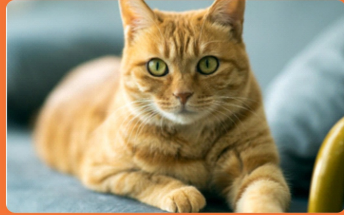


NEWS

FDA approves long-acting transdermal buprenorphine for cats¹

DVM360, January 21st 2022

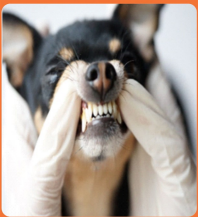


Officials with the FDA have approved buprenorphine transdermal solution for controlling postoperative pain in cats. Buprenorphine transdermal solution is a long-acting, topical medication indicated to control pain associated with feline surgical procedures. This solution provides up to 4 days of pain control from a single transdermal dose. Its' formulation of

buprenorphine, a commonly used opioid in cats, enables veterinarians to provide consistent, reliable pain relief to their post-op feline patients without relying upon owners to administer the medication after discharge and without the need for repeat injections.

The importance of the oral microbiome in promoting and maintaining dental health²

DVM 360, January 21st 2022



The relationship between oral mucosal immunology and microbiology, to oral health and disease in small animals is examined. A recent article about an experimental strategy for mucosal delivery of a toll-like receptor (TLR)-based immunotherapeutic in a veterinary journal noted an unexpected finding—that oropharynx administration of the immunotherapeutic, which activates the mucosal immune system, did not disrupt the oral microbiome. A healthy immune system is dependent upon genetics, the microbiome, and diet. Healthy dogs and cats consume a diet of diverse whole proteins with low carbohydrates. A healthy microbiome has diversity with a higher amount of beneficial bacteria and a very low level of pathogens. A healthy genetic profile does not contain many mutations; most mutts have very few mutations associated with diseases. A normal functioning immune system is tolerant of the microbiome that inhabits its host, which means that it does not activate. This is a good thing. In dogs and cats whose immune systems are persistently stimulated, chronic low-grade inflammation ensues, which leads to tissue destruction if left unchecked. In the mouth, the result can be stomatitis, gingivitis, periodontitis, and oral cancers.

Bark Out = Loud =

Study reveals most common skin masses in young dogs³

Vet Surgeon, January 24th 2022



A study published in the latest issue of the Journal of Small Animal Practice (JSAP) has found that the most common skin masses in dogs aged between 0 and 12 months are histiocytoma, papilloma, dermoid cyst, follicular cyst and mast cell tumours (MCTs). In the study, records from a large commercial diagnostic laboratory were searched for canine skin masses submitted for histopathology from dogs aged between 0-12 months. For the purposes of the study, masses were included which were cystic, hyperplastic or neoplastic, but not inflammatory. A total of 2553 submissions for a skin mass were included in the study. Across all the skin masses, the majority (94.3%) were neoplastic in nature. Of the neoplastic lesions, 98.5% were considered benign. Almost all of the benign neoplastic lesions were of round cell origin (94.0%), whereas most of the non-neoplastic lesions were derived from the epithelium (93.8%). The most common histopathological diagnoses for skin masses were histiocytoma (86.6%), papilloma (3.5%), dermoid cyst (3.3%), follicular cyst (1.7%) and MCT (1.4%). Multivariable analysis revealed that Labrador retrievers, Boxers and Golden retrievers had reduced odds of histiocytoma compared to crossbreed dogs. Male neutered dogs had lower odds of dermoid cyst compared with female entire animals. Dogs aged 9 to 12 months had significantly higher odds of follicular cyst compared with dogs aged under 6 months, whilst dogs aged over 6 months showed significantly higher odds of MCT than dogs under 6 months of age. The findings of this study corroborate those of previous research, suggesting that a skin mass in a young dog is very likely to be a histiocytoma.

5 trends to watch in pet care and products in 2022

January 21st, 2022

The overarching global trend in pet care anticipated this year is the accelerated humanization of the family pet. Rover identified five pet-specific trends and predictions expected to emerge in 2022.

1

Anxiety solutions soar - More time at home during the COVID-19 pandemic has contributed to rising attachment anxiety and behavioural interests among dogs and cats. In fact, demand for training and anxiety solutions is "10 times higher" than pre-pandemic levels.

2

Pet parents go green - With a growing emphasis on climate change, 2022 will see more sustainably made and eco-friendly pet products come to market as pet parents learn more about the carbon "pawprint" of their companion animals.

3

Nutrition goes next-level - Two main factors will drive improvement in pet food nutrition in 2022: The aforementioned increasingly climate-conscious culture and the growing sentiment that pets deserve a healthy, well-balanced diet that fits their needs.

4

The pet tech boom - A growing pet industry market capitalization means more money and innovation will provide pet parents with more technology-based solutions than ever before. Dog-activated video calls, virtual vet visits, smart feeders and collars, microchip-enabled devices, and even online services like a virtual weight-loss clinic for pets are already a reality.

5

The humanization of pets continues- The growing recognition that "pets are people, too" continues to grow strong with human comforts and needs from organic bedding to meal delivery services and telehealth and insurance - crossing over to our pets.



CALMING & ANTI-ANXIETY SUPPLEMENT

Dose:

Weight

Up to 11kg
11-22kg
22kg & above

For Dogs

1/4 Sachet
1/2 sachet
1 sachet

For Cats

1/8 Sachet
-
-

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

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