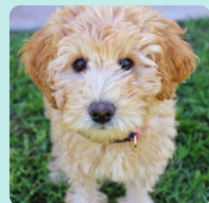


Owner misconceptions help fuel designer dog boom, study shows

Vet Times, May 31st 2022



Huge demand for designer cross-breed dogs has been fuelled by misconceptions according to a new study. Led by the RVC, the study looked at the reason for a boom in cross-breed dogs – including cockapoos, Labradoodles, cavapoos, sprockers and golden doodles between 2019-20. The results suggest their popularity poses significant health and welfare risks for these designer dogs, as demand could lead to poor breeding, and buyers unintentionally supporting puppy farming and illegal importation of underage puppies. Puppy decisions - Designer cross-breeding is the planned mating of distinct breeds to create a new dog, often with a catchy name – for example, a Pekingese and a miniature poodle creates a Peke-a-poo. Researchers hope the findings of this latest research will help vets improve the advice they give to members of the public on responsible puppy purchasing that prioritises canine welfare, and supports safe and responsible breeding. Main drivers identified in the study for owners acquiring designer cross-breed puppies were perceptions they: offered a size suitable to an owner's lifestyle (74.8% vs 59.1% for purebred dogs) were healthy (62.1% vs 42.3% for purebred) were good with children (56% vs 42.5%) are easy to train (54.3% vs 36.4%) are hypoallergenic (47.1% vs 7.9%). Among other findings in the study, published in Canine Medicine and Genetics, owners of designer cross-breeds prioritised convenient purchasing of their dog over welfare factors, and were less likely to be provided with DNA and screening tests for their puppies' parents by the breeder.

Severe canine digestion disorder predicted via genetic test

Vet Times, May 31st 2022



Prevalence of a severe digestion disorder often seen in German shepherds may soon be reduced, thanks to a new discovery. Researchers at Clemson University have developed a genetic test for the breed to help in predicting congenital idiopathic megaesophagus (CIM), an inherited disorder

whereby a puppy develops an enlarged esophagus that impedes its ability to swallow. CIM is often discovered when puppies are weaned at about four weeks of age. Dogs with the condition regurgitate their food, which can cause serious complications. To identify the genes associated with the disorder, researchers performed a genome-wide association study, which revealed a repeating DNA sequence on canine chromosome 12 and a variant within melanin-concentrating hormone receptor 2 (MCHR2). This affects appetite, weight, and how food moves through the gastrointestinal tract. The study also found male puppies are twice as likely as females to develop the disease. Researchers believe lower estrogen levels may explain why males have a higher risk. While German shepherds have the highest incidence of CIM, other breeds (including Labrador retrievers, Great Danes, dachshunds, and miniature schnauzers) are also susceptible.

World Environment Day 2022: Only One Earth



The World Environment Day 2022 global campaign #OnlyOneEarth calls for transformative changes to policies and choices to enable cleaner, greener, and sustainable living in harmony with nature. It will focus on the need to live sustainably in harmony with nature, and our possibilities for shifting to a greener lifestyle

through both policies and individual choices. The host country for 2022 is Sweden.

Stay connected with

[facebook.com/vivaldisanimalhealth](https://www.facebook.com/vivaldisanimalhealth) | [instagram.com/vivaldisanimalhealth](https://www.instagram.com/vivaldisanimalhealth) | [linkedin.com/company/vivaldisanimalhealth](https://www.linkedin.com/company/vivaldisanimalhealth)

VIVALDIS
Animal Health

Vivaldis Health & Foods Pvt. Ltd.

Office No. 803/804, Clover Hills Plaza, NIBM Road, Pune- 411048, Maharashtra, India.

Help-line No.: +91 7767922244 | Email : info@vivaldis.co.in | Website : www.vivaldis.co.in

1. <https://rb.gy/wfx2ti> | 2. <https://rb.gy/lxaxk6> | 3. <https://rb.gy/pi9ola>

Bark Out
= Loud =



Pet anxiety surges dramatically during covid

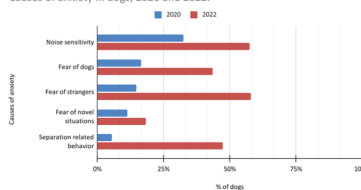
Green Element, May 2022

Dog separation anxiety jumps well over 700% in only two years

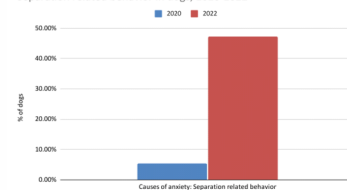
· Fear of strangers' surges, outpacing a fear of loud noises to become the leading cause of anxiety in dogs after a 295% increase since 2020

· Anxiety caused by Other Cats/Dogs jumps significantly in dogs – from just 16.5% in 2020 to 43.52% in 2022

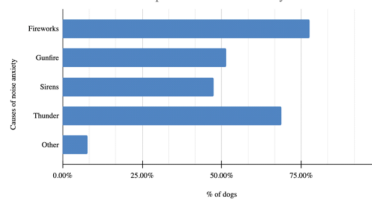
Causes of anxiety in dogs, 2020 and 2022.



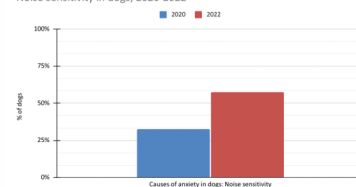
Separation related behavior in dogs, 2020-2022



Most common noise fears in pets with noise sensitivity.



Noise sensitivity in dogs, 2020-2022



Change in general can be difficult for pets to process, and the last two years have brought significant change into nearly every household. From transitioning into Covid schedules (pet owners and children at home more frequently) to transition back out of these schedules, pets have had to readjust multiple times. In a recent study, pet (dog and cat) owners reported that their pets provided considerable support during the pandemic, but these same owners imagined the overall quality of life for their pets decreasing.

CALMING & ANTI - ANXIETY SUPPLEMENT

Manages anxiety related to travel, separation, noise & grooming



Presentation:
2gm sachet

Dose/Directions For Use

Weight	For dogs	For cats
Up to 11kg	1/4 sachet	1/8 sachet
11-22 kg	1/2 sachet	-
22kg & above	1 sachet	-

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