

The importance of Herbal Paramedicines in Companion (hobby) animal health care



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India

At Ayurved, we believe that a pet is more than just an animal, it is rather like a child. It is a very important part of the Vet - Owner bond.



Therefore, with the Ayupet range of products we intend to strengthen the hands of vets & pet lovers for a more satisfying relationship between pet & human.

The **AYU** **PET** range caters to both segments

- **Vets – Products for treatment of common disorders**
 - Efficacy
 - Safety
 - Cost effectiveness
- **Owner – So as to keep pet lover happy**
 - Good health
 - Good fur & skin condition
 - Active pet

The AYU PET offers:

- For vets –
 - Skin range formulation
 - Digestive range
 - Ear Infection
- For Pet lovers
 - For skin & coat
 - For skeletal growth

FOR SKIN AFFECTIONS

FOR SKIN HYGIENE



Multiaction Skin Gel



Oral Aid for Chronic Skin Affections



Skin & coat conditioner for pets



Herbal Liquid Concentrate For Ectoparasite Control



Herbal Liquid Cleanser



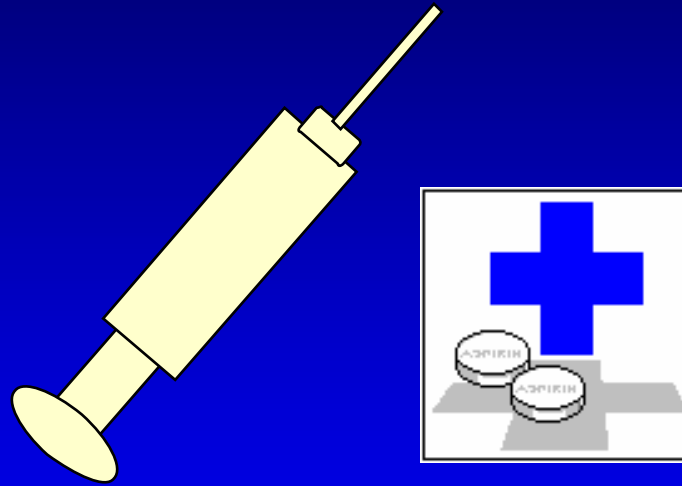
CARING, NATURALLY

Current Therapy Scenario

- Chemicals

- Antibiotic

- Antiallergic



SKIN HEALTH is compromised?



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Constituent herbs Of Skin Care Products



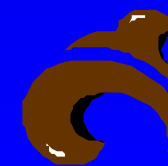
Major herbs



Botanical Name

Action Profile

	Antibacterial	Antifungal	Antiinflammatory	Antiparasitic	Vulnerary	Antipruritic
<i>Cedrus deodara</i>	✓	✓	✓	✓	✓	✓
<i>Azadirachta indica</i>	✓	x	✓	✓	✓	x
<i>Acorus calamus</i>	x	✓	x	✓	x	x
<i>Eucalyptus globulus</i>	✓	✓	x	x	x	x
<i>Pongamia glabra</i>	✓	✓	✓	✓	✓	✓



NEWCHARM

The Multiaction Skin Gel



INDICATIONS

- For all kind of surgical & non surgical wounds.

OFFERS

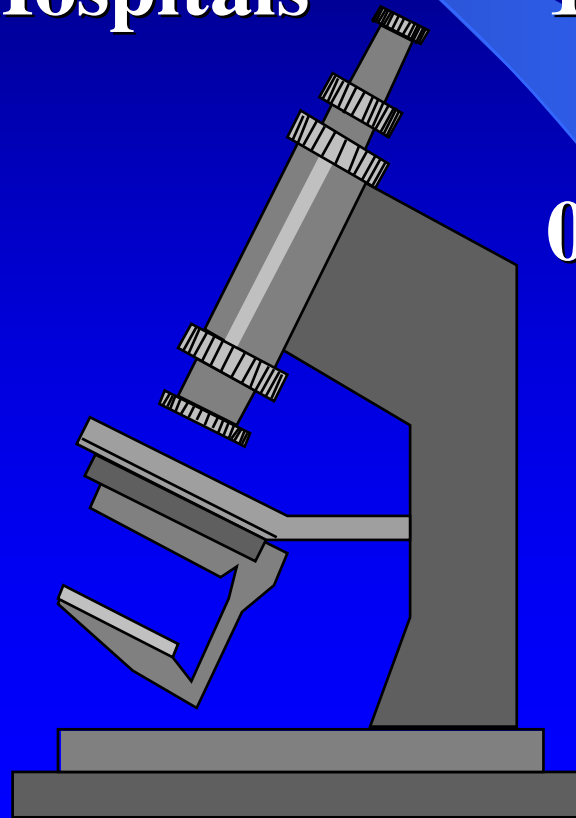
- Wide spectrum of protection against causative agents
- Effective insect repellent
- Convenience of application
- Gel Form Uniform spreadability in all weather conditions



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Evaluation of Skin Gel in India

- **Veterinary Clinics/Hospitals** 12
- **Veterinary Colleges** 04



Evaluation of Skin Gel in U.K.

