



PRODUCT INFORMATION BOOKLET



PET RANGE



**TRADITIONAL KNOWLEDGE®
MODERN RESEARCH**



CREED

GENESIS **AYUR:** Life **VET:** Animal Health

VISION Dedicated to improve animal health through the wisdom of traditional knowledge & modern research.

MISSION To be the leader in providing innovative, safe, dependable and environment friendly solutions for Animal Health.

ETHOS * To provide **EQUAL OPPORTUNITY** to our people to realise their full potential.

* To work as **A TEAM** for achieving our goals and be transparent in our dealings.

* To have a **GLOBAL APPROACH** for providing scientifically proven solutions for the healthcare need of animals.

* To dedicate ourselves to achieve the highest level of **CUSTOMER SATISFACTION**.

* To work for **SUSTAINABLE DEVELOPMENT** and be mindful of the safety of the environment, human beings and animals.

SLOGAN **TRADITIONAL KNOWLEDGE®**
MODERN RESEARCH



**AYURVET
LIMITED**

QUALITY POLICY

*"We at AYURVET LIMITED
are committed to
provide our customers,
efficacious, quality, dependable
& safe products.*

*We aim for complete customer satisfaction
by maintaining consistently
high standards of quality,
timely delivery &
services.*

*To achieve this
we shall constantly review our processes &
Quality Management System
and continually improve its effectiveness
& efficiency."*

President and Project Director

ABOUT US	1
----------	---

PET RANGE

CALOZ	4
-------	---

CHARMAID	5
----------	---

LIV JIVAN	6
-----------	---

LOAMGLO	7
---------	---

NEWCHARM	8
----------	---

OTOSAF	9
--------	---

VITACHARM	10
-----------	----

ZEROKEET	11
----------	----

THE NEW FRESH CO





About us

Ayurvet is India's most trusted animal healthcare company catering the natural and safe herbal solutions for animal healthcare. Our endeavor is to blend the ancient knowledge of Ayurveda with modern technology to deliver quality-assured, scientifically tested, and clinically proven products for animal healthcare. Presently, our product profile includes medicines and supplements for cattle, buffalo, swine, sheep, goat, poultry, aqua, and companion animals.

The company was formally known as Dabur Ayurvet Limited-built on expertise with herbs dating back to the 19th century. Ayurvet commenced operations in the year 1992 with the objective of utilizing the goodness of Ayurveda and blending traditional knowledge and modern technology. Since its inception, the company's activities stem from the conviction that the efficacy and quality of a product is not a coincidence instead an adoption of a stringent scientific approach. Scientific innovation has always been the cornerstone of our company. Our Animal health portfolio reflects our unwavering commitment to R&D.



AYURPET

Pets offer never-ending love, care, joy, and friendship. However, owning a pet comes with great responsibilities and you should endeavor to take care of your pets in the best way possible. Having a pet who loves you unconditionally is a blessing. They are very dependent on you for everything. We can prioritize the best choices for our pets by choosing better pet care products. Ensure your pet's safety by using natural pet products.

Ayurved, with long-term expertise in herbal products, is here to cater to your needs for quality-assured, and scientifically formulated efficacious natural products for your furry buddies. We have formulated our products after thorough research and feedback from our clients, thus making them one of the most acceptable products in the pet care industry.



AYUPET

Why to choose Ayupet for your loved ones



Dedicated to Pets



**Pet and pet
parent-friendly**



Safe for all stages



Natural and safe



Assured quality



**Clinically tried
and tested**



Skin Health Is Always at Risk due to...



Ectoparasite infestation



Injury/Trauma



Allergy



Hot and humid conditions



Nutritional deficiency



Unhygienic conditions

CHARMAID®

ORAL AID FOR SKIN AFFECTIONS

DESCRIPTION

CHARMAID is an oral aid against various skin affections, which by virtue of its constituent herbs helps to initiate a systemic response within the body

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Curcuma longa</i> (Haldi)	Curcumin, Zingiberine, Turmerone	Anti-inflammatory, Anti-fungal and Anti-bacterial
<i>Berberis aristata</i> (Darhald)	Berberine, Oxycanthine, Aromoline	Anti-bacterial, Anti-inflammatory
<i>Azadirachta indica</i> (Neem)	Nimbin, Nibidin Azadirachtin Margosin	Anti-bacterial & Anti-fungal

Indications

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

Features & Benefits

- Ensures early recovery of skin affections
- Prevents relapse of skin affections
- Reduces undesirable skin inflammation & irritation
- As a blood purifier for prevention of skin affections during risk periods

Dosage

Small breed (upto 10kg)1 capsule

Heavy breed (more than 10 kg)2 capsules

Administer the dose orally daily for 10-15 days or as advised by veterinarian.
The treatment may be continued for a longer period in severely affected cases.

