

ULTRAVETIS

ISSUE 007

VET

An Ultravetis Publication

DECEMBER 2011 - FEBRUARY 2012

www.ultravetis.com



Happy Holidays

Royal Canin Premium Pet Food Launches in Kenya

Nutrition For Animal Health

Inside East Africa Kennel Club

+ Keeping Your Pets Worm Free





From The MD's Desk

Welcome to the 7th Edition of the 'Vet'. We are proud to acknowledge the many readers who regularly read the magazine and send their comments through email and our dedicated 8119 SMS line. This feedback is very useful as we endeavour to provide our readership with the information that is most relevant to their needs.

In this issue we highlight the recently launched **Royal Canin** Pet food range. The food has been very well received by Vets, Pet Owners and Breeders with a lot of enthusiasm. We are confident that the food will meet the high expectations that they have expressed. **Royal Canin** recognizes the different nutritional needs of the different dog and cat breeds and ages. It even caters for pets with special health challenges. Kenyans will now be able to access food that meets their pets' specific needs.

We will soon be launching **Prazivet** a dog de-wormer and we featured an article on Worm Control in Dogs. Many dog owners have not fully appreciated the benefits derived from effective worm control in Dogs. We are confident that the information presented will be applied to improve the health of your pets.

I would like to thank all those who have attended our various marketing launches, seminars, field days and dog shows throughout the year. Please continue to give us your feedback through our dedicated SMS number '8119', website www.ultravetis.com and email address info@ultravetis.com

As we approach the close of the year, I take this opportunity to wish each of you very happy holidays and best wishes for year 2012.

Ngugi Muchane

MANAGING DIRECTOR

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Dr. Paul Imo, Mrs Biddy Davis,
Mr. Etienne Douillard & Dr. Alice Kithika.

Design & Layout:
ovakast



From the desk of Etienne Douillard,
Royal Canin Area Manager, East & South Region.

Innovation and nutritional precision for animal health.



For over 40 years, the animal has always been the focus of our innovation process. This highly specific approach, exclusively oriented towards the health and well-being of dogs and cats, remains the starting point for each and every one of our nutritional solutions.

• The desire to take precision ever further

Royal Canin believes that canine and feline nutrition should take into account the parameters that differentiate dogs and cats: age, size, breed, lifestyle, characteristics.

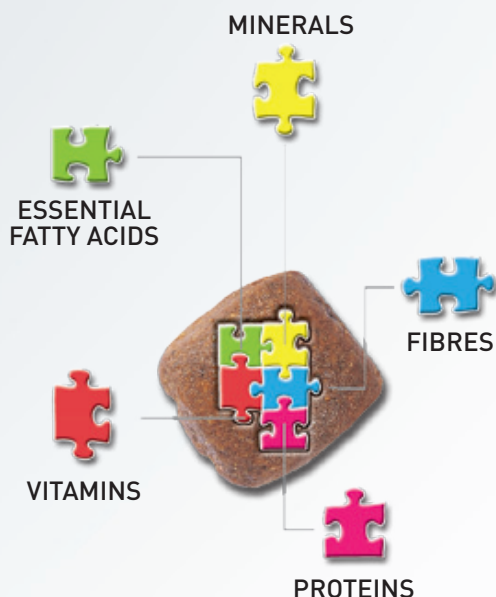
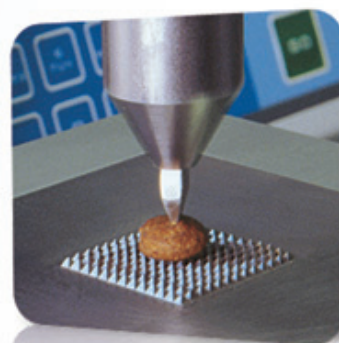
This belief has led us to continue to push back the boundaries of nutrition to develop products that are increasingly accurately targeted.

• A scientific approach in collaboration with professionals

Royal Canin research is fed by the practical experience of breeders and nutritionist veterinarians.

Every product we develop is assessed in real conditions by our partners and we act on their suggestions.

This approach is further supported by the knowledge of researchers and university specialists from around the world.



• Balanced diets for specific nutritional needs

Our nutritional approach consists of assembling a single product with the precise balance of around fifty nutrients (proteins, fats, carbohydrates, amino acids, fatty acids, etc.).

Our products meet those nutritional objectives: develop and maintain the organism, provide energy, nourish and improve the well-being and healthiness of the animal.

