

GLOBAL NEWS

Pet obesity battle begins at clinic¹

VPN, July 8th 2021



AAHA's new nutritional guidelines (2021 AAHA Nutrition and Weight Management Guidelines for Dogs & Cats) encourage veterinarians to take the lead in helping thwart animal obesity. The guidelines provide insights into:

- What triggers an extended nutritional assessment?
- Different nutritional support for hospitalized patients
- Calculating beyond resting energy requirements (RER)
- Animal factors (e.g. age, sex, breed, lifestyle, spay/neuter

status, etc.) to consider in obesity prevention

- Nutrients of concern for diseases and specific conditions

NT-proBNP Testing: An important tool for veterinary practitioners²

DVM360, July 2021

Cardiac-specific biomarkers play a crucial role in identifying cardiac perturbations. The most widely studied cardiac biomarkers in veterinary medicine include N-terminal fragment pro-B type natriuretic peptide (NT-proBNP) & cardiac troponin I. NT-proBNP levels are

measured in serum & testing can be performed by outside laboratories or with in-clinic assays. Adding quantitative NT-proBNP test results to exam findings can help identify dogs with advanced cardiac disease that would benefit from further diagnostics & can help monitor dogs with known heart disease

Market News

- According to a recent survey, the pet care market in India is the fastest-growing in the world & is expected to be worth \$490 million by 2022, rising at a rate of 14% annually
- WSAVA & the Global Alliance of Pet Food Associations (GAPFA) join forces to advance pet wellness around the world
- Consumer pandemic spending habits focused on Pet Health according to survey report
- New data shows the European pet food industry has grown 2.8% to €21.8 billion (\$25.3 billion)
- Overall U.S. consumer spending in the pet category increased by 143% between May 2020 & June 2021, key months during the pandemic
- Elanco to acquire Kindred Biosciences
- Online pet product purchases edge out in-person shopping, APPA Survey finds



STUDY

Dietary supplements containing silymarin as a supportive factor in the treatment of canine hepatopathies

(Med.Weter., June 2020)

In dogs, hepatopathies may be primary or secondary to an underlying problem. There are several substances with proven liver-beneficial properties & one of these is silymarin. Silymarin acts not only as a hepatoprotector, but also as an antioxidant, antifibrotic agent & a stimulator of cell regeneration. In an observational study performed at the University Center for Veterinary Medicine at Poznań University of Life Sciences a total of 15 dogs with diagnosed liver conditions were supplemented with Silymarin for 30 days. Seven male & eight female dogs of different breeds with a mean age of 10 ± 1.2 years & a mean body weight of 20 ± 2 kg were used. The diagnosis was based on clinical examination & elevated values of liver enzymes. Blood samples for determining a liver panel were collected on the 1st day of supplementation & 30 days later. Blood parameters (ALBUMIN, ALT, AST, TBIL, GLDH, GGT, ALP, BUN/UREA, αAMYLASE, LDH, UREA & GLOBULIN) were determined.

Results - The values of the enzymatic liver markers that were analysed decreased significantly & were within physiological norms. The results clearly demonstrate that silymarin supplementation positively affected the condition of the liver.

Vivaldis corner

Unomarin, the Liver Rejuvenator from Vivaldis is available in 120 ml & newly launched 60 ml packs. Unomarin provides 80% Silymarin with 30% Silibinin, the highest concentration available in any liver nutritional products.



Unomarin

Supports Normal Liver Function

Dosage:

1 ml per 12 kg body weight,
Twice daily.
Can be mixed with food

Presentation:

Available in packs of 120 ml
and 60 ml

**New
Launch**