

# The importance of Herbal Paramedicines in pet health care



... A HUMBLE BEGINNING TOWARDS SAFETY & EFFICACY



**PET**

**OWNER**



**VETERINARIAN**

**The Linker**

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.



With the Ayupet range of products we intend to strengthen the hands of Vets for a more satisfying relationship between the two.

# The Most Common Ailments\*

**Skin  
Diseases**



**Respiratory  
Disorders**

**Digestive  
Disorders**

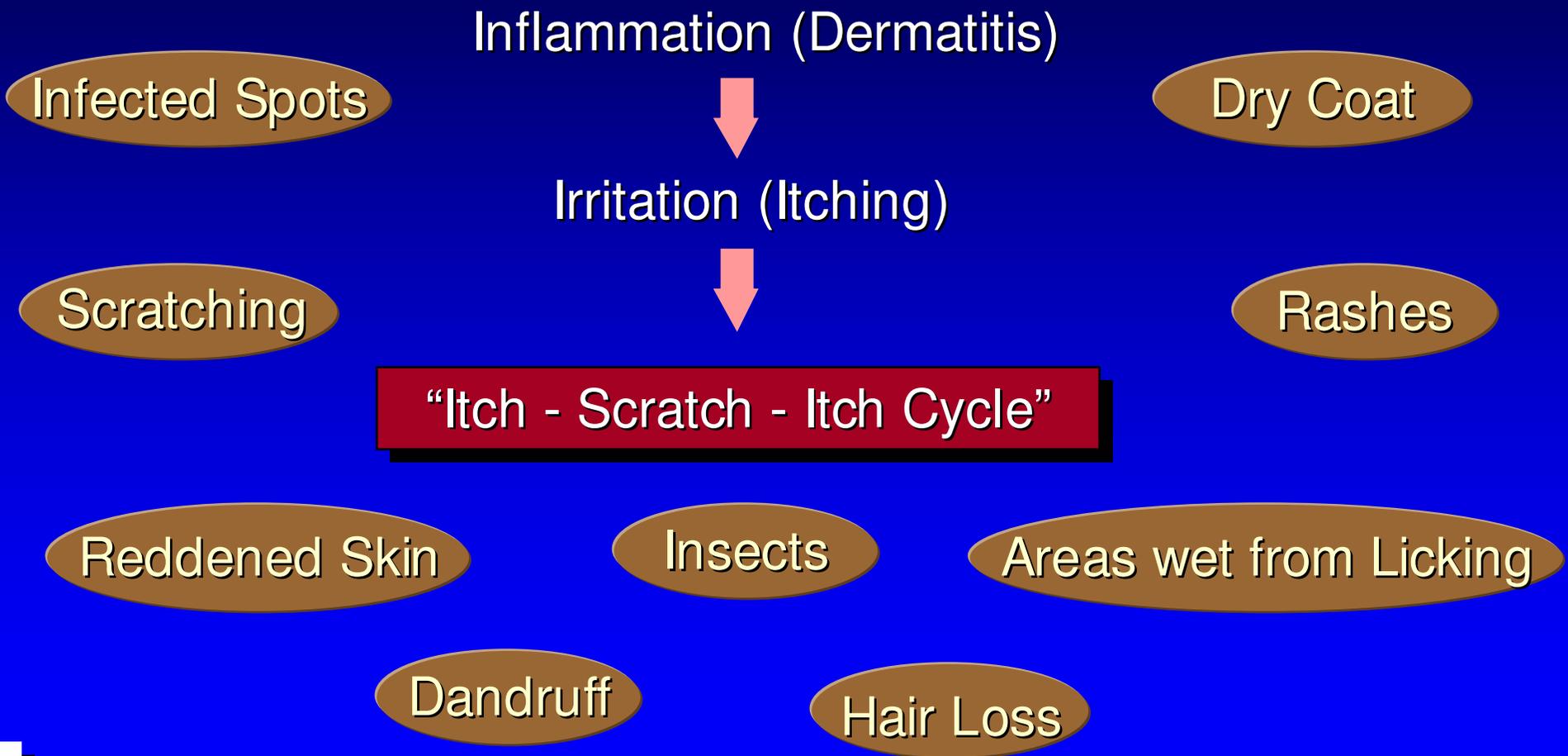
\* In house survey



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# Skin Problems

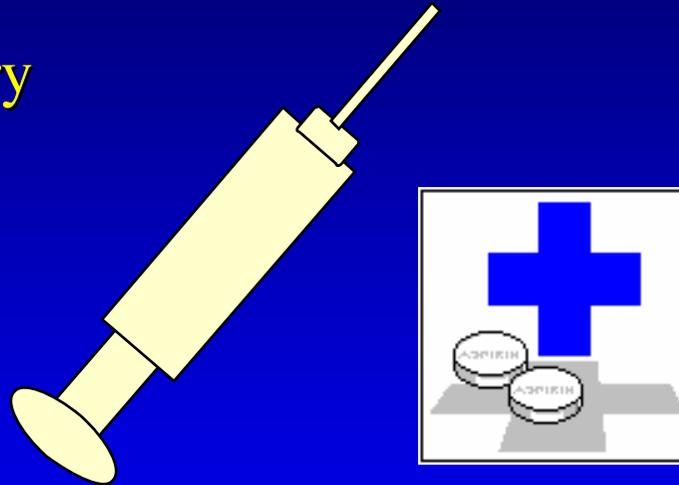
**Multiple Causes : Multiple Signs : Multiple Lines of Treatment**