Participants

General Practices

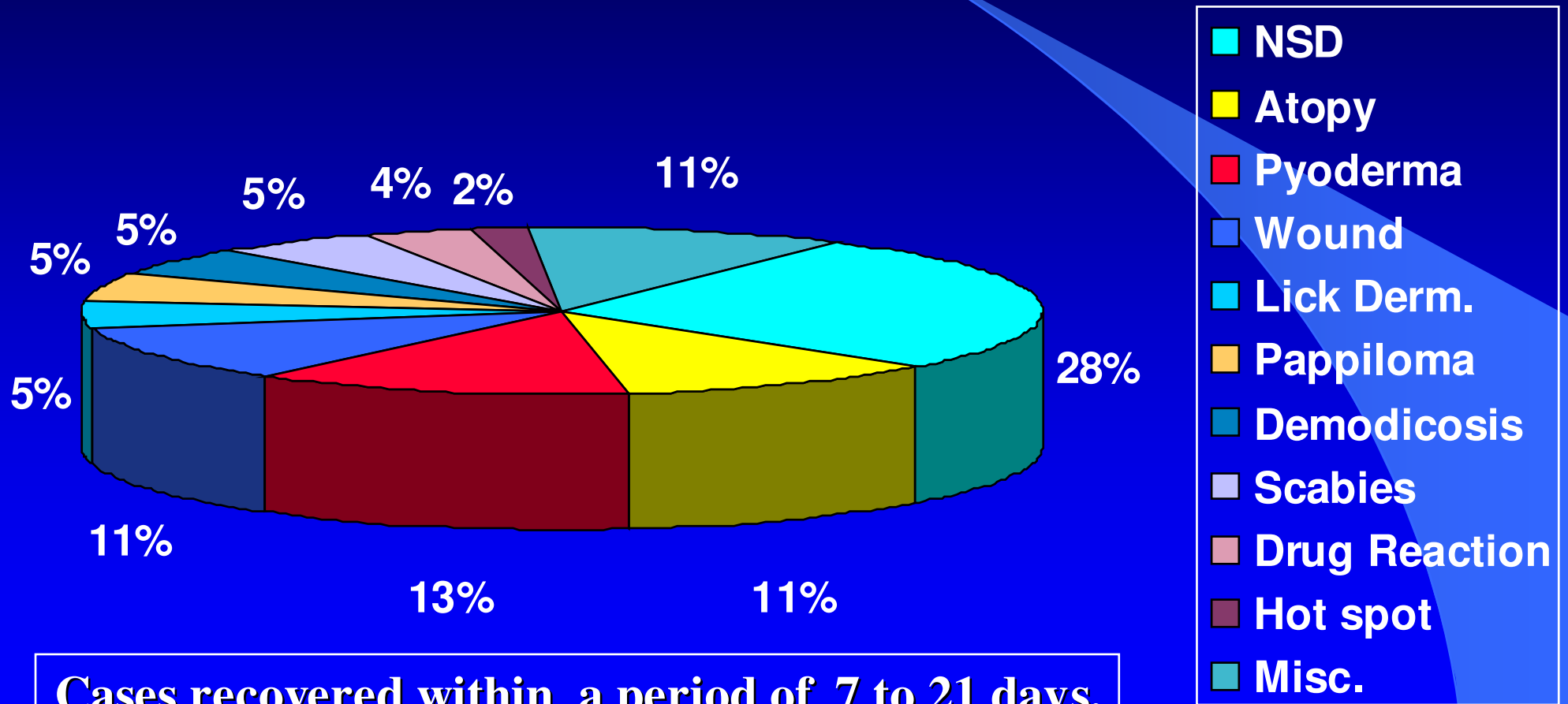
- Dr. Ian McGill
- Dr. Malcom Weetman
- Dr. Onno Weiringa
- Dr. Kathy Parry
- Dr. John Wysoke
- Dr. Nicholus Munnings
- Dr. Gabi Kammeral (Germany)

Specialist Practices

- Dr. Richard Allport
- Dr. Mark Craig
- Dr. Simon Tye



Breakdown Of Cases Treated With Skin Gel In U.K.

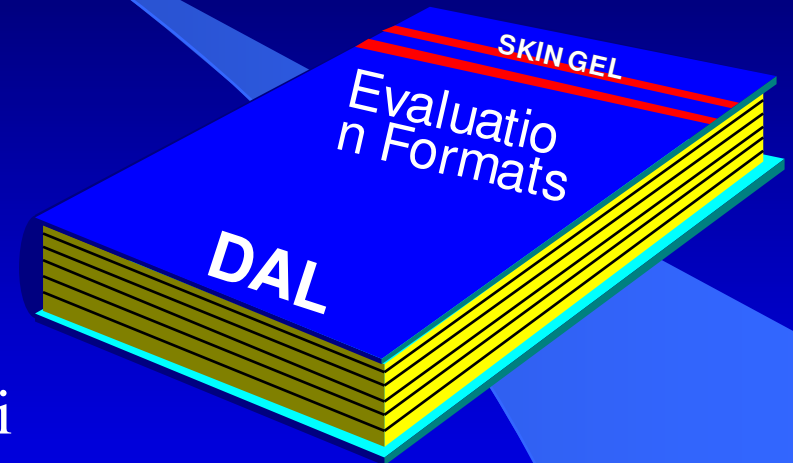


Evaluation of Skin Gel in U.S.A.

