers, while finches are best kept in small flocks where they entertain each other effortlessly.

Medium Parrots: Intelligent and Interactive

Step up in commitment, and the rewards multiply.

Cockatiels are widely regarded as the friendliest bird in the parrot family. Affectionate, trainable, and fond of whistling tunes, they bond closely with family members and adapt well to home routines. They are an excellent bridge species for owners ready to move beyond beginner birds.

Sun Conures are striking, vivid orange and yellow, playful, and cuddly. The one caveat is their voice. Sun Conures are loud, and their calls carry easily through walls. They suit homes with outdoor space far better than apartments.



Indian Ringneck Parakeets while native to India, can be legally kept in specific captive-bred colour mutations, lutino, albino, and blue variants are widely available. They are exceptional

talkers, sometimes developing vocabularies of over 200 words, but their independent streak means they require patient, consistent training from an experienced owner.

Large Parrots: A Lifetime Commitment



African Grey

Parrots are widely considered the most cognitively sophisticated of all pet birds. They contextualise speech, solve problems, and form intense emotional attachments. With a lifespan of up to 60 years, adopting one is genuinely a lifelong relationship.

Macaws are the jewels of the avian world, enormous, brilliantly coloured, and deeply loyal to their owners. They require large aviaries, a varied diet of fresh fruits, nuts, and pellets, and several hours of daily social engagement. They are not beginner birds, but in the right hands, they are unparalleled companions.

BEFORE YOU BUY

Always purchase from a CITES-licensed breeder or registered pet store. Request documentation proving the bird's captive-bred origin, and avoid informal street markets entirely. A responsibly sourced bird is healthier, better socialised, and crucially, legal.

The right bird, chosen carefully and cared for well, will repay you with years of companionship, colour, and song.

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VALUE NEST

Sources: Wildlife Protection Act, 1972
Supertails.com Dial4Trade · PetIndiaOnline
Moneycontrol | TheSprucePets

RAISING THE BAR

How Paaplu is Redefining Everyday Pet Essentials

For many pet parents, dogs are more than just pets; they are the catalyst for a profound love on all animals.

Meet **Paaplu**, founded in Pune by **Rahul D Mudliar**, Paaplu was born from a deeply personal place. Alan, his dog, was the one who made him fall in love with all dogs, and animals. He always felt, more than just care, Alan deserves comfort and dignity. He saw that despite the growth in pet industry, there was a glaring lack of options in high-quality, functional essentials for conscious dog parents, especially in India. That's why he built Paaplu. Their heart extends beyond their products; driven by a promise made to a pup he lost named Casper, Paaplu is committed to initiatives that support homeless dogs & animals.

THE UNCOMPROMISING PRODUCT PHILOSOPHY

What truly sets Paaplu apart in a crowded market is its **strict product philosophy**. Every Paaplu product is held to an exacting standard: it must be structurally reliable in real-life use, significantly more durable than standard options, and made with uncompromising material quality. These

are not repurposed human accessories; they are specifically engineered for dogs. **The brand operates on a simple, non-negotiable rule: if a product does not feel dramatically superior in hand instantly, it does not go to market.**

ENGINEERING THE EVERYDAY ESSENTIAL

This commitment to technical superiority is evident in Paaplu's core product line, where everyday pain points are solved through thoughtful engineering.

Paaplu Dog Collar Pro: Traditional nylon collars act like sponges, trapping moisture and bacteria that cause the dreaded "wet dog smell" and skin irritation. The Paaplu Collar Pro eliminates this cycle with its signature 100% waterproof sandwich webbing. Featuring a high-strength internal thread core fused with a soft-touch silicone exterior, it is bacteria-resistant, virtually indestructible, and secured with a robust metal buckle for quick attachment and release.

Paaplu Dog Leash Pro: A leash is a direct line of communication between dog and parent. To prevent friction burns and ensure a secure grip during sudden lunges, Paaplu designed the Leash Pro using the same waterproof, odourless webbing technology. It seamlessly blends tactical strength with a refined design, anchored by a robust metal carabiner. And, they're launching an ultimate '**Paaplu Dog Harness Pro**', using the same robust & functional materials shortly.

Paaplu Ultra-Light Dog Jacket: Eliminating the bulk of ordinary pet wear, this jacket provides essential warmth while remaining cloud-soft. Built with a high-loft micro-fibre fill and a refined nylon shell, it is breathable, wind-resistant, and moves naturally with the dog. Fully reversible, it offers two sophisticated looks—Mint and Burgundy—in one effortless silhouette, complete with a compact travel pouch.

For industry professionals and devoted pet parents alike, Paaplu proves that when it comes to our dogs, settling for available standard is no longer necessary.

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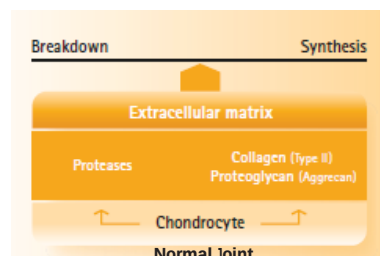
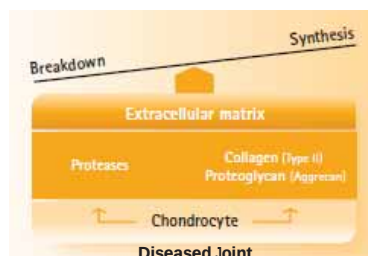
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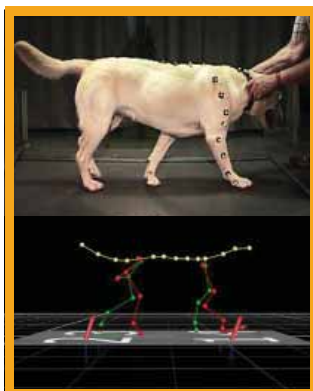
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EPILEPSY AND SEIZURES: NEUROMATE

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

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

THE MASTER ORCHESTRA CONDUCTOR: THE BRAIN.

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



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

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

trail to follow, or a challenging training exercise.

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

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

significantly negatively influence a dog's quality of life.

WHAT ARE THE CAUSES OF EPILEPSY?

Since many different disorders have the potential to cause it, epilepsy should be viewed as a general word. Our body is comparable to a flawless, well-planned play. The brain ultimately depends on all other organs for proper function. Technically speaking, the brain connects to many bodily parts through the neural network and neurons. Let's quickly review all the things that could contribute to epileptic seizures. Here's a list of all possible factors that can possibly lead to seizures-

1 Genetic Predisposition:

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

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

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

2 Structural Abnormalities in the Brain:

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

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

3 Toxic Exposures:

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

Ingestion of substances like-

- lead
- pesticides
- fertilizers
- toxic plants

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

4 Infectious Diseases:

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

- Distemper
- Encephalitis
- Meningitis/brain
- Abscesses

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

5 Head Trauma:

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

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

6 Developmental Disorders:

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





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7 Idiopathic Reasons:

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

DETECTING SEIZURES: A STEP-TO-STEP GUIDE.