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# Current Therapy Scenario

- Anti Inflammatory
- Antibiotic
- Antiallergic



Limitations

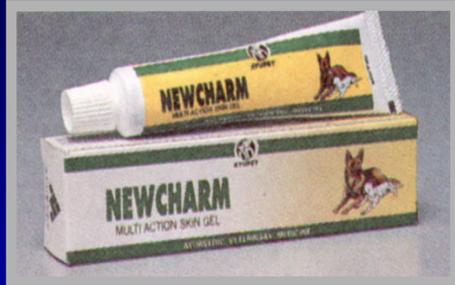
**SKIN HEALTH ?**



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## 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



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# Constituent herbs Of Skin Care Products



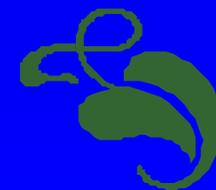
## Major herbs



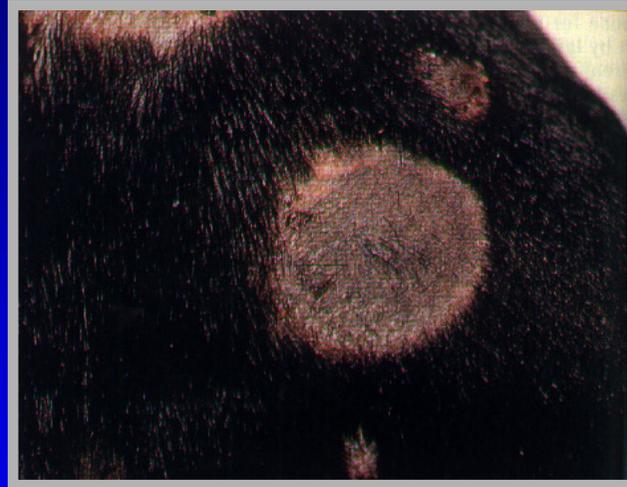
### Botanical Name

### 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>	✓	✓	✓	✓	✓	✓



# THE SKIN PROBLEMS ARE VARIED



**ONE HERBAL SOLUTION**



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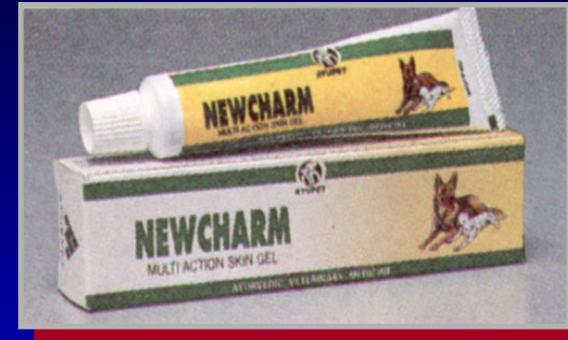
# NEWCHARM

The Multiaction Skin Gel

The Specialist Which Offers Much More

## INDICATIONS

- For localized skin infections like Ringworm, Pyoderma, Dermatitis, Scabies, Demodecosis and Eczema.
- For cuts, abrasions, lacerations, burns, scalds, elbow rashes, hot spots and various types of wounds including surgical wounds.
- Fistulae, Sinuses and Fissures.



## OFFERS

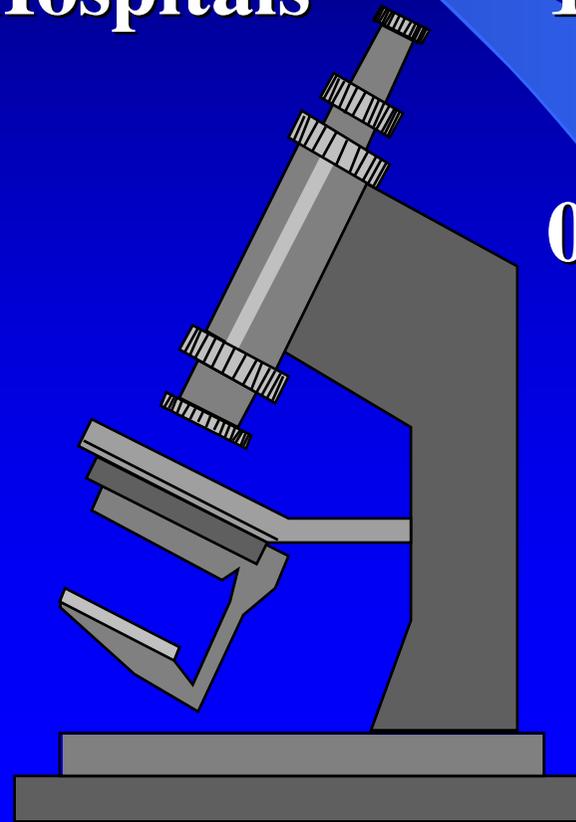
- Wide spectrum of protection against causative agents
- Effective insect repellent
- Convenience of application
- Gel Form Uniform spreadability in all weather conditions



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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