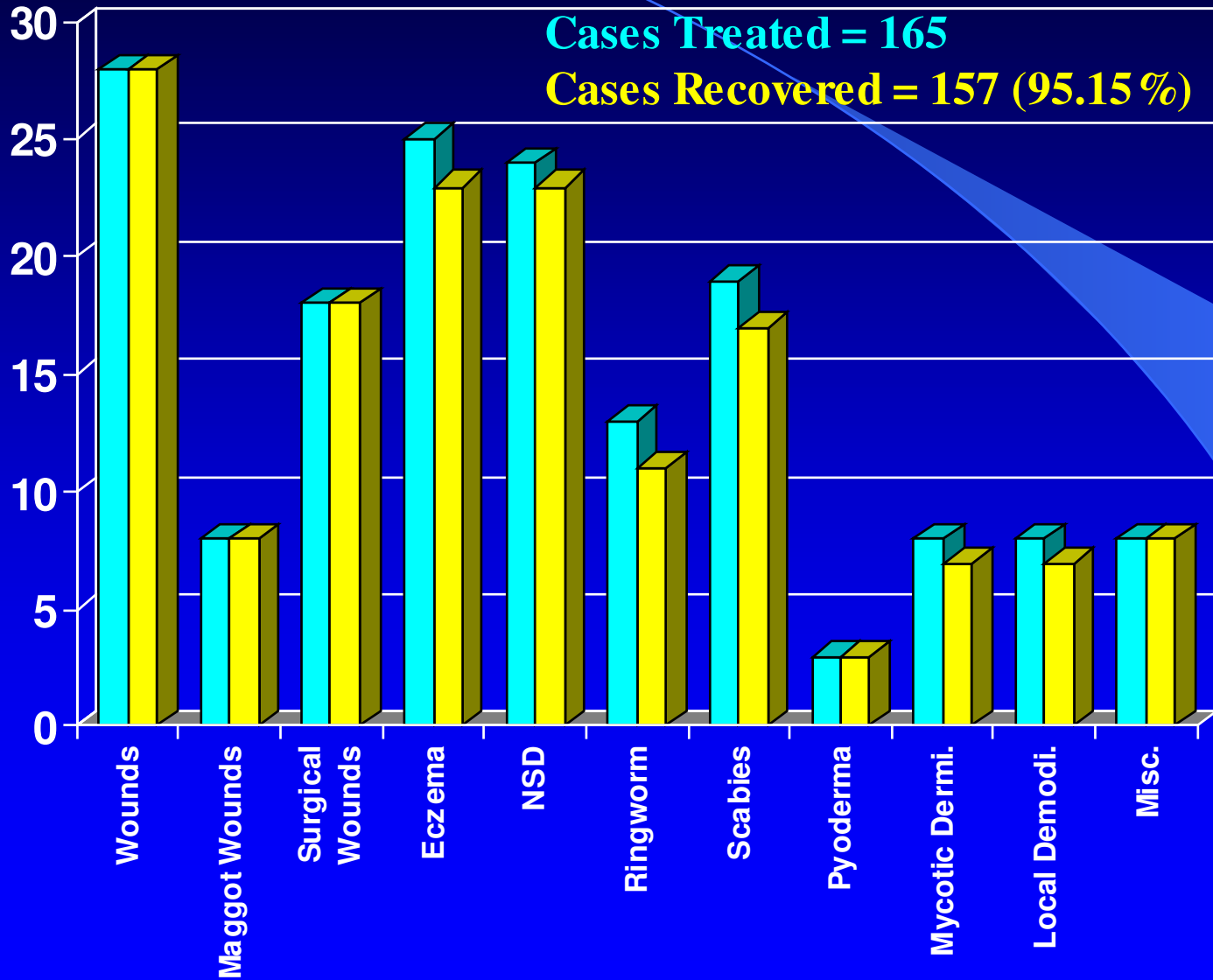
Participants

General Practices

- Dr. Robert J. Silver Boulder, CO
- Dr. Monique Maniet Washington, DC
- Dr. Ellen Paul Chicago, Illinois
- Dr. Bob Schaeffer St. Louis, Missouri
- Dr. Gerry Buchoff North Bergen, New Jersey
- Dr. Jody Kincaid Anthony, Texas
- Dr. Cynthia Lankenau New York, NY



Broad Spectrum Activity of Skin Gel



Double Blind, Cross Over Study using Phytogel™ for Control of Pruritis in Dogs

- Christopher Chesney & Peter Cripps

Materials & Methods

- Study Design :-
 - Double Blind Cross Over Trial
- Inclusion Criteria:-
 - Non infectious atopic pruritus, relapsing in nature
- Exclusion Criteria:-
 - Secondary infection,
 - Prior use of antibiotic or glucocorticoids within 1 month
- Assessment of Therapy:-
 - Itch Score formats

Materials & Methods

- Drugs:-
 - Phytogel (Ayurved U.K. Ltd.)
 - Hydrocortisone Cream 1% (w/w)
- Randomization by Statmate™ Software into Tube-A and Tube-B
- Applications:-
 - 1st Week – Treatment
 - 2nd Week – Wash out Period
 - 3rd Week – Alternate Treatment

Continue

Results

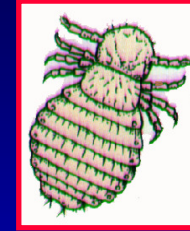
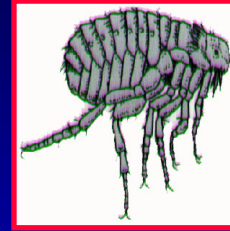
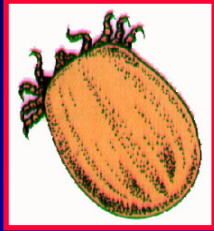
- 20 dogs were treated with Hydrocortisone 1% and 12 dogs with Phytogel™
- At the end of 1st week mean Itching Score reduced significantly
- Phytogel significantly masked the effect of Hydrocortisone cream when applied first, while visa--versa was non significant

Results

Continue

- Overall both products have same effectiveness
- Trend for persistence effect was in favour with Phytogel™
- Overall reduction of pruritis in both groups was 87.5%

SKIN DISEASES



Ticks

Mites

Fleas

Lice

Concern for all

Solution - The Natural Way



CARING, NATURALLY

ZEROKEET

Herbal Liquid Concentrate For
mange Control

.... because we share your concern

INDICATIONS

- For the prevention and control of sarcoptic and demodectic mange



OFFERS

- Herbal formulation for mange control
 - Improves local resistance
 - Highly safe. Unlike synthetic chemicals has no side effects.
 - Environment friendly



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Efficacy of ZEROKEET against ectoparasites of dogs