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

Step 1: Observe Changes in Behaviour

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

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

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

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

Step 3: Identify the Seizure Activity

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

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

Step 4: Note the Duration and Frequency

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

Keep track of how often you have seizures.

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

Step 5: Document the Seizure

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

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

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

Step 6: Ensure a Safe Environment

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

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

Step 7: Contact Your Veterinarian

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

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

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

Step 8: Consider Treatment Options

Your veterinarian may advise treatment to control the problem



depending on the frequency and intensity of the seizures.

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

Step 9: Maintain a Seizure Diary

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

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

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

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

a complete management plan to maintain your pet's health.

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

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

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

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



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The Overprotective Cat Parent's Guide to Physical Activity

What Your Feline Really Needs

By **Simran Sharma**

Modern pet parenting has evolved into something profound. Cats are no longer just animals who curl up on the couch, they are family. They have birthdays, Instagram accounts, and vet appointments booked months in advance. But here is the fascinating paradox of cat parenting: the more we love them, the harder it is to know when to step in and when to simply let them be.



Cats are fiercely independent. They do not fetch on command, they do not follow a jogging schedule, and they will absolutely judge you for trying to put them in a stroller. Yet beneath that graceful indifference lies a creature with very real physical needs, that shift dramatically depending on their age and life stage.

Here is what every devoted cat parent should know.

WHY PHYSICAL ACTIVITY MATTERS, EVEN FOR A CAT WHO "DOES NOTHING ALL DAY"

Before diving into life stages, let us address the elephant (or rather, the very still cat) in the room. Cats sleep an average of 15 hours a day, with kittens and seniors stretching that to nearly 20. So when does exercise happen?

The answer: in short, intense bursts. Cats naturally distribute 30 to 60 brief activity episodes throughout the day, each lasting anywhere from 15 seconds to 2 minutes. This is not laziness, it is evolution. And understanding this rhythm is the first step to monitoring activity gently and without disruption.



Physical activity in cats supports healthy weight maintenance, strong joints, mental stimulation, and emotional wellbeing. Studies have also found that overweight cats have significantly lower voluntary physical activity, around 60% less than their lean counterparts, creating a cycle that is much easier to prevent than reverse.

ACTIVITY BY LIFE STAGE: A GENTLE GUIDE

Kittens (0–6 months): The Chaos Stage

Kittens are essentially tiny tornadoes. They see your home as one enormous, thrilling activity centre. At this stage, play is not optional, it is how they develop motor skills, coordination, and social behaviour. Aim for several short play sessions daily using wand toys and items they can physically "catch." Avoid laser pointers, which can create frustration since the cat can never complete the natural prey sequence of pouncing and catching.

Juniors (6 months – 2 years): Finding Their Rhythm

Young adult cats are still highly energetic but beginning to develop their personality and routines. Interactive toys, puzzle feeders, and hide-and-seek games are ideal. This is also a good stage to introduce vertical spaces, cat trees, wall shelves, and climbing structures, as cats love to survey their environment from height.

Prime Adults (3–6 years): Peak Health, Stable Energy

During the prime stage, cats are at their healthiest and most physically capable. Their personalities have settled, they maintain excellent muscle tone, and their energy levels are consistent. This is often the easiest period of cat ownership, but it is also when establishing good movement habits matters most. Two play sessions a day of around 10–15 minutes each are ideal, combined with enrichment tools like puzzle feeders to keep the mind sharp.



Mature Adults (7–10 years): The Subtle Slowdown

Here is where attentive cat parents need to pay closer attention. Mature cats begin slowing down gradually, metabolism shifts, activity levels quietly decrease, and early signs of arthritis can emerge. Watch for reduced jumping, stiffness after resting, or reluctance to use climbing structures they once loved. Gentler, shorter play sessions and orthopedic resting spots become more important at this stage.

Senior & Geriatric Cats (11+ years): Less Is Still Something

Senior cats may sleep even more and prefer quiet routines over stimulation. However, complete inactivity is not healthy either. Light daily movement, even a slow wander around the home, a few minutes with a gentle toy, or a window perch to watch birds, keeps joints mobile and minds engaged. Changes in sleep patterns can also be early signs of cognitive decline, making observation a quiet but important daily habit.



HOW TO MONITOR ACTIVITY WITHOUT HOVERING

The good news for overprotective cat parents: monitoring does not mean micromanaging. Here are gentle, non-intrusive ways to stay informed.

Observe their baseline. Spend a few days simply noting when your cat is active, for how long, and what triggers movement, light through a window, feeding time, your own presence. This creates a personal movement signature unique to your cat, far more useful than any textbook average.

Track behavioural changes. Sudden drops in activity, excessive hiding, changes in vocalisation, or new aggression during what used to be cuddle time are all signs worth a vet conversation. A quiet cat going quieter, or a sociable cat withdrawing, are gentle red flags.

Use technology wisely. Activity trackers designed for cats, such as those that attach to collars, can monitor daily movement, track sleep quality, and alert you to sudden spikes

or drops. These are particularly useful for outdoor cats or those prone to weight gain.

Watch the weight. A monthly at-home weigh-in (simply weigh yourself holding your cat, then subtract your own weight) can catch gradual changes early. Unexplained weight gain or loss often connects directly to changes in activity levels.

THE GOLDEN RULE: FOLLOW THEIR LEAD, NOT YOUR ANXIETY

The most important thing a cat parent can do is observe without imposing. Cats communicate their needs through behaviour, body language, and routine. When something shifts, even subtly, that is your cue to pay attention.

You do not need to force a 10-year-old cat to chase a feather wand for 20 minutes. But you do need to notice when the cat who once leapt onto the kitchen counter has quietly stopped trying.

Loving a cat well means learning to read the silences.





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Homeopathy for Pets

A Holistic Approach to Pet Wellness



Image Source: freepik

By **Akshay Prakash**

Chief Executive Officer, P S VAT PHARMA

Canine Parvovirus (commonly known as Parvo) is a highly contagious viral disease that poses a significant threat to dogs, particularly unvaccinated puppies. The virus primarily targets the gastrointestinal tract and immune system, leading to symptoms such as severe diarrhea, vomiting, dehydration, and extreme lethargy. Immediate medical attention is crucial for survival. However, alongside conventional veterinary treatments, our homeopathic products like Parvonil have emerged as supportive solutions for managing Parvo and aiding recovery.