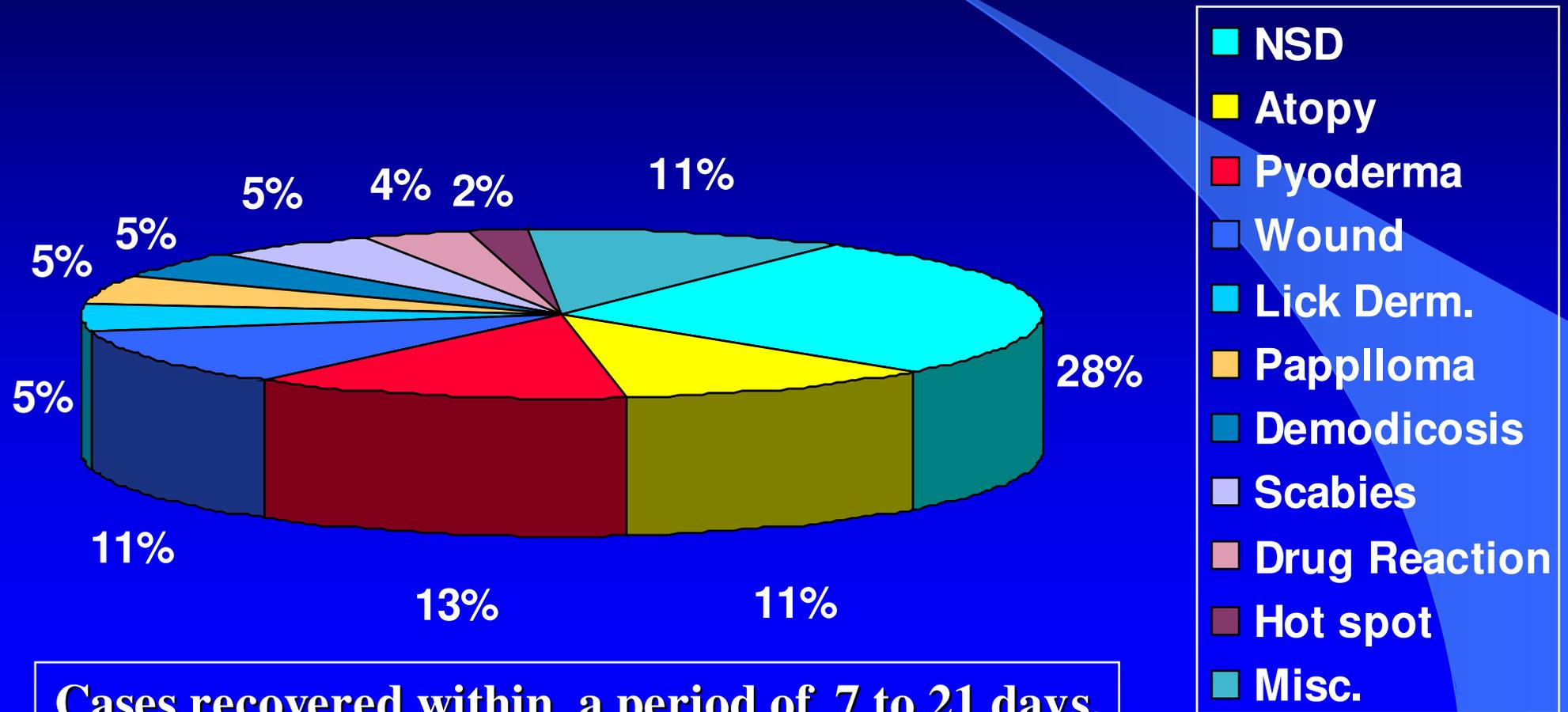
- Dr. Ian McGill
- Dr. Malcom Weetman
- Dr. Onno Weiringa
- Dr. Kathy Parry
- Dr. John Wysoke
- Dr. Nicholus Munnings
- Dr. Gabi Kammeral (Germany)

### Specialist Practices

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



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



Cases recovered within a period of 7 to 21 days.