Ectoparasite	Pre treatment Count	Post treatment count at time interval	
Mites			
<i>Sarcoptes scabiei</i>	8 (No. of live adult mites in scraping per 6 sq. cm area of skin of shoulder)	4 (10 hrs)	0.0
<i>Demodex canis</i>	Heavy	Greatly Reduced (1 week)	0.0 (3 weeks)
Lice			
<i>Heterodxus spiniger</i>	9.8 (per 64 sq. cm area of neck)	5.4 (6 min.)	0.0 (8 min)
Fleas			
<i>Ctenocephalides canis</i>	11.4 (per 100 sq. cm area of neck)	6.2 (10 min)	0.0 (12 min)
Ticks			
<i>Rhipicephalus sanguineus</i>			
Nymph	11.2 (inguinal region)	8.0 (24 - 36 hrs)	0.0 (36 - 48 hrs)
Adult	11.0	9.2 (48 - 60 hrs)	0.0 (60 - 72 hrs)



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IN RECURRENT AND CHRONIC SKIN AFFECTIONS, WHEN SYSTEMIC SUPPORT FAILS TO HEAL



DEPEND ON



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CHARMAID

Oral aid for skin affections

An aid for enhancing systemic support from within

Blood Purifying
Herbs From
Ayurveda

INDICATIONS

- In various skin affections like: Mange, Ringworm, Eczema, Dermatomycosis, Dermatitis, Wounds and Burns so as to strengthen the systemic reaction within the body.



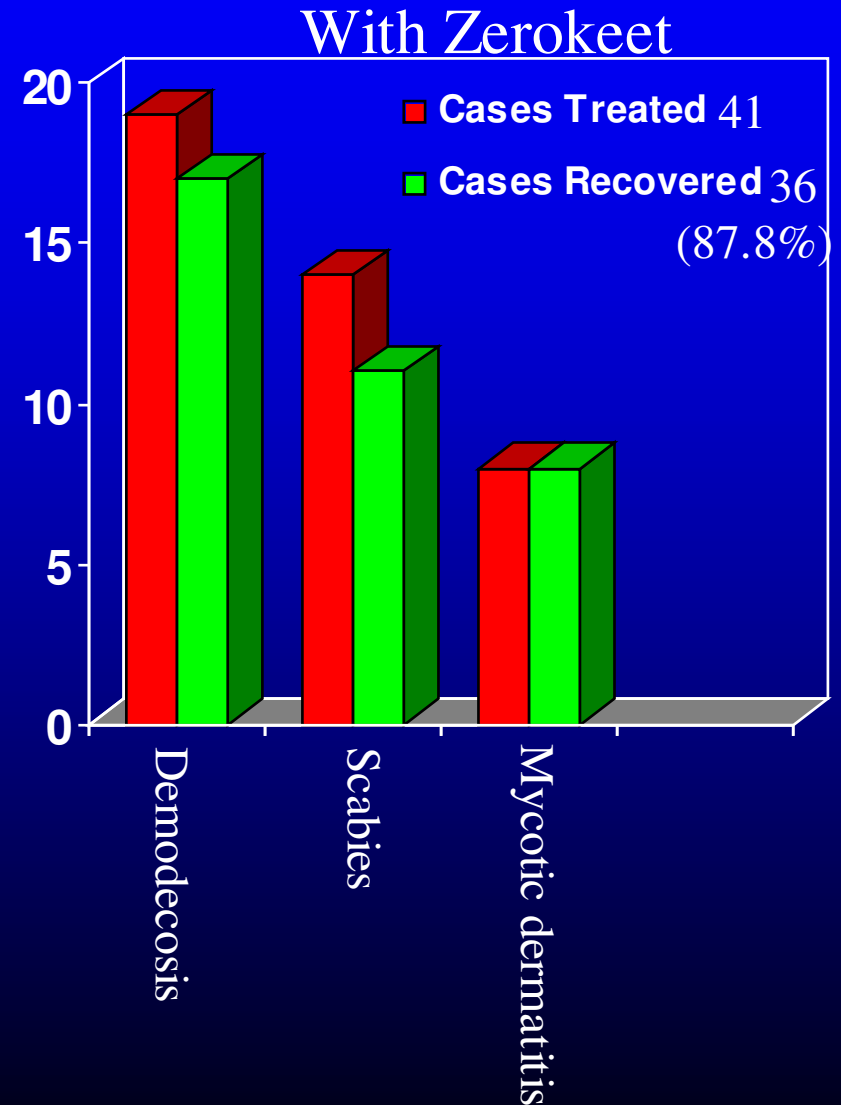
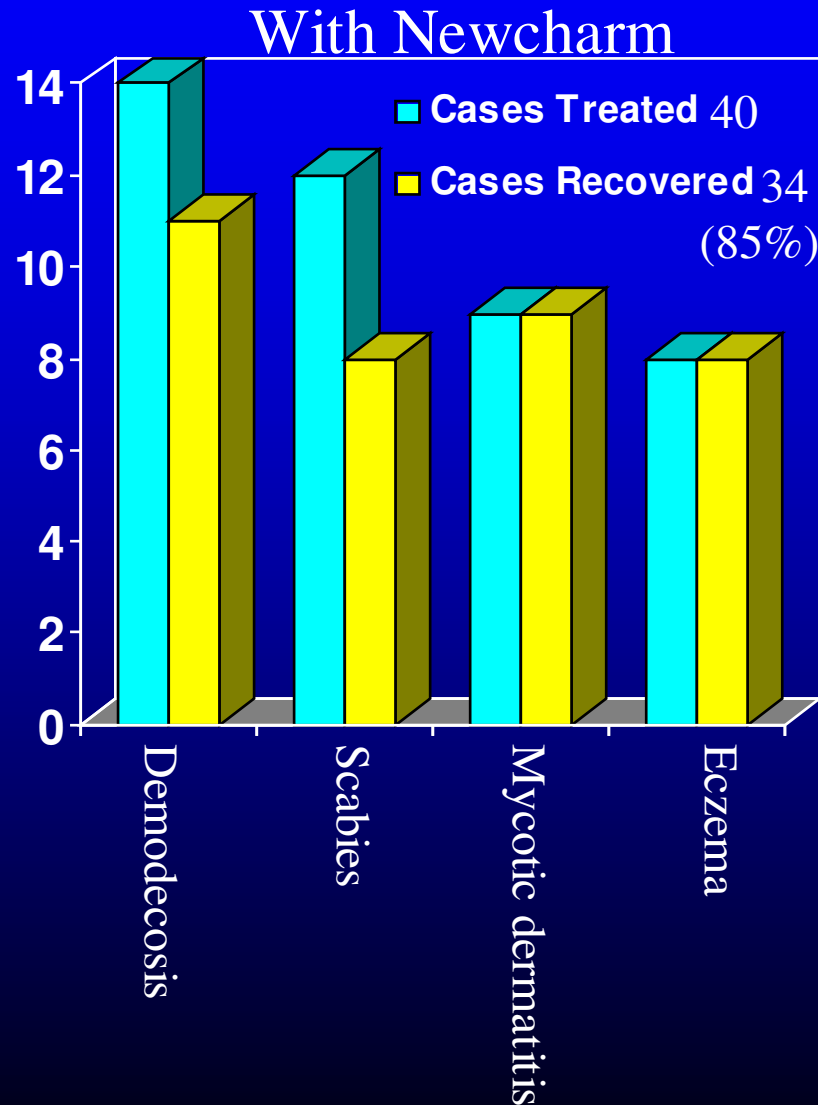
OFFERS