Royal Canin Launch Mombasa,

Royal Castle Hotel, 3rd November 2011



A display of the Royal Canin range of products



Guests listening attentively to Dr. Philippe Pierson of Royal Canin



Master of Ceremony, Dr Paul Imo



Our Wachira Mureithi gives an overview of the company



Mr. Etienne Douillard of Royal Canin, gives a presentation



Dr. Philippe Pierson of Royal Canin gives a technical presentation



Shalina and Douglas present a gift to Dr. Feroz Khan

Royal Canin Launch Nairobi, Serena Hotel, 4th November 2011



Arrival and registration of guests at Serena Hotel



Guests have a drink and socialize before the presentation



Our Wachira and Dr. Philippe toasting



Our Shalina..giving a vote of thanks



Our Wachira and Bidy getting ready for dinner



Veterinarians listening attentively



Group photo at Serena

Pets are increasingly becoming important for their therapeutic values and roles they play as guards in our households. It therefore goes without saying that they need to be accorded quality care in the form of proper quality food, grooming, exercise and veterinary care.

An important factor that affects the quality of life and ultimately longevity of your pet's life is worm control. Worms are terrible for your pets. They can be classified into the following classes – Roundworms, Tapeworms, Hookworms, Heartworms and Whipworms. Some of them live in the intestines and some in tissue.

Some of the worms can be tolerated in small numbers, but in high numbers they can create serious health problems and even fatalities. Roundworms and Tapeworms are the most common.

Roundworms have been known to cause bloating, diarrhoea, vomiting, intestinal obstruction and rupture in puppies. Puppies also get the roundworms from their untreated mothers through milk/suckling.

Tapeworms look like tape segments and have been known to cause abdominal discomfort, nervousness, itching around the anus, vomiting and weight loss. They live in the intestines and feed on the nutrients from the food your pet consumes. Fleas carry tapeworms so if your pets have fleas, there is a good chance they have tapeworms.

Hookworms look like roundworms but have teeth at one end that grab onto the dogs intestines and attach themselves. They have been known to change the attachment sites at least six times in a day and basically feed on blood. This process leads to blood loss resulting in anaemia and iron deficiency.

In summary the common signs of worm infestation in your pets will include – diarrhoea with or without blood, weight loss, general poor appearance/ unthriftiness, vomiting and anaemia. Your dog therefore needs to be put on a strict worm control program. The program should be as the table below for an ideal program of worm control:

Deworming Guide		
All Breeds	Puppies	Once every two weeks
Giant Breeds	Puppies	Once a month from 4th Month - 12th Month
Toy Breeds	Puppies	Once a month from 4th Month - 8th Month
All Breeds	Adults	Once a every 3 months

Keeping your pet worm free

by Dr. Bryant Mose

When choosing a dewormer for your pet it is important to choose a broad spectrum dewormer to control all worm classes. PRAZIVET PLUS fits this bill. It is in tablet form and contains 3 active ingredients: Praziquantel (effective against tapeworms); Pyrantel pamoate (effective against roundworms and hookworms); and Febantel (effective against nematode parasites including whipworms). Prazivet Plus is administered at a dosage rate of 1 tablet per 10kg weight.

Let's keep our pets healthy, happy and worms free through Prazivet Plus.





Biddy with her dog Jezebell, The judge Horst Kliebenstein and the dog handler Joshua

East Africa Kennel Club

Interview with Mrs. Bidy Davis
by Yunia Bidali & Gitonga Muturi

The East Africa Kennel Club (EACK) is the official canine governing body and dog registry for East and Central Africa. We spoke to Mrs. Bidy Davis at the EACK offices in Jamhuri Park, Nairobi. She is the Chairperson of the club and she is also a dog breeder and owns 14 dogs!

Give us an overview of the Kennel Club, its origins and mandate?

The East Africa Kennel Club was formed on 18th October 1919. Our patron is Charles Njonjo and our mother company is the Kennel Club England. We provide facilities for registration, transfer and maintenance of pedigree records. We also promote breeding and exhibition of pedigree dogs and we register non pedigree dogs for obedience, field trials, qualifications and agility. Entries for shows now average about 200 dogs.

What is the criteria for joining the Kennel Club?

You fill in an application form. A council meeting will be held to approve or disapprove your

application. You must be proposed by a council member to become an associate member. Once you become a full member you get benefits like having your own affix – you name your pets a specific name which no one else can use. The club currently has 300 members.

What is the advantage of joining the Kennel Club to pet owners?

We recommend reputable breeders who register their stock by breeding quality dogs. We encourage pet owners to join the Labrador Retriever Club so that they can bring any breed of dogs for free training every Wednesday morning. If in doubt of their dogs' parentage we order DNA tests for pet owners to verify the same.