UNDERSTANDING PARVO AND ITS CHALLENGES

Parvo is known for its rapid progression and high mortality rate,

especially in young or immune-compromised dogs. The disease damages the lining of the intestines, leading to severe fluid loss and impairing nutrient absorption. Coupled with a weakened immune response, affected dogs become highly vulnerable to secondary infections. Comprehensive treatment, including hydration, symptom management, and immune support, is essential for recovery.

THE ROLE OF PARVONIL IN PARVO MANAGEMENT

Parvonil is a homeopathic formulation specifically designed to support dogs battling Parvo. Its gentle, holistic approach complements traditional veterinary treatments by focusing on symptom relief, immune enhancement, and promoting overall



Akshay Prakash

recovery. While Parvonil is not a stand alone treatment for Parvo, its use alongside standard veterinary care can significantly improve the dog's quality of life during the recovery phase.

BENEFITS OF INCORPORATING PARVONIL

1. Symptom Relief

Parvo often causes severe gastrointestinal distress. Parvonil is formulated to help alleviate symptoms like diarrhea and vomiting, contributing to improved comfort and hydration management.

2. Immune System Support

With the immune system under attack, dogs require additional support to combat the virus. Parvonil enhances natural defenses, aiding the body's fight against the disease and reducing the risk of complications.

3. Enhanced Vitality

Parvo leaves dogs weak and lethargic. By addressing underlying imbalances, Parvonil helps restore energy levels, supporting the dog's ability to recover strength.

4. Safe and Non-Invasive

As a homeopathic product, Parvonil is free from harsh chemicals and is safe for use in dogs of all ages, making it



an ideal addition to a recovery regimen.

CONCLUSION

Canine Parvovirus is a formidable disease, but with timely intervention and a combination of conventional and homeopathic care, recovery is possible. Parvonil offers a compassionate and effective way to support dogs during this challenging time, addressing both physical symptoms and overall well-being.





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Lulu & Daisy

The Fresh Food Revolution Coming to India



Lulu & Daisy is redefining pet nutrition in India with a simple belief: dogs deserve real food made with real ingredients. Founded by dog lovers Samir Chaudhary and Malika Khan, the brand was born out of a growing frustration with heavily processed pet food that prioritised shelf life and convenience over actual canine health.

At a time when more pet parents are questioning what goes into their dog's bowl, Lulu & Daisy offers a refreshingly transparent alternative — fresh meals, slow-simmered bone broths, and natural treats made with human-grade ingredients and guided by veterinary nutrition.

A key part of the brand's philosophy comes from co-founder Malika Khan, a Le Cordon Bleu trained chef with over 15 years of culinary experience. Bringing together classical culinary training and a deep passion for animal wellness, Malika approaches

“Our goal was never to create just another pet food brand,” says Samir Chaudhary, co-founder of Lulu & Daisy. “We wanted to create food that genuinely made sense for dogs — food you can recognise, understand, and feel good about serving every single day.”

pet nutrition much like she would human food — with an emphasis on ingredient quality, balance, freshness, and thoughtful preparation.

“Food is care,” says Malika. “Dogs may not speak our language, but their health reflects what we feed them every day. We wanted to create meals that feel nourishing, biologically appropriate, and deeply comforting — not ultra-processed or artificial.”

Unlike conventional pet food, Lulu & Daisy's meals are gently

cooked in small batches to help preserve nutrients while improving digestibility and palatability. Their recipes feature thoughtfully selected ingredients such as whole meats, organ cuts, sardines, fresh vegetables, lentils, seeds, herbs, and functional superfoods — all chosen with purpose and balanced alongside veterinary nutritionists.

The brand's philosophy centres around addressing some of the most common concerns faced by modern pet parents today: digestive issues, skin allergies, low energy levels, picky eating, and overdependence on supplements. By focusing on fresh, biologically appropriate nutrition, Lulu & Daisy aims to support better gut health, healthier coats, stronger immunity, and sustained energy naturally through food.

Beyond fresh meals, the company has also built a growing range of oven-baked and dehydrated treats designed for everyday wellness. Made with limited ingredients and minimal processing, many of the

treats are naturally hypoallergenic and suited for dogs with food sensitivities or delicate stomachs. From single-ingredient chicken jerky and dehydrated liver treats to gently baked functional recipes, the range reflects the brand's larger commitment to clean nutrition without unnecessary fillers, preservatives, or artificial additives.

One of the standout aspects of Lulu & Daisy is its transparency. Every recipe clearly lists its ingredients, with no hidden by-products or vague labelling practices. The company is FSSAI registered and continues to combine culinary thinking with veterinary guidance to create food that feels both trustworthy and deeply intentional.

As India's pet care industry evolves, Lulu & Daisy represents a larger shift toward conscious pet parenting and ingredient-first nutrition. By



challenging long-held assumptions around commercial pet food, the brand is helping more families understand that fresh, thoughtfully prepared meals are not simply a luxury for dogs — but something they are naturally built to thrive on.

With a growing community of loyal customers and an expanding

portfolio of fresh nutrition products, Lulu & Daisy is quickly becoming one of the most exciting names in India's modern pet wellness space — one bowl at a time.

For further information:
www.luluanddaisy.com

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Why groomers are becoming one of the most influential voices in the pet industry

By Andrea Cyrill Khurana*

I didn't set out to spend 18 years fighting for groomers to be taken seriously. I set out to groom dogs well. The fighting came later, once I understood what the job actually was and how little the industry around it understood that.

When I started, grooming in India was barely a profession. It was something you did on the side, something people assumed you fell into because you liked animals and didn't have other options. Nobody talked about anatomy. Nobody talked about skin science or breed-specific



coat structure or how to read a dog's stress response before it became a bite. You watched someone, you practiced, and eventually you called yourself a groomer.

I went abroad to get certified because there was no other way. I competed internationally because I needed to know where I actually stood. What I found, every time I sat in a room with formally trained groomers from Australia, Europe, the US, was that they thought differently. Not just better technique, but a different relationship with what they were doing and why it mattered.

That gap has bothered me ever since. Still does.

THE GROOMER SEES EVERYTHING

A dog visits the groomer every one to six weeks. A cat every six to twelve weeks. No other professional in the pet care ecosystem touches an animal that frequently, that thoroughly, or that consistently across its life.