Pack & Presentation

- 30 capsules



LOAMGLO®

HERBAL LIQUID CLEANSER FOR HEALTHY BODY COAT

DESCRIPTION

LOAMGLO is a herbal cleanser prepared from extracts of proven herbs which in synergy act as powerful anti-microbial, anti-fungal and deodorizing agent.

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Cedrus calamus</i> (Deodar Oil)	Himachalol, Atlantones, Deodarone, Himachelene	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Acorus calamus</i> (Vacha)	Alpha asarone, Beta asarone, Eugenol	Deodrant, Anti-microbial, Anti- oxidants
<i>Eucalyptus globulus</i> (Neelgiri Oil)	Cineole, Pinene, Limonene, Eucaglobulin	Anti-septic, Disinfectant, Penetration enhancer

Indications

- Skin dryness, itching, irritation and dull hair coat.

Features & Benefits

- Regular use keeps skin coat and fur healthy
- Balances the pH, prevent skin dryness, itching and irritation
- Maintains skin hygiene and has anti septic action
- Provide lusture to body coat.

Usage

- Wet the body of pet thoroughly with water. Apply Loamglo, work up rich lather and massage well into coat taking care to avoid eyes, ears and mouth. Rinse well after few minutes Towel dry, brush and comb thoroughly.
Regular use is recommended to keep skin coat and fur healthy.

Pack & Presentation

- 200ml and 500ml



NEWCHARM[®]

MULTIACTION SKIN GEL

DESCRIPTION

NEWCHARM is a scientific blend of herbs possessing anti bacterial, anti-fungal, anti- inflammatory, anti-pruritic, vulnerary, ecto- parasitocidal & insect repellent action.

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Cedrus calamus</i> (Deodar Oil)	Himachalol, Atlantones, Deodaron	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Pongamia galbra</i> (Karanj oil)	Karanjin, Pongamol	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Azadirachta indica</i> (Neem oil)	Nimbin, Nimbidin, Azadirachtin Margosin	Insect repellent, Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal, Anti-viral

Indications

- For localised skin infections like Ringworm, Pyoderma, Dermatitis, Scabies, Demodecosis and Eczema
- Fistuale, Sinuses and Fissures
- For cuts, abrasions, lacerations, burns, scald, elbow rashes, hot spots & various types of wounds including surgical wounds

Features & Benefits

- Single solution to multiple skin problems
- Gel form, hence easy to apply
- Extra fly repellent action

Usage

Clean the affected area with warm saline or ordinary water after removing overlying hair. Apply Newcharm gel on and around the affected area, till the skin is completely normal and free of affections.

Pack & Presentation

- 25g



VITACHARM[®]

SKIN & COAT CONDITIONER FOR PETS

DESCRIPTION

VITACHARM is a unique of Gamma Linolenic (GLA) and Vitamin A, D & E that ensures a shining and soft coat

Composition

Each 10ml contains

Gamma Linolenic acid (GLA) (From Evening primrose/Borage oil)	30mg	Vitamin D ₃	200 IU
Vitamin A	2000IU	Vitamin E	20 IU

Recommended for

- As a regular supplement for healthy skin and hair lustrous hair coat
- As a supplement to help control hair shedding
- As a supplement to help improve immune functions

Features & Benefits

- Contains Evening Primrose/Borage seed oil which is an ideal source of readymade GLA
- Ensures healthy skin and Lustrous hair coat
- Checks and control hair shedding
- Optimizes circulatory and reproductive function
- Improve immune functions
- Control Joint problems