- An effective aid in chronic skin affections.
 - Helps in faster healing.
 - Herbal oral tonic for skin, highly safe.
 - Blood purifying herbs



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Efficacy of CHARMAID in treating Chronic Skin Affections



A comprehensive solution for mange control

- **Zerokeet –**

- Apply in 1:2 dilution on local wound (daily for a week & followed by alternate day) &
- Whole body application (1:4 dilution) at weekly interval

- **New Charm –**

- Apply on local wound till complete recovery

- **Charmaid –**

- Administer orally for 10-15 days for systemic support



Digestive Disorders



.....asking for attention

LIVJIVAN

Liver Tonic Drops and Tablets



INDICATIONS

- As a co-therapy with antibiotic, deworming & sedatives
- Acute and chronic liver dysfunction viz., Jaundice.

OFFERS

- Special formulation for pets.
- Improves liver function, digestion and growth.
- Excellent liver tonic during debility, convalescence and anorexia.



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Activity of Constituent Herbs of Livjivan



Major Herbs:

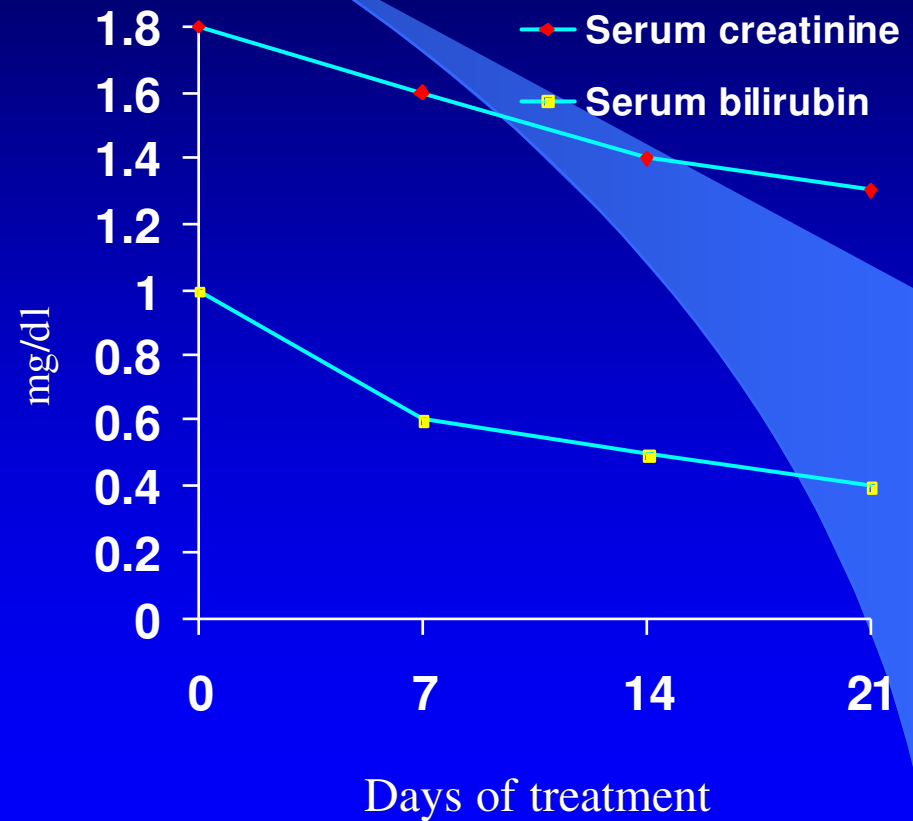
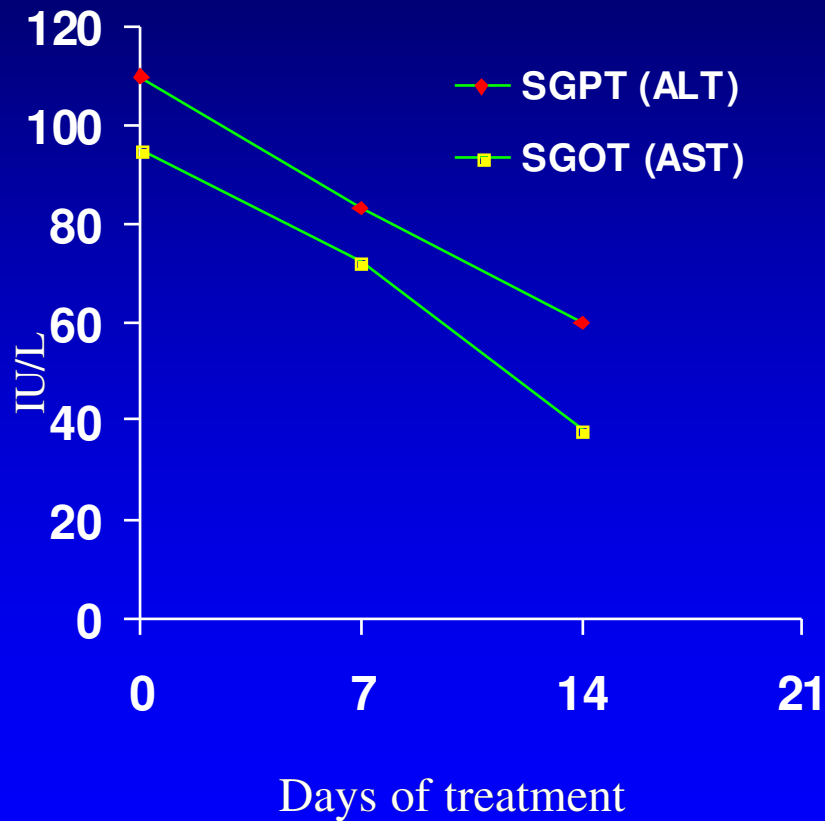
Botanical Name