Are pet owners buying quality food for their pets?

Not really. Most pet owners feed their pets with local pet food that contains maize and rice which sometimes contain aflatoxins. Aflatoxin is a mycotoxin produced by a fungus and it is fatal in dogs once it accumulates. Several owners in Kenya have lost their dogs due to aflatoxins. Pet owners need to understand the importance of a balanced diet for their dogs. I would advice more pet owners to buy imported food as it treated for aflatoxins, therefore preventing fatalities in dogs.

Is the number of Pet owners increasing in Kenya?

Yes. There are more dog and cat owners. The toy dog breeds have increased in number and especially the fluffy breeds. German shepherd dogs are also common because they are used as guard dogs.

What are the challenges faced by pet owners in Kenya?

High cost of pet food leads to owners substituting with poor quality food. Lack of information about nutrition for their pets and this leads to increased bills from the veterinary doctors. Lack of proper care such as spaying and vaccination of dogs since most owners shy away from the high cost.

What is your relationship with Ultravetis?

Ultravetis has been a key sponsor of several dog shows at the Kennel Club. The Royal Canin products, which they supply are very nutritional and provide a balanced diet for both cats and dogs.

What advice would you give to someone who want to buy pedigree dogs?

Many people try to sell expensive puppies with fake Kennel Club papers. Pet owners are advised to verify with us through mail or telephone before making any purchases. We have records of pedigree dogs of all breeds from Sudan, Tanzania, Uganda, Somalia and Nigeria.

East Africa Kennel Club, P.O. Box 24792-00502 Nairobi.
Telephone: 020 386 6067 / 0734650213

Dedication to Quality Products & Services

Dr Alice K. Kithika, Owner Petwell Clinic.

Today pets have become an integral part of the nuclear family and are part of the urban lifestyle. 15 years ago pets were found only in a few homesteads especially in the expatriate community but today you find them in all families across the board. To talk about pure breeds in the standard family was unheard of while today it is the norm and people are knowledgeable about the breeds and requirements.

Composition of our pets

The composition today of pets is dogs, cats, parrots, ornamental fish, guinea pigs, rabbits, doves, hens, mice amongst many others. The reason the community keeps pets are varied. Pets offer companionship while offering personal and property protection. Parents who have no interest in pets have acquired pets at the request of their children, though they end up bonding with these pets more than the children themselves. Others are used as companions and guide dogs for the blind. Then we have the working dogs that are used in rescue operations in natural calamities and drugs detection. Cats offer companionship and protection from pests. In the past a cat was to control mice and snakes while the dog was for security but no one felt that they required an assured meal, shelter, grooming veterinary care or even education. Today owners are willing to spend more on same requirements.

Basic requirements

The numbers of dogs have increased markedly in our homesteads. Unfortunately, very few people know the basic requirements of the pets. After acquiring the pet, irrespective of the species or breed, they are entitled to shelter, food, veterinary care, grooming and



Dr. Alice Kithika proprietor Petwell Clinic.

basic education. For a pet to remain healthy they must get the necessary vaccinations, worm control, control of ectoparasites and a complete diet.

Feeding

A question I am usually asked a lot by my clients which I must tackle in a little more detail is feeding commercial diet versus home made food or feeding dry food versus wet food. First and foremost is that most of the commercial diets which are from reputable manufacturers have been researched on for many years to fit the requirements of the particular pet at different stages of growth. A good diet will not need any supplementation as it will meet all the body requirements for the pet.

The pet owner will need to provide clean water at all times. Feeding ready to eat commercially prepared food is convenient, accurate and cost effective and even reduces on the veterinary bills as the visits are minimal in the absence of food spoilage, aflatoxin poisoning, and a good skin condition. Feeding home made food leaves the pet owner guessing the actual intake of nutrients especially the vitamins and minerals. The food is also prone to spoilage or having too much fat leading to stomach upsets and it may cost more at the end of the day when you add up all time used in preparation with possible veterinary bills.

At the moment there are a few players in the pet food industry and it is growing as people appreciate pets more and learn how to take care of them. The supply has to be consistent and prompt.

The Royal Canin launch at Castle Royal Hotel Mombasa on November 3rd 2011 was timely when the industry really needed a one stop shop for the pet food which is tailor made, cost effective, convenient and readily available.



Lucy Wawira, Dr. Charles Odago & Dr. Alice of Petwell. Douglas Gitonga of Ultravetis.