Dosage

- Upto 10kg body weight.....2.5 to 5 ml
- Above 10kg body weight.....5 to 10 ml

To be administered daily by mixing with food

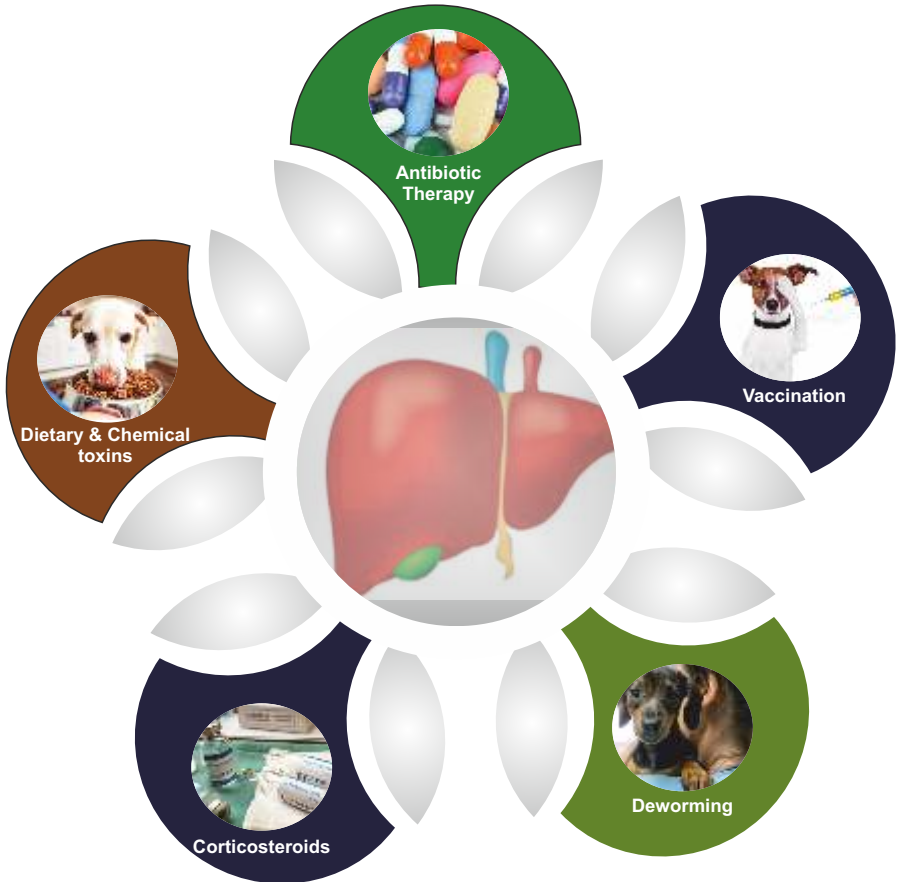
Pack & Presentation

- 100ml



LIVER

Most vital organ of the body



Major Threats to Optimum Liver Functions

LIVJIVAN®

LIVER TONIC DROPS

DESCRIPTION

LIVJIVAN is a combination of potent herbs effective in treating liver dysfunctions & helpful in improving growth in pets.

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Picrorhiza kurrora</i> (kutki)	Kutkoside	Hepato-protective
<i>Phyllanthus niruri</i> (Bhuamla)	Phyllanthin, Lintetralline, Quercetrin	Hepato- protective, Anti-oxidant, Stone breaking activity (Helpful in gall stone)
<i>Andrographis paniculata</i> (Kalmegh, Kirait)	Andrographolide, Deoxy andrographolide	Hepato-protective, Cholerectic, Anti-hepatotoxic

Indications

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

Features & Benefits

- Hepato-protective, anti-hepatotoxic, hepato-regenerative & Hepato-stimulant action
- Improves bile secretion & flow
- Strengthens liver parenchyma

Dosage

- Small breed (Upto 10 kg) 0.5ml
- Large breed (more than 10kg) 1ml

Administer the dose thrice daily for 10 days or as advised by Veterinarian
In chronic cases dosage may be doubled and administered for long durations

Pack & Presentation

- 30ml



CALCIUM

The Most Critical Element in the Body



CALOZ[®]

CALCIUM & PHOSPHORUS SUPPLEMENT FOR PETS

DESCRIPTION

Caloz is a combination of calcium Phosphorus Vitamin D and standardize herbal ingredients which help in better absorption and utilization of dietary Ca & P

Composition

Nutritional value in each 10g

Calcium (From Evening primrose/Borage oil)	350mg	Vitamin D ₃	1600 IU
Phosphorus	175mg	Vitamin B ₁₂	20mcg

Recommended for

- Better growth and weight gain
- Supplementation during high demand periods

Features & Benefits

- Ensures proper growth and weight gain
- Contains synergistic herbs (Cissus quadrangularis & Uraria picta) that ensure the utilization of dietary Ca & P
- Prevents Ca & P deficiency disorders

Dosage

- Pup and small breed5-10mg (1-2 level spoon)
- Large breed10-20g (2-4 level spoon)