# Evaluation of Skin Gel in U.S.A.

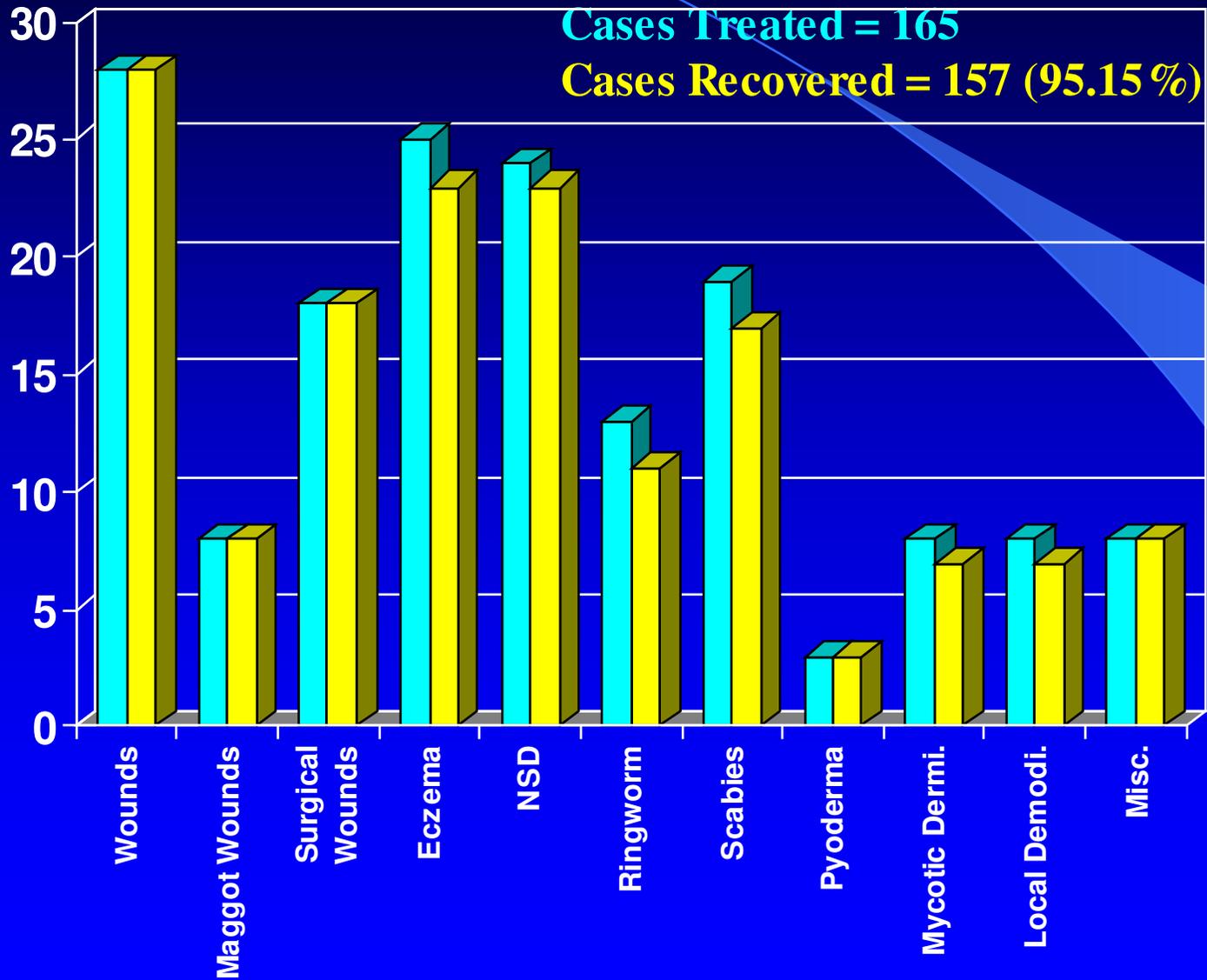
## Participants

### 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 Pruritus 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:-
  - 1<sup>st</sup> Week – Treatment
  - 2<sup>nd</sup> Week – Wash out Period
  - 3<sup>rd</sup> Week – Alternate Treatment

Continue

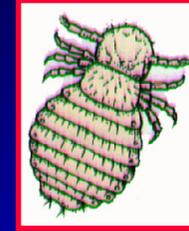
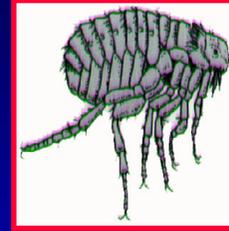
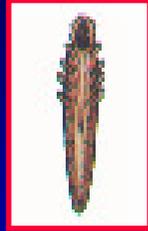
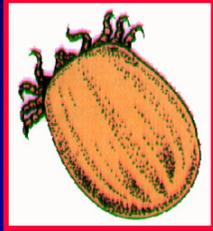
# Results

- 20 dogs were treated with Hydrocortisone 1% and 12 dogs with PhytoGel™
- At the end of 1<sup>st</sup> week mean Itching Score reduced significantly
- PhytoGel significantly masked the effect of Hydrocortisone cream when applied first, while vis-a-versa was non significant
- Overall both products have same effectiveness
- Trend for persistence effect was in favour with PhytoGel™
- Overall reduction of pruritus in both groups was 87.5%

# Results

Continue

# SKIN DISEASES



Ticks

Mites

Fleas

Lice

Concern for all

Solution - The Natural Way ....



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# ZEROKEET

Herbal Liquid Concentrate For  
Ectoparasite Control

## INDICATIONS

- For prevention and treatment of parasitic infestations and skin affections caused by ticks, mites, fleas and lice.
- For the prevention and control of sarcoptic and demodectic mange .
- For maintaining healthy fur and skin conditions.

.... because we share your concern



## OFFERS

- Herbal formulation for ectoparasite control
  - Effective in disrupting life cycle of parasites at all stages.
  - 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	
<b>Mites</b>			
<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)
<b>Lice</b>			
<i>Heterodxus spiniger</i>	9.8 (per 64 sq. cm area of neck)	5.4 (6 min.)	0.0 (8 min)
<b>Fleas</b>			
<i>Ctenocephalides canis</i>	11.4 (per 100 sq. cm area of neck)	6.2 (10 min)	0.0 (12 min)
<b>Ticks</b>			
<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.