Action Profile

	Antihepatotoxic	Hepatoprotective	Cholagogue	Useful in Jaundice
<i>Andrographis paniculata</i>	✓	✓	✓	✓
<i>Azadirachta indica</i>	x	✓	x	✓
<i>Boerhavia diffusa</i>	x	x	x	✓
<i>Curcuma longa</i>	x	✓	✓	x
<i>Eclipta alba</i>	✓	✓	✓	✓
<i>Fumaria indica</i>	x	x	✓	x
<i>Phyllanthus niruri</i>	✓	✓	x	✓
<i>Phyllanthus emblica</i>	✓	x	x	✓



LIVJIVAN Improves Liver Functions



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PET DIARRHOEA

WHEN THE CAUSES AND EFFECTS ARE
MULTIPLE



COUNT ON



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The Herbal Anti - Diarrhoeal Exclusively For Pets

DIAMUKT

Herbal Anti - diarrhoeal
Dry Suspension

INDICATIONS

- As a symptomatic therapy in all kind of infectious or infectious diarrhea.
- In puppy diarrhoea (of any age) due to its absolute safe nature.



MP

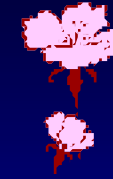
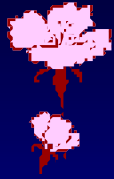
Mucopolysaccharide

- Optimizes peristalsis
- Optimizes secretion
- Binds enterotoxin



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Activity of Constituent Herbs of Diamukt

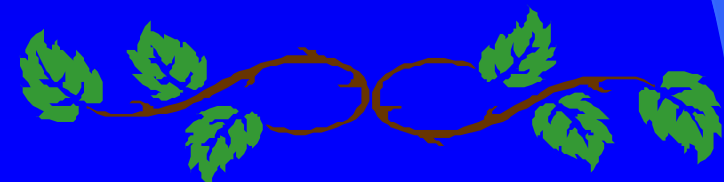
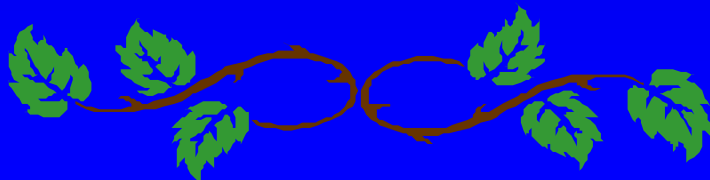


Major Herbs:

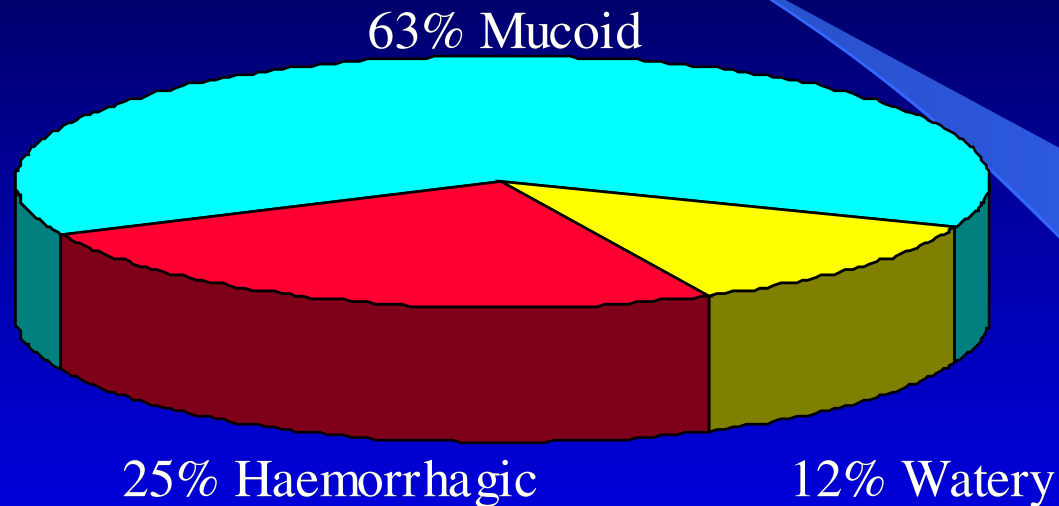
Botanical Name

Action Profile

	Antidiarrhoeal	Astringent	Spasmolytic	Antidysentric	Antibacterial
<i>Acacia catechu</i>	✓	✓	✓	x	x
<i>Aegle marmelos</i>	✓	✓	x	✓	x
<i>Andrographis paniculata</i>	✓	x	x	x	x
<i>Berberis aristata</i>	✓	✓	✓	x	✓
<i>Holarrhena antidysentrica</i>	✓	✓	✓	✓	✓
<i>Punica granatum</i>	x	✓	✓	✓	x
<i>Plantago ovata</i>	✓	x	x	x	✓



DIAMUKT In Treating Clinical Cases Of Diarrhoea



Total Number of Cases Studied = 85

Cases responding to Diamukt = 79 (92.94%)*

Number of days taken to recover = 3.5 days Av.