In that time, a skilled groomer notices things. A lump that wasn't there last month. A skin condition worsening despite the owner's new shampoo. A coat texture change that points to something dietary. Weight fluctuation. Lethargy. Anxiety patterns. A groomer who knows what they're looking for is, functionally, an early-warning system for a pet's health and welfare.

I've had groomers in my network flag potential hypothyroidism, early-stage mange, lumps that turned out to be cancerous, and liver disease in dogs whose owners had no idea anything was wrong. They didn't diagnose. They referred. And that referral changed the outcome.

This is not anecdotal. It's a structural fact about how often groomers interact with pets and how those interactions involve.

FROM SERVICE PROVIDER TO WELLNESS OBSERVER

The industry still categorises grooming as a service, which is accurate in a business sense but misleading in every other sense. A groom is not just a bath and a haircut. It's a full-body assessment. It's a conversation about what the owner is feeding, what products they're using at home, how the dog has been behaving. Groomers absorb this information constantly, whether or not anyone has formally asked them to.

The ones who are trained well use it. They cross-reference coat health with diet. They notice correlations between a switch in protein source and a flare in skin irritation. They've seen what a grain-heavy diet looks like on a Bichon's skin versus what a high-fat raw diet does to a Schnauzer's coat. This is accumulated, specific, breed-sensitive knowledge that most pet owners cannot get anywhere else and that takes years to build.



“

A skilled groomer is an early-warning system for a pet's health.



THE RELATIONSHIP NOBODY IS TALKING ABOUT

A groomer with a loyal clientele of two hundred dogs does not have two hundred customers. They have two hundred relationships.

They know the dog's name, its quirks, which ear it hates having touched, what it was like as a puppy versus now at seven years old. They know the owner's life sometimes better than the owner's own friends do, because grooming appointments are exactly the kind of low-stakes, recurring, unhurried settings where people talk. Where they mention the divorce, the new baby, the move, the rescue they just brought home. A good groomer holds all of that, appointment after appointment, year after year.

That context changes everything about how a recommendation lands.

When I tell a client I've been using a particular conditioner for sensitive skin and I think it would help their dog, I'm not a stranger making a pitch. I'm the person who has been washing their dog since it was twelve weeks old. They don't go home and Google it. They buy it. Because the recommendation comes with years of history behind it, and history is the one thing an advertisement cannot manufacture.



This is what brands fundamentally misunderstand when they think about working with groomers. They treat it as sampling. Leave a few bottles, get some feedback, maybe a social post. That is a transactional approach to a relational asset, and it captures almost none of the actual value.

ON THE SUBJECT OF FREE GROOMING

I want to say something directly here because it comes up constantly and it needs to be said plainly.

Offering free grooming as a product promotion is one of the most damaging things a brand can do to this profession. And most brands don't even realise they're doing damage.

Here's what it communicates, whether you intend it or not: that the groomer's time, skill, and professional judgment are worth nothing on their own. That the grooming is a vehicle for shifting product, not a service with its own value. That a qualified person who has spent years learning animal behaviour, skin science, breed standards, and safe handling technique should be grateful for the exposure.

A dermatologist doesn't offer free consultations so a skincare brand can hand out samples in the waiting room. A physiotherapist doesn't discount their sessions so a supplement company can get access to their patients. But brands do this to groomers regularly and expect them to feel like partners in the process.

The groomer-client relationship carries weight precisely because it is built on trust. When a brand tries to leverage that relationship by treating the groomer as a free



service prop, it erodes the very thing that made the relationship valuable in the first place. You don't get the recommendation engine by undermining the recommender.

WHY BRANDS SHOULD TAKE THIS SERIOUSLY

When a groomer recommends a shampoo, pet owners listen. When a groomer says a food is doing something to a dog's coat, the owner goes home and reads the label. When a groomer expresses concern, it carries weight because the groomer is the person who has spent years watching that specific pet.

That is not influencer reach. That is trusted advisor status. A different kind of authority entirely, and it converts differently.

Compare this to what most pet brands spend on social media partnerships. A pet influencer with 300,000 followers posts a reel, engagement is decent, conversion is nearly impossible to trace. The groomer with 200 loyal clients recommends the same product across every appointment for three months. Conversion is immediate. The groomer who works with a premium brand isn't just a user of that product. They're a living endorsement inside a relationship the brand could never build on its own.

And here's the part that gets overlooked. It doesn't matter whether

that groomer works independently out of a small salon or services the most well-heeled clientele in the city. The dynamic is the same. The pet owner trusts the person standing in front of their pet, not the label on the bottle. The groomer is the last mile. The most important mile.

The brands investing in groomers, not just sending them samples but genuinely showing up for the profession, are the ones building something real. A groomer who understands the science behind a product can explain it in a way that sticks. A groomer who only received a freebie can only offer an opinion. One becomes a repeat recommendation engine. The other is a one-time mention.

The question worth asking is not whether groomers have influence. Eighteen years in this industry have shown me they do, consistently, quietly, and in rooms no sponsored post will ever reach. The question is whether brands are willing to show up for that relationship the way groomers have always shown up for theirs.



* Andrea Cyrill Khurana - Founder of Petsburgh International Grooming Academy, Founder-President of the Professional Pet Groomers Association of India (PPGAI), International Certified Master groomer, International speaker and advocate for the recognition of professional pet services.

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Doctor Petlittle: Grooming with Probiotics



INTERVIEW



*In conversation with **Natalia Doshi, Founder of Doctor Petlittle**, she delves into the serious gaps lacking in the grooming sector, importance of probiotics in pet skin health, and their different ranges for dogs and cats.*

Q: HOW HAS THE TRAJECTORY OF YOUR BRAND BEEN SO FAR IN THE PET INDUSTRY? WHAT ARE THE MAJOR GAPS THAT EXIST IN THE GROOMING SECTOR?

A: The response has been incredible. The love from pet parents and the recent launch of our cats range, has validated everything we set out to do. The core gap we are solving is the complete lack of regulation in India's grooming space where sub-standard and harsh products face no accountability. With that, layer on our climate with the heat, humidity, hard water, dust, and pollution, and you have a recipe for rising skin infections and allergies that most pet parents are unprepared for.

Doctor Petlittle was born to bridge that gap, made for India, priced for India, and built to genuinely care for every pet here.

Q: PROBIOTICS IN PET GROOMING IS STILL IN ITS NASCENT STAGES. WHAT STEPS ARE YOU TAKING TO EDUCATE PET PARENTS ON THE SCIENCE BEHIND BALANCING SKIN MICROBIOME AND WHAT IS THE IMPORTANCE OF THE SAME?

