

'Health-focused' breeding essential to improving overall welfare of dogs

VPN, February 28th 2022



Veterinarians play a key role in educating the public on healthy breeding practices and, by extension, improving the welfare of dogs and cats. This is according to the World Small Animal Veterinary Association (WSAVA). In a newly published position paper, the group confirms its views on the necessity for "health-focused" breeding of dogs and cats to improve animal welfare and help alleviate predisposition to disease. Specifically, the association calls for greater focus on the health screening of breeding animals, as well as a need to educate the public on issues impacting brachycephalic pets. In its position paper, WSAVA calls on veterinarians and breeders to ensure criteria used for selecting breeding animals include the "ability to reproduce naturally and exclude anatomical characteristics that predispose to hereditary disease and poor welfare." The association also encourages breeders to use pre-breeding health screening to select animals likely to produce healthy offspring.

Addressing the rising consumer interest in immune health

Global Pet Industry, February 11th 2022

Since the SARS CoV-2 virus raised awareness of infectious diseases, consumers' desire to improve their own immunity has grown. Furthermore, owners often anthropomorphize their views onto their pets. As a result, the demand for pet products claiming immune benefits continues to rise too. The good news is that certain dietary ingredients can help modulate the immune response to assure the body is able to effectively respond to various allergen threats. For example, the antioxidants vitamin E and beta-carotene have been shown to have beneficial effects on both innate and adaptive immune systems. Omega-3 fatty acids have also been shown to modify the inflammatory response by promoting the production of anti-inflammatory rather than pro-inflammatory cytokines. Various gut microbiome modifying tools – prebiotics, probiotics and postbiotics – have shown beneficial immunity-enhancing properties. In human nutritional immunology, the role of zinc in the immune system and its associated anti-cancer benefits are well known. This suggests that it is appropriate to take a deeper look at the mineral status of pets.

Turmeric: harnessing superfoods in pet health

Global Pet Industry, February 11th 2022



All thanks to curcumin - The major contributor behind turmeric bioactivity comes from one naturally occurring phenolic compound: curcumin. This particular compound makes up 60-70% of the turmeric root extract. To date, numerous studies in both cats and dogs have demonstrated the therapeutic potential of curcumin associated with its anti-inflammatory and antioxidative properties. The veterinary community is now increasingly embracing this nutraceutical and beginning to understand the extensive benefits of turmeric to support pet health. In addition to curcumin being used for disease treatment, it can also indirectly benefit pets by improving their diet.

VIVALDIS CORNER

Vivaldis in collaboration with Virat Kohli Foundation and Awaaz officially inaugurated the ambulance that has been helping the strays in Mumbai. The initiative has been a great success making every day better for the voiceless in the city.



Mr.Kunal Khanna, CEO Vivaldis Animal Health, inaugurates ambulance with former Indian captain Mr.Virat Kohli

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