* Out of 6 cases of viral diarrhoea, 2 showed partial response.

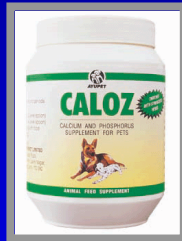


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The AYU PET offers to pet owners:

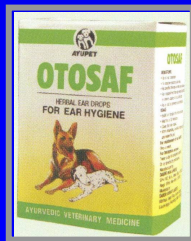
- **Caloz**

- Herbal supplement to enhance Ca & P utilization



- **Otosaf**

- Herbal ear cleanser for dogs & cats



Loamglo

Skin & Coat conditioner



Vitacharm

Oral GLA supplement to boost skin health & sheen



A new dimension to pet health care

VITACHARM

SKIN AND COAT CONDITIONER FOR PETS

Adds charm to the body coat...



INDICATIONS

- Ensures healthy skin & lustrous hair coat
- Checks & controls hair shedding
- Improves immune functions

Rich source of
Essential Fatty
Acids (EFA) from
natural sources

OFFERS

- Primerose & Borage oil

The richest source of Cis linoleic & linolenic acid.

- Vitmain E as

As an antioxidant.



CARING, NATURALLY

Why do we need to provide EFAs from outside??

- High level of saturated fats, trans fats and even linoleic acid (an EFA found in many processed foods) can inhibit the critical enzyme delta-6 desaturase.
- Diseases like diabetes, atropy and allergic tendencies are associated with inhibition of D6D enzyme

Modern Diet: The “Bad Fats”

- From Meat - Saturated fats
- From artificially unsaturated vegetable oil- Trans fats

Pose serious health hazards when consumed in large quantities.

Disturb the metabolism of good fats by inhibiting critical enzyme reactions

Vitacharm

Skin & coat conditioner for pets

The source of GLA...

- Borage seeds (*Borago officinalis*)- the richest source containing 20-23 % GLA
- Evening primrose seeds (*Oenothera biennis*) containing 8-10 % GLA
- Black currant seeds (*Ribes nigrum*) containing 15- 17% GLA

SKIN HYGIENE



WITH



CARING, NATURALLY

LOAMGLO

Herbal Liquid Cleanser
For Healthy Body Coat

Make bathing a delightful experience



INDICATIONS

- For proper grooming and hair coat conditioning.
- For skin hygiene.