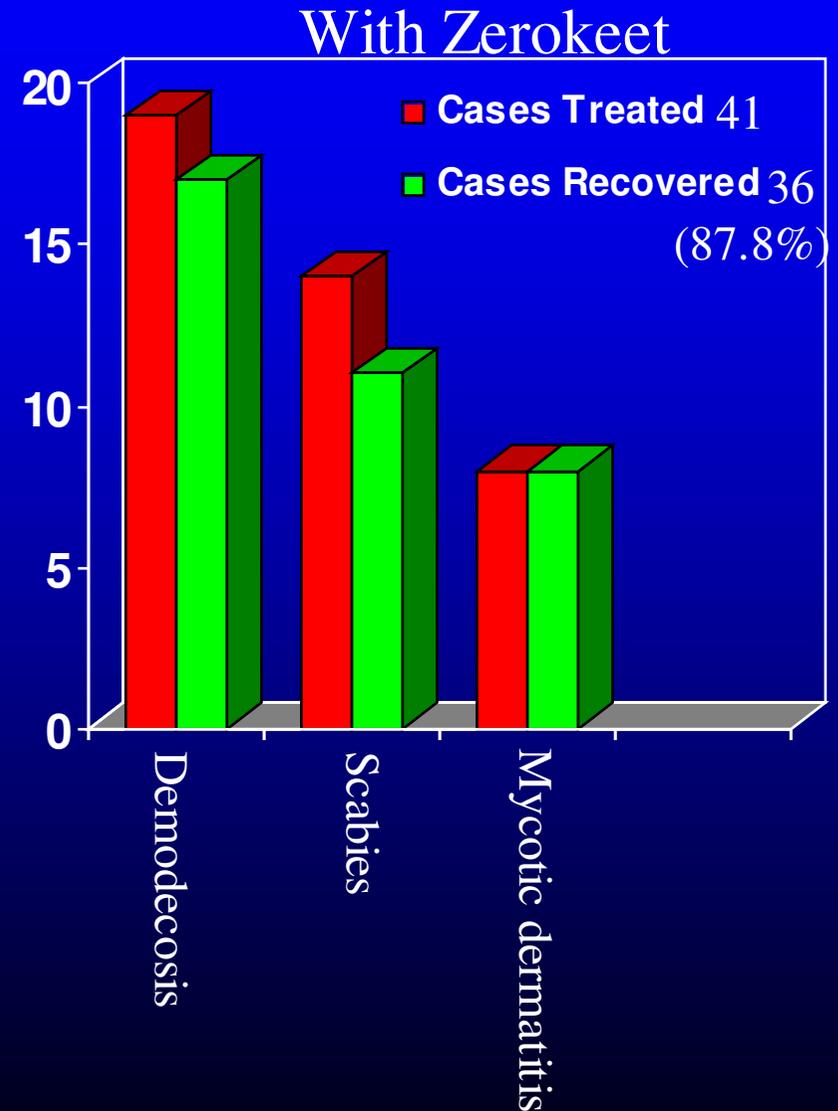
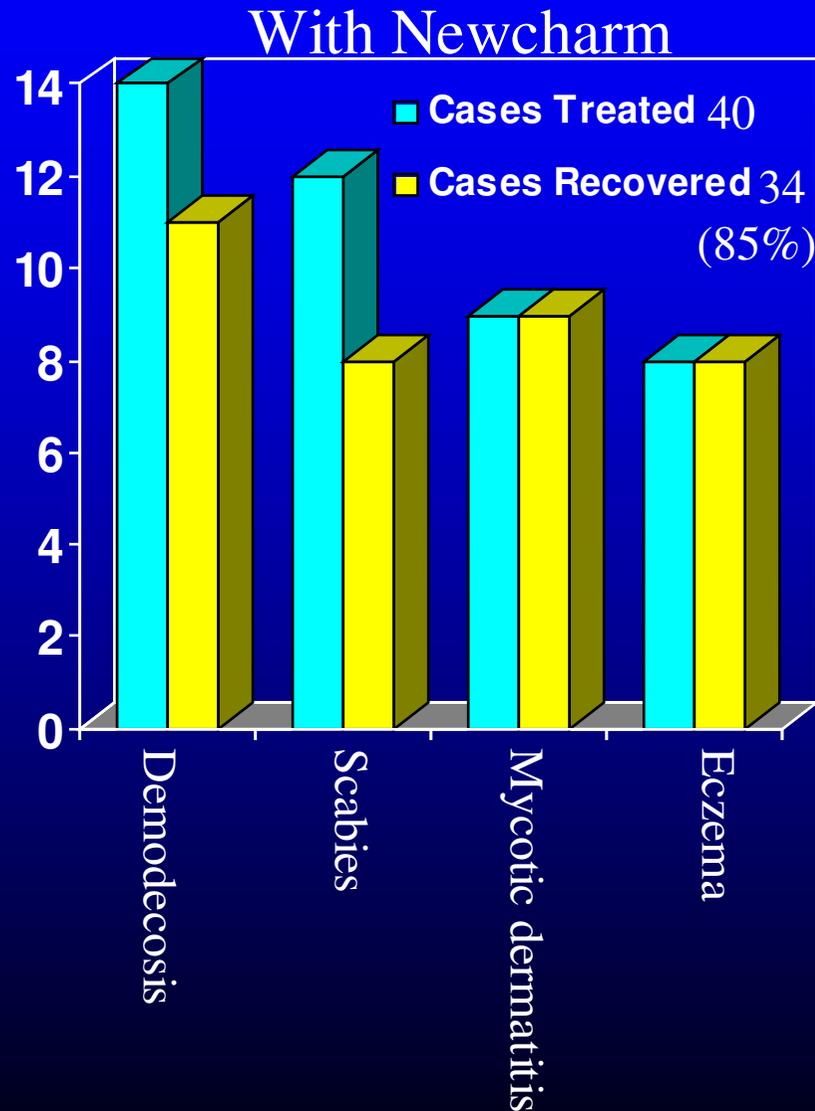
## OFFERS

- 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



# 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

- Optimizes the luster & softness of skin.
- Optimizes circulatory & reproductive functions.
- Improves immune functions
- Controls joint problems.



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## 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



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# LOAMGLO

Herbal Liquid Cleanser  
For Healthy Body Coat

Make bathing a delightful experience

A speciality  
from the world  
leaders in  
herbals

## INDICATIONS



- For proper grooming and hair coat conditioning.
- For preventing dandruff and ectoparasitic Infestations.
- For skin hygiene.