A: The most common question we still get is if they have to eat it, and that is our cue to start from scratch. A pet's skin has its own microbiome a living ecosystem that needs nurturing, not stripping,

and that the itching, redness, and odour most pets experience is a direct consequence of products that do the latter. We position it as skincare for pets. It is not a medicine, but is rooted in consistent and preventative care, like humans. We reinforce this through vets, groomers, pet parents, and community content, with one goal: shifting mindsets from reactive grooming to proactive skin health.

Q: A RANGE THAT IS VEGAN, CRUELTY-FREE, SULPHATE FREE, PH BALANCED, AND DESIGNED FOR TROPICAL CLIMATES REQUIRES COMPLEX FORMULAS AND R&D. HOW WAS THE PROCESS LIKE FOR YOU AND HOW LONG DID IT TAKE?

A: It was a long and humbling road. We tried benchmark against the best international brands, while I was living overseas, and that became our quality baseline. We started formulating in the US, but shifted manufacturing to India, which meant restarting the process entirely. The hardest challenge was stability. Probiotics are a delicate ingredient, and getting them to hold their efficacy in Indian heat and humidity was a challenge. We were originally set to launch dogs and cats together, but we weren't

satisfied with the cats' formulations and had pushed it back. We only want to put our name on something we'd be proud to use ourselves.

Q: YOU RECENTLY EXPANDED FROM DOGS INTO CATS WITH THE LAUNCH OF DOCTOR CATLITTLE. WHAT DROVE THAT DECISION, AND HOW DIFFERENT WAS THE FORMULATION PROCESS FOR FELINES COMPARED TO YOUR EXISTING CANINE RANGE?

A: We always set out to build a brand for all pets, but this expansion was as much about product integrity as ambition. Most brands use the same formulations across dogs and cats, which is genuinely problematic. Cats have more delicate skin, need gentler cleansing, a different pH, and are far more sensitive to fragrance, even from natural ingredients. Cats also self-groom constantly, so every leave-in product had to be formulated with ingestion safety front of mind. That's why our dry shampoos are non-foaming: foam residue contributes to matting and poses real risk for cats that lick frequently. Every decision came from listening to what pets actually need, not just adapting what already existed.

Most brands use the same formulations across dogs and cats, which is genuinely problematic.



Q: THE INDIAN PET CARE MARKET IS GROWING RAPIDLY BUT IS ALSO BECOMING INCREASINGLY CROWDED. WHAT IS DOCTOR PETLITTLE'S CORE DIFFERENTIATOR AND HOW DO YOU ENSURE THAT "PREMIUM, SCIENCE-BACKED, ETHICAL GROOMING" IS A MESSAGE THAT CUTS THROUGH THE NOISE FOR TODAY'S PAWRENTS?

A: Most pet parents want the best for their furbabies, they just do not always know what's available. The moment we explain what probiotics do for a pet's skin, something clicks, and almost every parent we've spoken to has chosen to give us a shot. When they do, they come back and that retention is the product working, not marketing.

In a crowded market full of generic claims, we lead with science and specificity: made for Indian conditions, formulated for the pet's actual skin biology. We win by earning trust through education and results, and that's what creates loyalty.

Q: LOOKING AHEAD, WHAT DOES THE NEXT CHAPTER OF DOCTOR PETLITTLE LOOK LIKE? ARE THERE NEW PRODUCT CATEGORIES, INTERNATIONAL EXPANSION, OR INNOVATIONS IN THE PIPELINE THAT PET LOVERS CAN LOOK FORWARD TO?

A: A lot is in motion. We are now officially Doctor Petlittle, the parent brand housing both Doctor



Doglittle and Doctor Catlittle, giving each the space to grow in their own right. Our immediate priority is accessibility we've been online-first, but too many pet parents tell us they can't find us near them, so we're actively building for offline retail.

We are also constantly in conversation with pet parents, groomers, and vets, and those conversations directly shape a product pipeline that's fuller than ever for both ranges. I cannot say too much just yet, but the best of Doctor Petlittle is still ahead!



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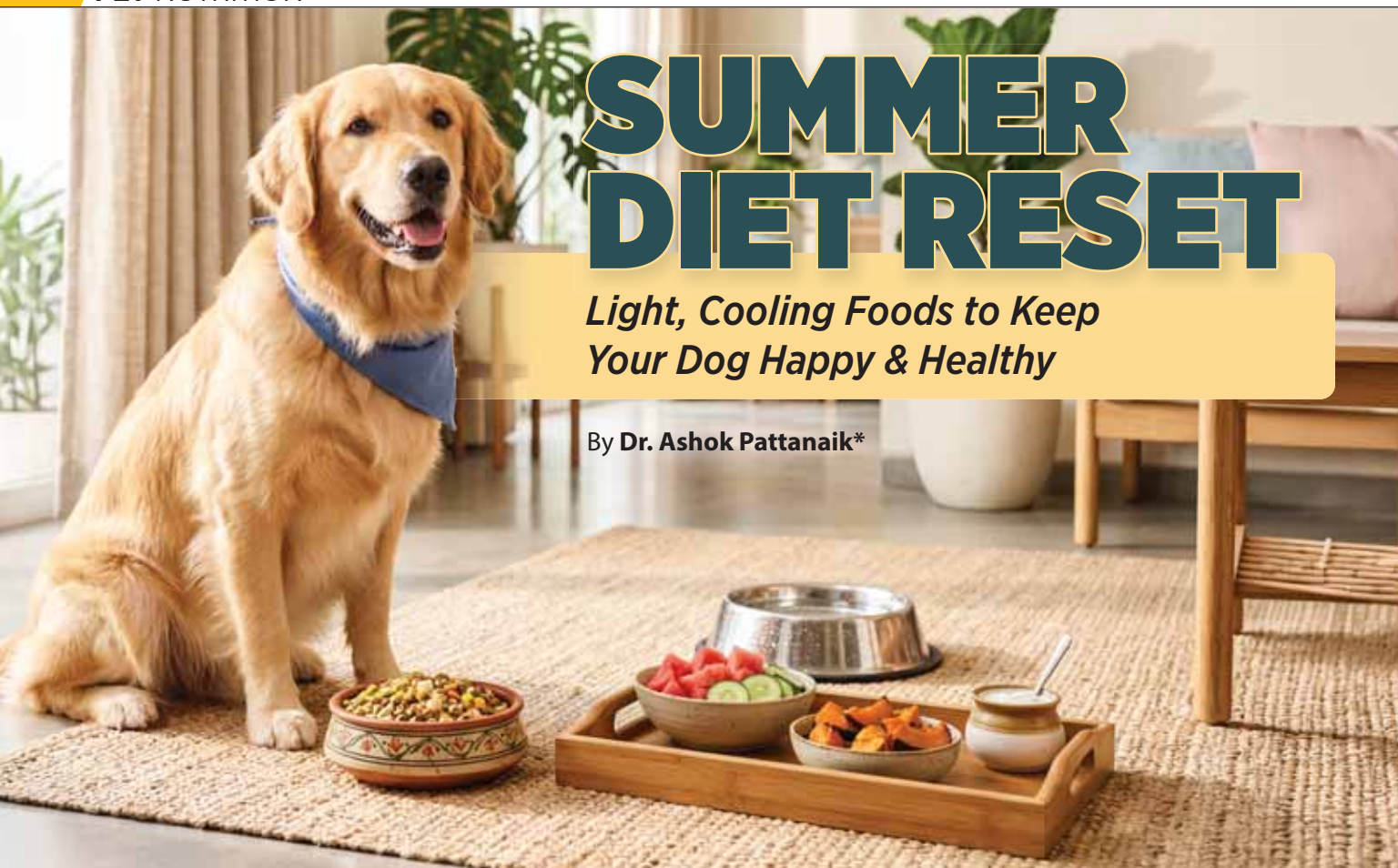
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SUMMER DIET RESET