**pH balanced
coat
conditioner**

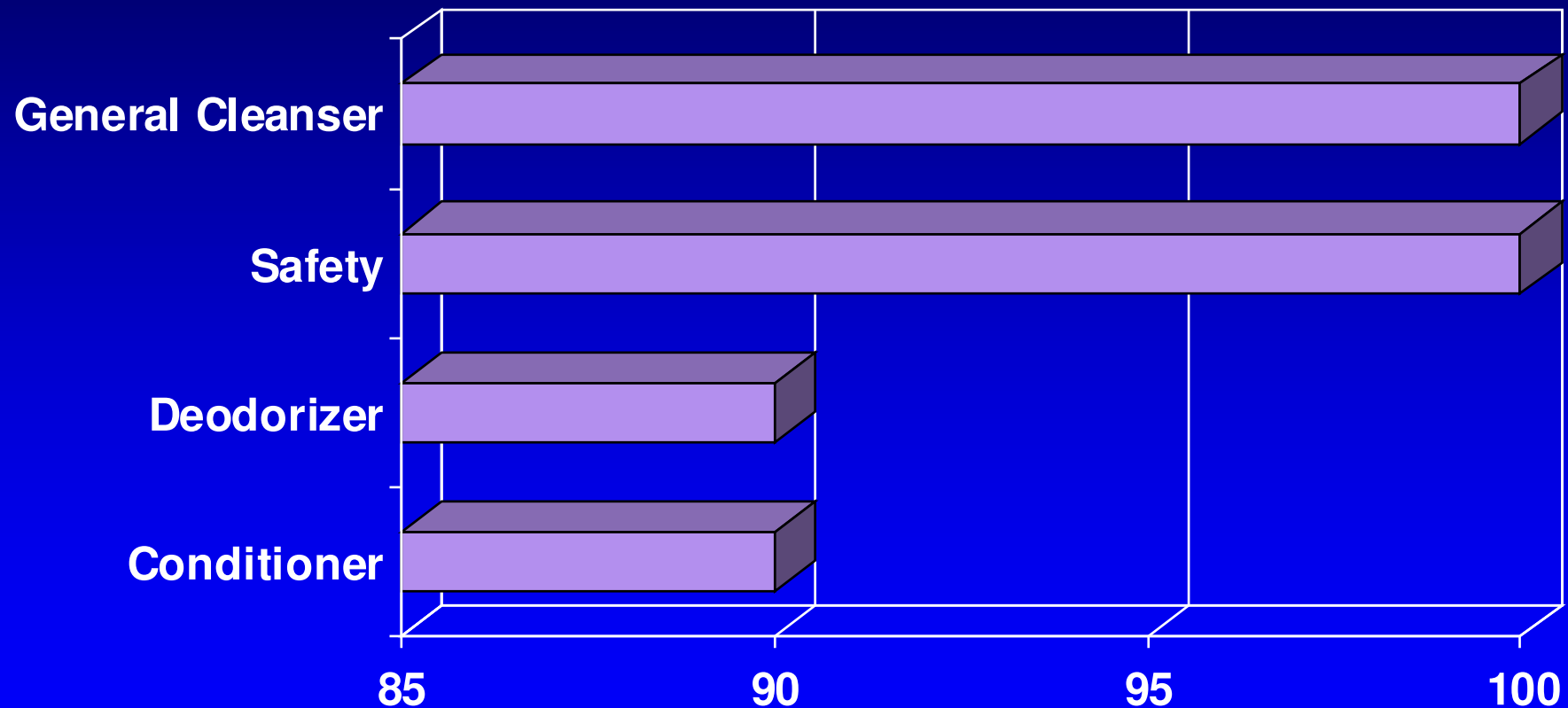
**Designed for
pet skins**



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Practitioner's response to product attributes of **LOAMGLO**

(Survey of over 100 users)



■ % Score



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Ensures proper Ca & P utilization...

CALOZ

Herbal Ca & P utilization enhancer for pets



INDICATIONS

- Ensures proper growth & weight gain
- Prevents Ca & P deficiency disorders

OFFERS

Synergistic herbs in
CALOZ
ensures the utilization of
dietary Ca & P thus
minimizing the chances of
deficiency in pets



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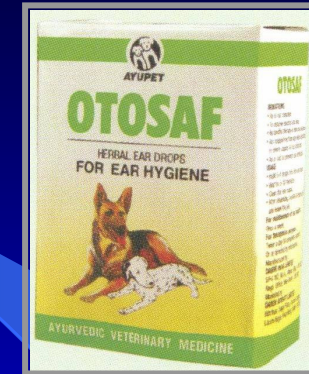
Synergistic Herbs

- Herbs for absorption
 - *Cissus quadrangularis*- Increases serum level of Calcium & Phosphorus
- Herbs for distribution
 - *Uraria picta*- Ensures proper deposition of calcium and phosphorus

For maintaining clean ear...

OTOSAF

Herbal ear drops for ear hygiene



INDICATIONS

- Cleans ear canal thoroughly
- Dissolves excess wax
- Prevents ear infections
- Checks foul ear smell
- Prevents ear itch

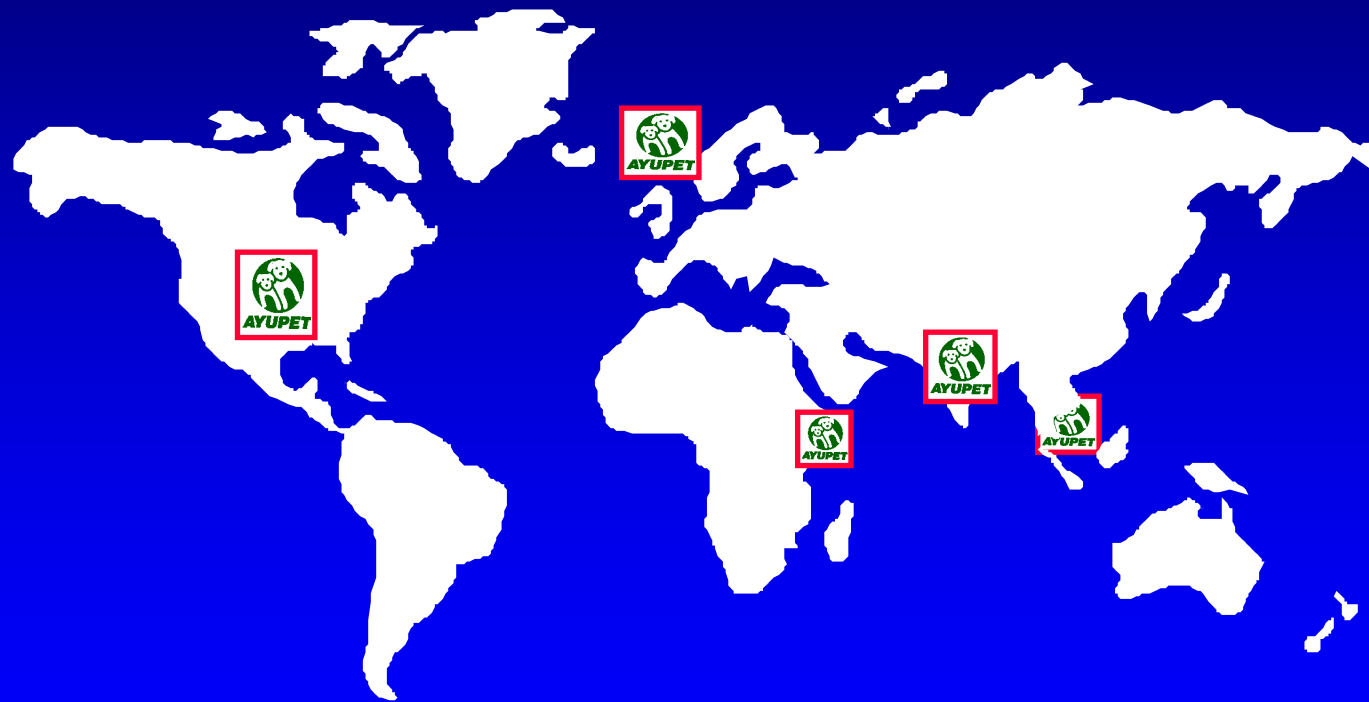
OFFERS

Non-antibiotic (first-of-its-kind) ear drops for maintaining ear hygiene & freedom from ear problems



CARING, NATURALLY

AYUPET CROSSES THE SEAS



... A HUMBLE BEGINNING

OPENING A NEW PATH FOR ANIMAL HEALTH CARE



.....THANK YOU