## OFFERS

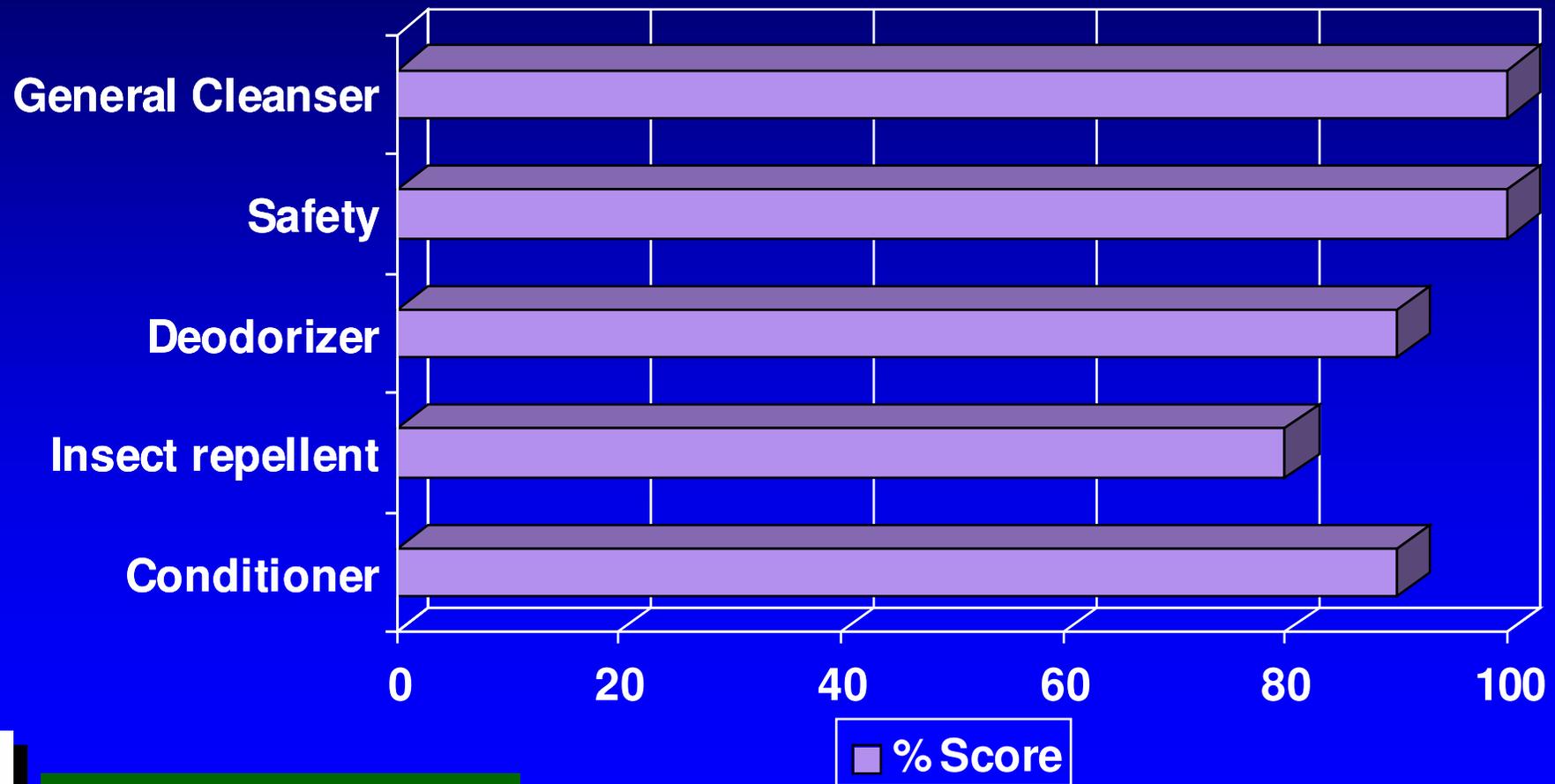
- pH balanced herbal cleanser and coat conditioner.
- Unlike other chemical preparations has no side effects
- Insect repellent



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# Practitioner's response to product attributes of LOAMGLO

(Survey of over 100 users)



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# Digestive Disorders



.....asking for attention

# POOR GROWTH, MALNUTRITION, DEBILITY...



✓  
WHERE LIVER IS THE CAUSE



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# LIVJIVAN

Liver Tonic Drops and Tablets

LIVJIVAN - For Each Stage Of Life

## INDICATIONS

- Inappetence and irregular appetite due to sluggish liver.
- Acute and chronic liver dysfunction.
- Debility, convalescence, dullness and poor hair coat.
- As co-therapy with antibiotics, dewormers and in treating accidental poisoning.