Light, Cooling Foods to Keep Your Dog Happy & Healthy

By Dr. Ashok Pattanaik*



Veterinary clinics often see a spike in dehydration and digestive complaints in pets during peak summer months. Dogs are more prone to dehydration, heat stress, reduced appetite, and digestive discomfort during this time. Much like humans, their dietary needs shift with the season making it essential for pet parents to rethink feeding habits and adopt a “summer diet reset” that prioritizes light, cooling, and easily digestible foods.

WHY SUMMER NUTRITION MATTERS

A dog's gut plays a central role in overall health impacting digestion, immunity, energy levels, and even skin condition. With over 70% of the immune system linked to the gut, any seasonal disruption can affect overall wellbeing. In fact, digestive concerns

account for a significant portion of veterinary visits, especially during warmer months when food spoilage and hydration issues are more common.

SIGNS YOUR DOG NEEDS A SUMMER DIET RESET

During summer, subtle changes in your dog's behaviour can signal a need for a dietary reset. You may

notice **reduced appetite** or **selective eating**, along with **lethargy** or **lower energy levels**. Digestive issues such as loose stools or discomfort can also emerge, while excessive panting may indicate dehydration. Additionally, a dull coat or increased shedding can be signs of nutritional imbalance. Together, these symptoms often suggest the need for lighter, more gut-friendly nutrition better suited for warmer weather.

BUILDING A SUMMER-FRIENDLY DIET

1 Focus on Hydration-Rich Foods

Hydration is critical in summer. Incorporate high moisture (water-rich), pet-safe foods. These not only help maintain fluid and electrolyte balance but also support digestion.



2 Light & Easily Digestible Meals

Heavy, fatty meals can strain digestion in hot weather. Opt for easily digestible proteins, paired with balanced carbohydrates and fibre. Smaller, more frequent meals can also help maintain energy without overwhelming the digestive system.

3 Prioritize Fibre & Prebiotics

Dietary fibre supports smooth digestion and helps maintain a healthy gut microbiome. Prebiotics - essentially food for good bacteria - help sustain this balance, improving nutrient absorption and immunity.

4 Avoid Over-Reliance on Home-Cooked Diets

While home-cooked meals are made with care, studies have shown that a large percentage lack essential nutrients. Summer diets must still be nutritionally

complete; deficiencies in protein, minerals, or vitamins can weaken immunity when dogs need it most.

THE ROLE OF SCIENTIFICALLY FORMULATED PET FOOD

A balanced, scientifically developed pet food ensures your dog receives the right mix of nutrients like proteins, fats, carbohydrates, vitamins, minerals, and fibre in the correct proportions. This becomes even more important in summer, when digestion and immunity need additional support.

Look for pet food that provides adequate protein to support muscle maintenance, along with balanced fats that deliver energy without feeling too heavy. It should also contain around 2–4% fibre to aid gut health, as well as added prebiotics and probiotics for better digestion and gut health. Additionally, ensure it includes essential micronutrients such as zinc, iron, and omega-3 fatty acids to support overall health and immunity.



Equally important is choosing formulations suited for Indian conditions considering climate, breed diversity, and lifestyle factors.

FEEDING PRACTICES FOR SUMMER

Maintain consistent meal timings, ideally during the cooler parts of the day such as early morning or late evening, and ensure your dog always has access to fresh, clean water. Avoid leaving food out for extended periods to prevent spoilage, and adjust portion sizes based on any decrease in activity levels to support overall health.

A HEALTHIER, HAPPIER SUMMER

A thoughtful shift in diet can go a long way in keeping your dog comfortable and healthy through the summer months. By focusing on hydration, gut health, and balanced nutrition, pet parents can help their dogs stay active, resilient, and full of life even in rising temperatures.

After all, a happy gut leads to a happy dog and there's no better time than summer to reset and rebuild that foundation.

* Dr. Ashok Pattanaik, Head, Research & Development, Godrej Pet Care (maker of Godrej Ninja pet food for dogs)



FRESHNESS YOU CAN TRUST

The Science Behind Drools Fresh Food Packaging



Feed real. Feed clean.



When pet parents choose food for their dogs and cats, they often focus on ingredients, protein levels, and nutritional benefits. While these factors are important, there is another critical element that influences food quality long after production—**packaging**.

Even the most nutritious recipe can lose its freshness, aroma, texture, and nutritional integrity if it is not properly protected during storage and transportation. As pet nutrition continues to evolve and fresh food gains popularity, packaging technology has become an essential part of delivering quality from the manufacturing facility to the feeding bowl.

At Drools, ensuring freshness and food safety goes beyond formulation. It extends to how food is protected,

stored, transported, and served. This is where **Tetra Recart® packaging** helps maintain the quality and freshness of Drools Fresh Food.

WHY PACKAGING MATTERS

Once pet food is manufactured, it begins a journey through warehouses, transportation networks, re-tail shelves, and eventually into pet parents' homes. During this time, food can be exposed to factors that may affect its quality, including:

- Oxygen
- Light
- Moisture
- Heat
- Environmental contamination

These factors can gradually impact flavour, aroma, texture, and nutrient stability. Fats may oxidise when exposed to oxygen, affecting taste and palatability, while certain vitamins can be sensitive to prolonged exposure to light and environmental conditions.

