

GLOBAL NEWS

Seven personality and behavior traits identified in cats¹

MVC, October 24th 2021



Researchers have developed a new comprehensive questionnaire for surveying feline personality & behavior. A dataset of more than 4,300 cats representing 26 breed groups revealed seven personality & behavior traits, with significant differences observed between breeds.

Activity/playfulness, Fearfulness, Aggression towards humans, Sociability towards humans, Sociability towards cats, Litterbox issues, Excessive grooming.

In addition to individuals, clear personality differences can be found between breeds. In other words, certain personality and behaviour traits are more common among certain cat breeds. "The most fearful breed was the Russian Blue, while the Abyssinian was the least fearful. The Bengal was the most active breed, while the Persian & Exotic were the most passive. The breeds exhibiting the most excessive grooming were the Siamese & Balinese, while the Turkish Van breed scored considerably higher in aggression towards humans & lower in sociability towards cats. The research will make it possible to identify genetic, environmental & personality factors relating to problematic feline behaviour.

Cats and the power of the human-animal bond²

JAVMA, October 15th 2021

Felis catus is at long last getting the respect it deserves, says Steve Dale, certified animal behavior consultant & presenter at AVMA Virtual Convention 2021. A growing body of research into feline health & behavior increasingly challenges the stereotypical image of the aloof, antisocial cat. The result is that, now more than ever, cat owners have available to them an array of feline-specific products & veterinary services that would have been unimaginable just a few decades ago. Data show veterinary visits by cat-owning millennials are on the rise, as are their purchases of flea & tick products, dental care, vaccinations & heartworm preventives. Dale cited a survey showing 55% of cat-owning millennials consider their felines not only as family members but also as children. Approximately 74% of millennials said they are more likely to visit their veterinarian if the veterinarian discusses the health benefits of the human-animal bond. As ambassadors for the human-animal bond, veterinarians should be familiar with the science showing the health benefits, such as reducing the harms of social isolation.

Vivaldis corner

Vivaldis launches SynFOSium,
synbiotic formulation for gut health, containing E.faecium,
approved for veterinary use by European Association.



SynFOSium

Prebiotic & Probiotic
Synbiotic formulation for Gut Health

Presentation A box having 10 strips of 10 capsules each
Dose - 1 capsule daily for cats & dogs

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1. <https://rb.gy/bshdyp> | 2. <https://rb.gy/nojico>

Bark Out Loud

Happy Stress-free, Noise-free Diwali 2021!!

Humans suffer from anxiety, so do pets! Anxiety affects a dog's mental and physical health & well-being and may lead to severe repercussions in their lifestyle. Stress, fear, or trauma in

pets are the possible culprits. Anxiety in pets can result in a whole lot of reactions such as excessive barking, whining, restlessness, lack of appetite, and aggressive behavior in pets. With the festive season here, pets will easily be triggered due to fireworks, loud noises, etc. If these triggers are not taken care of through socialization or through medications, they may result in fear, anxiety, and possible aggression in pets.



A blend of natural ingredients:

Ashwagandha, Catnip & Valerian extract along with essential amino acids

Best for:

Separation anxiety, travel, grooming, vet visits & to overcome aggression, excessive barking, panting, drooling

DOSING :

Weight	For Dogs	For Cats
Up to 11kg	1/4 Sachet	1/8 Sachet
11-22kg	1/2 sachet	-
22kg & above	1 sachet	-

To be administered an hour before any stressful event
Twice a day in case of chronic anxiety