## 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:

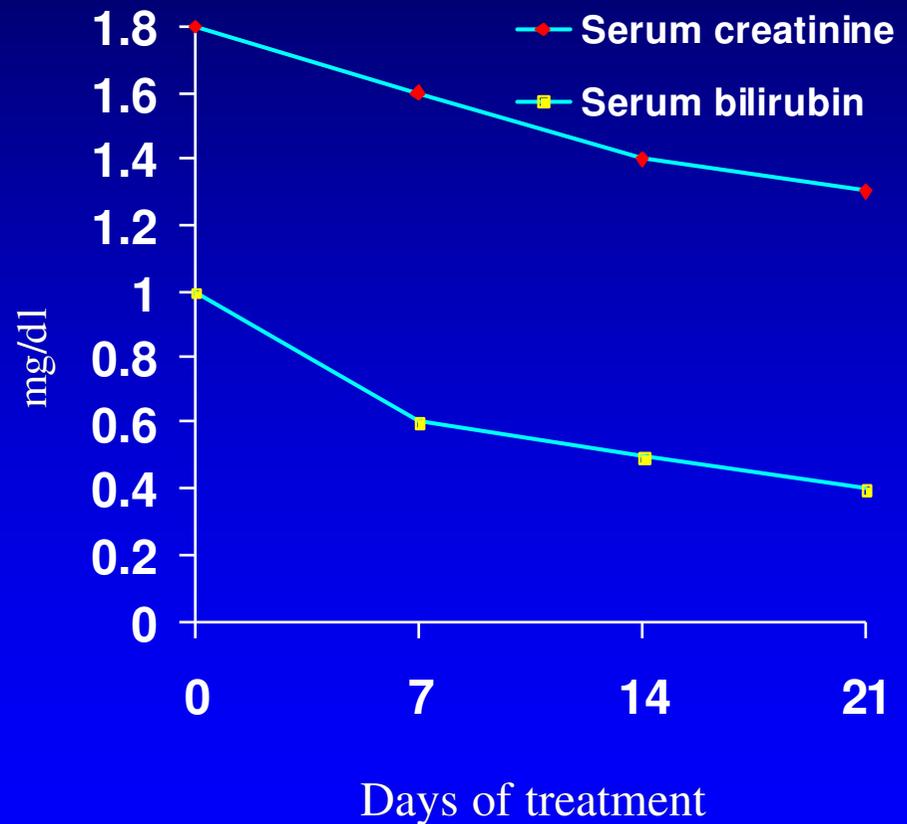
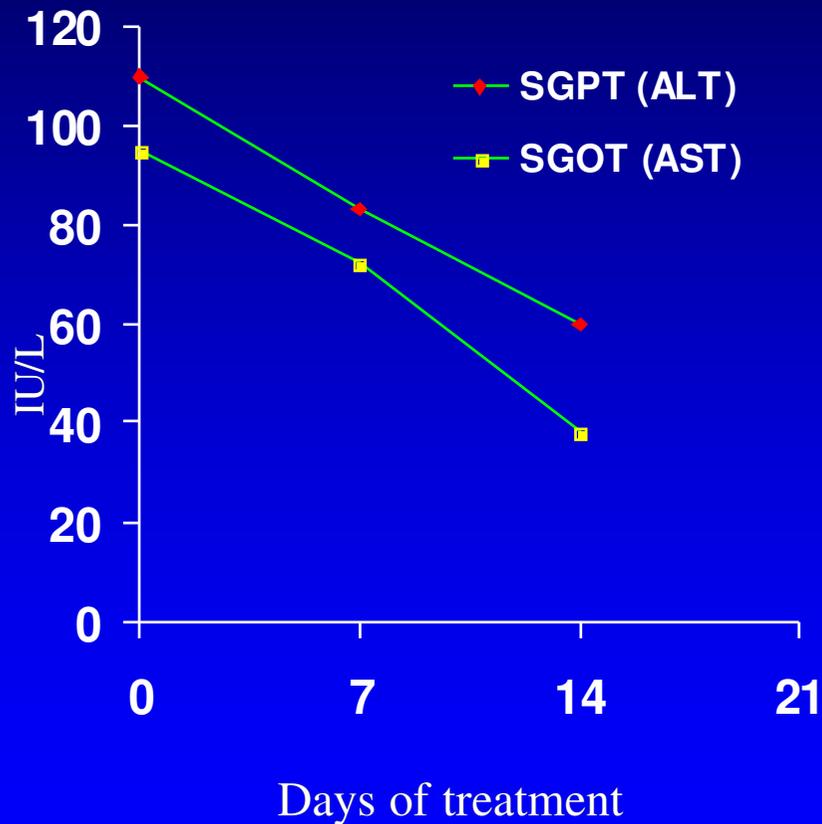
### Botanical Name

### 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	✓
<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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# DIAMUKT

The Herbal Anti - Diarrhoeal Exclusively For Pets

## Herbal Anti - diarrhoeal Dry Suspension

### INDICATIONS

- Acute or chronic cases of diarrhoea of different etiology.
- Supportive therapy in diarrhoea of viral, bacterial, parasitic origin.
- In the treatment of diarrhoea due to food allergy, dietary error, food poisoning, liver and pancreatic diseases.



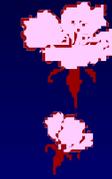
### OFFERS

- **Highly effective in all types of diarrhoea.**
  - **Does not affect digestive microflora.**
  - **Free from synthetic chemotherapeutic compounds.**



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# Activity of Constituent Herbs of Diamukt

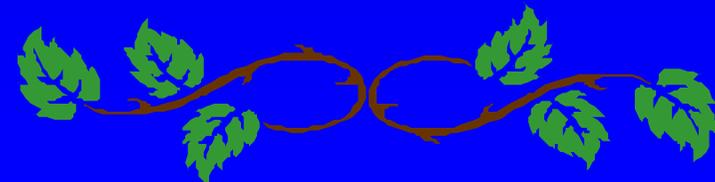
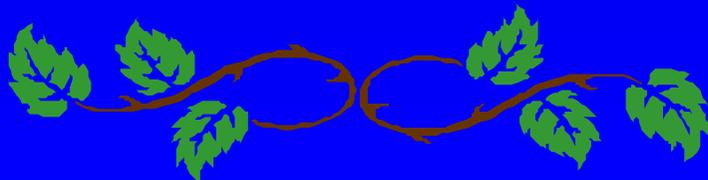