For wet and fresh-style pet foods, which naturally contain higher moisture levels than dry kibble, maintaining freshness becomes even more important. This is why packaging is much more than a container, it is an active part of protecting the food.

PROTECTING FRESHNESS AND NUTRITION

One of the biggest challenges in food preservation is limiting exposure to oxygen, light, and contamination. Tetra Recart packaging creates a barrier between the food and the external environment, helping reduce exposure to these elements.

This protection helps maintain the food's aroma, taste, texture, and overall eating experience. It also supports the preservation of nutritional quality by reducing factors that can contribute to fat oxidation and nutrient degradation over time.

While packaging alone cannot determine a food's nutritional value, it plays an important supporting role alongside ingredient quality, formulation, processing, and storage.

THE SCIENCE BEHIND SHELF STABILITY

One of the key advantages of Tetra Recart packaging is its compatibility with **retort processing**, also known as commercial sterilisation.

During production, the food is:

1. Filled into the package.
2. Hermetically sealed.
3. Heat-treated under carefully controlled temperature and pressure conditions.

This process destroys harmful microorganisms and spoilage-causing organisms while helping ensure food safety. Once sterilised, the package remains sealed, preventing recontamination from the external environment.

The result is a product that can remain shelf-stable for extended periods while maintaining safety, quality, and convenience.

CAN IT REDUCE THE NEED FOR PRESERVATIVES?

Because Tetra Recart packaging supports commercial sterilisation, food safety is achieved primarily through thermal processing and package integrity rather than relying solely on chemical preservatives.

The retort process:

- Eliminates harmful bacteria, yeasts, and moulds.

- Inactivates enzymes that contribute to spoilage.
- Creates a commercially sterile product.

Combined with a hermetically sealed package, this helps maintain shelf stability and product safety. Depending on the formulation and manufacturing process, it may reduce the need for preservative systems used for microbial control.

WHY IT WORKS WELL FOR FRESH FOOD

Fresh and wet pet foods contain higher moisture levels, making proper food protection especially important.

Effective packaging helps support:

- Freshness retention
- Texture consistency
- Aroma preservation
- Food safety
- Protection from contamination

By helping maintain these qualities, Tetra Recart packaging contributes to the overall feeding experience that pets enjoy and pet parents trust.

CONVENIENCE FOR PET PARENTS

In addition to protecting food quality, Tetra Recart packaging offers practical benefits:

- Lightweight and easy to handle
- Convenient to store
- Easy to serve
- Efficient for transportation and distribution

These advantages make it well suited to the needs of modern pet parents seeking both convenience and quality.

LOOKING BEYOND INGREDIENTS

Today's pet parents are increasingly informed about nutrition, ingredient quality, and food safety. As fresh pet food categories continue to grow, packaging has become an equally important part of the conversation.

Tetra Recart packaging demonstrates how modern food science extends beyond formulation. By combining multilayer protection with commercial sterilisation technology, it helps support freshness, safety, nutritional quality, and convenience throughout the product's journey.

For **Drools Fresh Food**, the goal is simple: to help ensure that every meal reaches pets the way it was intended: fresh, nutritious, safe and enjoyable from the first serving to the last.

Because great nutrition doesn't stop at the recipe. It continues with the science that protects every meal along the way.

Drools Fresh Food Range.



*Not just tasty. Thoughtfully made.
Home-style recipes.*

Grooming Basics ✨

EVERY PET PARENT SHOULD KNOW

Grooming is often misunderstood as a purely aesthetic routine, limited to keeping pets looking clean and presentable. In reality, regular grooming is one of the most accessible forms of preventive care available to pet parents. Across species, age groups, and lifestyles, grooming plays a critical role in maintaining skin health, detecting early medical issues, and supporting emotional wellbeing. As pet ownership evolves in India, educating pet parents on grooming fundamentals has become increasingly important for the industry.

Why Grooming Matters Beyond Appearance

At its core, grooming supports skin and coat health by removing dirt, dead hair, and external parasites while stimulating blood circulation. More importantly, it creates frequent opportunities for pet parents to observe changes such as lumps, wounds, skin irritation, or behavioural discomfort that may otherwise go unnoticed.

Regular grooming also strengthens the human-animal bond. Pets that are accustomed to being handled calmly are easier to examine during veterinary visits and less stressed during routine care. This behavioural familiarity becomes especially valuable as pets age or develop health concerns.

Brushing: The Starting Point

Brushing is the foundation of any grooming routine and should be adapted to coat type, breed, and lifestyle. Short-coated pets benefit from weekly brushing to manage shedding and maintain coat shine, while long-coated breeds require more frequent sessions to prevent matting.

For cats, brushing significantly reduces hairball formation, particularly in indoor environments. For dogs, it helps distribute natural oils and supports skin respiration. Selecting the right brush-slicker, bristle, or deshedding tool can make grooming more effective and comfortable.

Pet parents should be encouraged to keep brushing sessions short and positive, especially for pets new to grooming. Consistency matters more than duration.

Bathing: Less Is Often More

One of the most common grooming mistakes is over-bathing. Frequent baths can strip natural oils from the skin, leading to dryness, itching, and sensitivity. Most pets do not require regular bathing unless they are visibly dirty, have a medical condition, or are exposed to environmental pollutants.

When bathing is necessary, product choice is critical. Mild, pet-specific shampoos designed for sensitive skin help maintain the skin barrier. Waterless grooming solutions offer a practical alternative for pets that are anxious, elderly, or difficult to bathe, allowing for hygiene maintenance without added stress.

Nail Care and Paw Health

Overgrown nails can affect posture, cause pain, and lead to joint issues over time. Regular nail trimming is essential but often overlooked due to fear or lack of confidence among pet parents.

Introducing nail care gradually, using appropriate tools, and understanding the anatomy of the nail can prevent injury. Paw pads should also be checked routinely for cracks, foreign objects, or infections, particularly in urban settings where pets walk on rough or hot surfaces.



Ear, Eye, and Oral Hygiene

Grooming extends beyond coat care. Ears should be checked weekly for redness, odour, or discharge early signs of infection. Eyes should be clean and free from excessive tearing or crusting, especially in flat-faced breeds.

Oral hygiene remains one of the most neglected aspects of grooming. Dental issues can impact appetite, behaviour, and overall health. Introducing dental care through brushes, wipes, or dental chews can significantly improve long-term outcomes.



Grooming Across Life Stages

Grooming needs change as pets age. Puppies and kittens benefit from early exposure to handling to build tolerance and trust. Adult pets require maintenance routines tailored to activity levels and coat condition. Senior pets often need gentler grooming due to joint stiffness, thinner skin, and reduced self-care ability.

Changes in grooming behaviour such as excessive licking or neglecting grooming can signal underlying health issues and should prompt further evaluation.

The Takeaway

Grooming is not a luxury or an occasional task—it is a routine that supports preventive health, emotional comfort, and early detection of issues. By simplifying grooming education and encouraging realistic, consistent practices, the pet care industry can empower pet parents to provide better everyday care. As awareness grows, grooming will continue to evolve from a reactive service to a proactive wellness habit benefiting pets, caregivers, and professionals alike.

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Where Comfort, Climate & Design Meet



As pet ownership in India becomes more lifestyle-driven, seasonal apparel for pets has evolved beyond novelty. Summer, in particular, presents a unique challenge: balancing heat management, comfort, and practicality without compromising on style. The Ezra Summer Collection reflects this shift, focusing on functional design rooted in India's climate while responding to the growing demand for coordinated pet-and-parent lifestyles.

Rethinking Pet Apparel for Indian Summers

Indian summers are intense, prolonged, and regionally varied. High temperatures, humidity, and urban heat islands make fabric choice and garment construction critical for pets. Unlike winter wear, summer apparel must prioritise breathability, lightweight construction, and unrestricted movement.

The Ezra Summer Collection is designed with these realities in mind. Using light, breathable fabrics and relaxed silhouettes, the collection moves away from heavy, layered designs and focuses instead on comfort-first wear that pets can tolerate for extended periods.

Comfort as the Core Design Principle

For pets, clothing should never interfere with natural movement or thermoregulation. Poorly designed summer apparel can trap heat, restrict airflow, and cause discomfort, often leading pet parents to abandon clothing altogether.

The Ezra range addresses this through:

- Lightweight materials that allow air circulation
- Easy-on, easy-off fits that reduce handling stress
- Minimal seams and soft finishes to avoid skin irritation

These features are particularly

relevant for short walks, travel, indoor wear, and social settings where pet parents want their pets to be dressed without compromising wellbeing.

Matching Apparel: A Lifestyle Statement

One of the defining elements of the Ezra Summer Collection is its coordinated pet-and-parent apparel. Matching shirts for pets

and their humans reflect a broader trend in the pet industry: pets are



increasingly viewed as integrated family members rather than companions on the sidelines. From a retail and brand perspective, matching apparel serves multiple functions. It encourages joint purchasing, increases average order value, and creates strong visual storytelling opportunities both in-store and on social media.

More importantly, it taps into an emotional connection rather than a purely functional need, making apparel a lifestyle choice rather than an impulse buy.

Functional Accessories for Everyday Use

Beyond apparel, the summer collection extends into accessories designed for daily comfort and safety. Lightweight collars, harnesses, and leashes are built to suit warm-weather walks, where reduced bulk and better fit help prevent chafing and overheating. Fit and adjustability are especially important during summer, as pets may experience slight weight fluctuations or coat changes. Thoughtful design ensures these accessories remain comfortable while maintaining durability for regular use.

Style Without Excess

While summer collections often lean heavily into bright colours and bold prints, Ezra adopts a more balanced approach. Clean design, wearable colour palettes, and practical silhouettes ensure the products appeal to a wide range of pet parents not just those looking for statement pieces.

This restraint is particularly important in the Indian market, where pet parents increasingly seek products that blend seamlessly into everyday routines rather than stand out only for special occasions.

Retail Relevance and Category Growth

Seasonal pet apparel remains an underdeveloped category in India compared to global markets. However, rising disposable incomes, urban pet parenting, and social media influence are accelerating adoption.

Collections like Ezra help normalise summer-specific pet apparel by addressing common objections discomfort, heat retention, and limited usability. For retailers, this creates an opportunity to position apparel as functional lifestyle wear rather than optional add-ons. Clear merchandising, size guidance, and staff education play a key role in driving confidence, particularly among first-time buyers.

Looking Ahead

The future of pet apparel lies in climate-appropriate design and everyday usability. As awareness grows, summer collections will increasingly focus on fabric innovation, comfort-led construction, and emotional resonance with pet parents.

The Ezra Summer Collection reflects this evolution, where design meets practicality, and pets remain at the centre of every decision. In doing so, it signals a broader shift in how seasonal pet wear is perceived, used, and valued in the Indian pet care ecosystem.

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A DEADLY YET COMPLETELY PREVENTABLE DISEASE

**RABIES IS A FATAL
VIRAL DISEASE, BUT IT
IS COMPLETELY
PREVENTABLE IF
TIMELY AND
APPROPRIATE ACTION
IS TAKEN.**

It is primarily transmitted through the bite of infected animals such as dogs, cats, and other mammals. Once clinical symptoms appear, rabies is almost always fatal, with nearly 100% mortality in humans. Therefore, awareness and timely intervention are extremely important.

Mode of Transmission

The rabies virus is present in the saliva of infected animals. It enters the human body through bites, scratches, or open wounds. In rare cases, it can also spread if infected saliva comes into contact with mucous membranes.



Dr. Amit Pareek
Veterinary Doctor



Symptoms

Early symptoms of rabies may include fever, headache, and general weakness. As the disease progresses, more severe symptoms such as hydrophobia (fear of water), agitation, confusion, paralysis, and ultimately death may occur.

Immediate First Aid After Animal Bite

Immediate wound care is the most crucial step in preventing rabies:

- Wash the wound thoroughly with soap and running water for at least 15 minutes
- Apply antiseptic solution
- Seek medical attention immediately

Vaccination and Treatment

Post-exposure prophylaxis (PEP) is highly effective if administered on time:

- The Anti-Rabies Vaccine (ARV) should be administered as per the prescribed schedule.
- Rabies Immunoglobulin (RIG) is recommended for severe exposures.

Vaccination in Pets

Vaccination of pets is the most effective way to prevent rabies:

- First vaccination at 3 months of age
- Booster dose after one year
- Regular annual vaccination thereafter

Rabies Situation in India

Rabies remains a significant public health issue in India. Approximately 18,000–20,000 human deaths occur annually due to rabies, mostly following dog bites. Millions of people require post-exposure treatment annually, creating a substantial burden on healthcare systems.

Prevention and Awareness

Rabies can be prevented through:

- Timely vaccination of pets
- Awareness among the public
- Immediate medical care after animal bites

"Vaccination is not just protection; it is the prevention of an otherwise certain death."



Conclusion

Rabies is a preventable disease, but lack of awareness and delayed treatment often lead to fatal outcomes. With proper knowledge, timely vaccination, and immediate action after exposure, rabies can be effectively controlled and eliminated.



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