## Major Herbs:

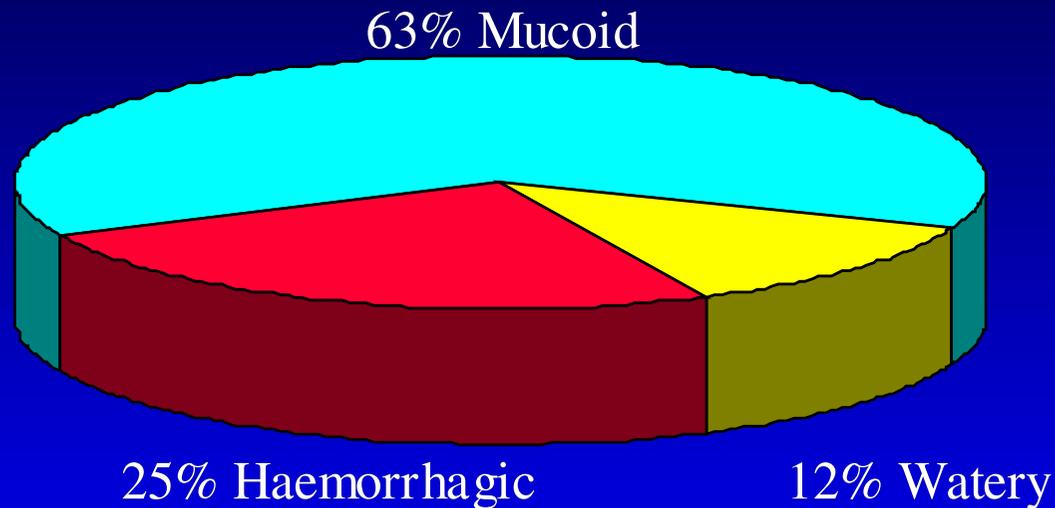
### Botanical Name

### 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.

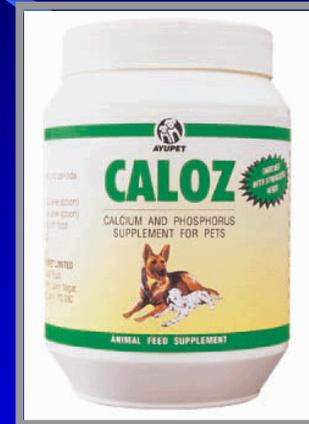
\* Out of 6 cases of viral diarrhoea, 2 showed partial response.



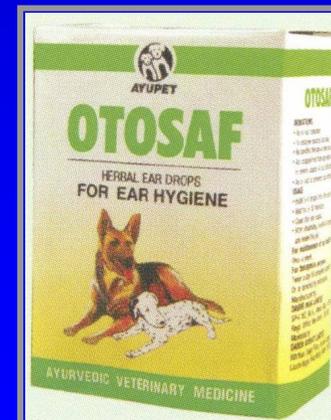
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# A new dimension to pet health care

- Caloz
  - Herbal supplement to enhance Ca & P utilization



- Otosaf
  - Herbal ear cleanser for dogs & cats



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



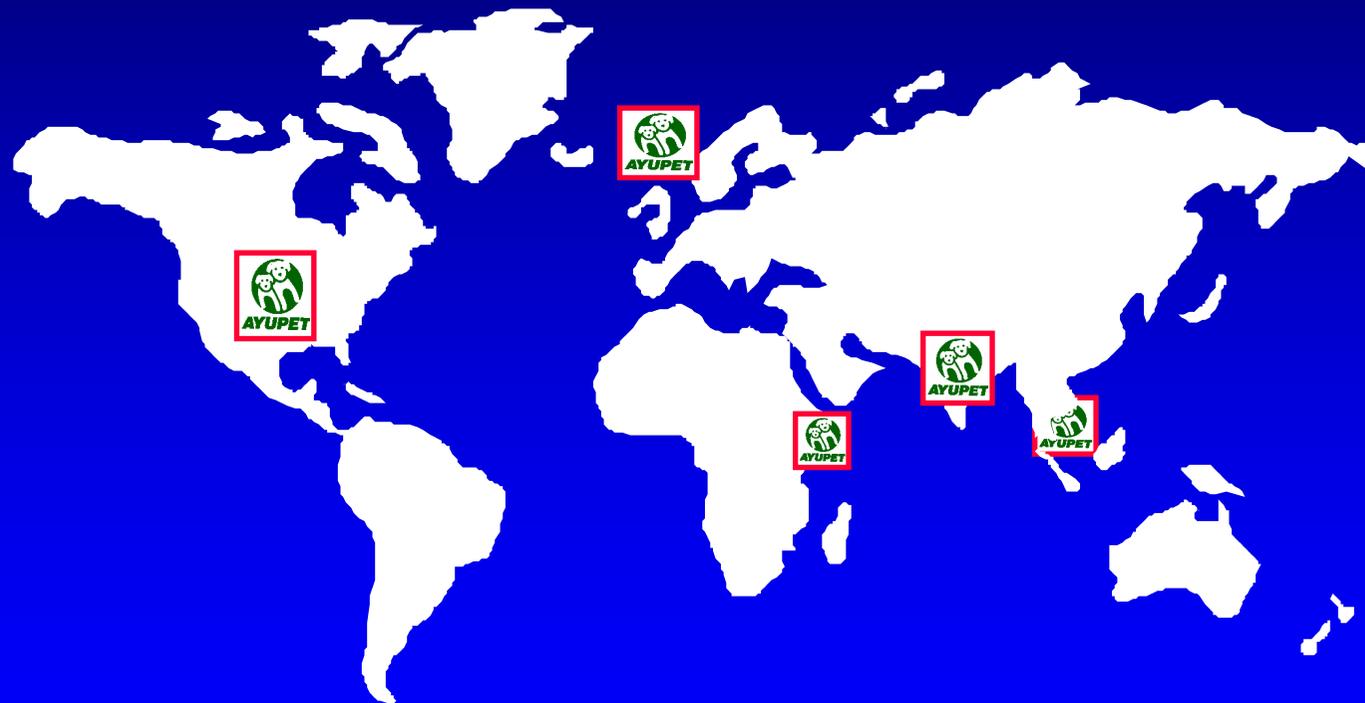
## OFFERS

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



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# AYUPET CROSSES THE SEAS



... A HUMBLE BEGINNING

# OPENING A NEW PATH FOR ANIMAL HEALTH CARE



.....THANK YOU