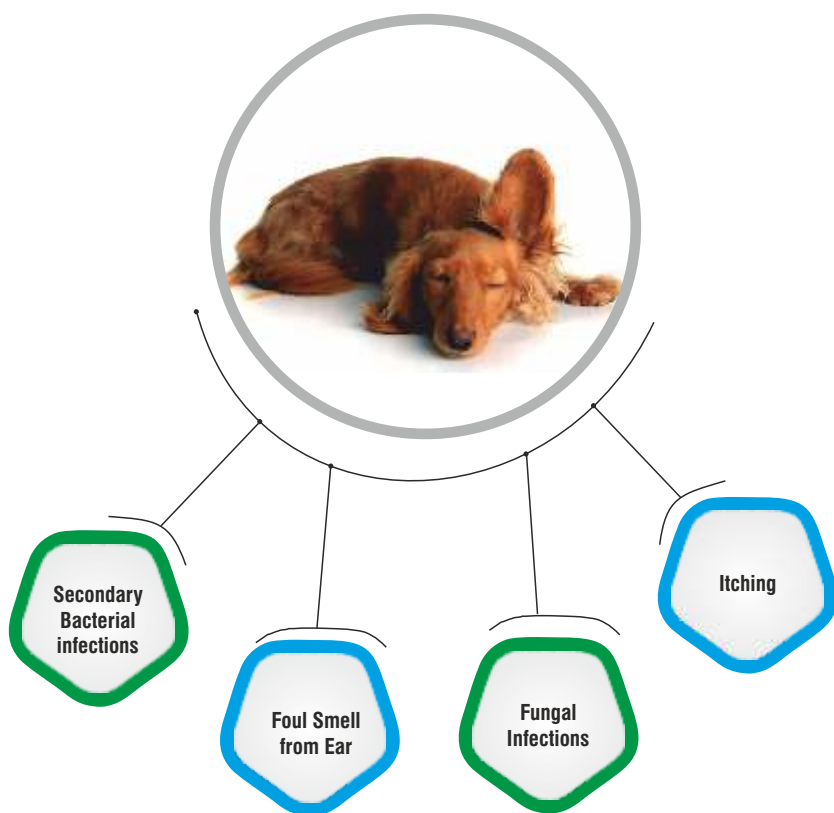
To be administered daily by mixing with food

Pack & Presentation

- 300ml



Unhygienic Conditions & Allergy Leads to



OTOSAFTM

HERBAL EAR DROPS FOR EAR HYGIENE

DESCRIPTION

OTOSAF is a natural and effective way to control ear infection and maintain ear hygiene

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Cedrus calamus</i> (Deodar Oil)	Himachalol, Atlantones, Deodarone	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Eucalyptus globules</i> (Neelgiri Tel)	Cineole, Pinene, Limonene, Eucaglobuin	Anti septic, Penetration enhancer
<i>Azadirachatta indica</i> (Neem oil)	Nimbin, Nimbidin, Azasirachtin, Margosin	Anti fungal anti inflammatory miticidal, Anti- viral

Indications

- As a ear cleanser
- As a specific therapy in mild ear infection
- As an aid to prevent ear infections
- To dissolve excess ear wax
- As a supportive therapy in antibiotics in sepsia cases of ear infection

Features & Benefits

- Cleans your canal thoroughly
- Prevents ear itch
- Checks foul odor in ear
- Prevent ear infection
- Dissolves excess wax
- Non antibiotic hence free from resistance

Dosage

- Instill 5- 8 drops into the ear canal
 - Wait for 5-10 minutes
 - Clean the ear canal
 - After cleansing instil 5-8 drops again and leave the pet
- For maintenance of ear health: Once a week
For therapeutic purpose: Twice a day till complete recovery or as directed by Veterinarian

Pack & Presentation

- 10ml



ZEROKEET®

HERBAL LIQUID CONCENTRATE FOR ECTOPARASITE CONTROL

DESCRIPTION

ZEROKEET is a scientific blend herbal oils possessing anti-bacterial, anti-fungal, anti-inflammatory, anti-pruritic, vulnerary and miticidal properties.

Key Herbs

Name	Phytoactive Constituents	Medical Properties
<i>Cedrus calamus</i> (Deodar Oil)	Himachalol, Atlantones, Deodarone	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Pongamia galbra</i> (Karanj oil)	Karanjin, Pongamol	Anti-bacterial, Anti-fungal, Anti-inflammatory, Miticidal
<i>Acorus calamus</i> (Vacha)	Alpha asarone, Beta asarone	Insecticidal, Anti-microbial and Deodrant

Indications

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

Features & Benefits

- Effectively treats non specific skin infections
- Prevent recurrence of skin affections
- No immune-suppression & resistance
- Completely safe & Non-irritating

Usage

- Dilute ZEROKEET as suggested below or as advised by veterinarian and apply over the affected areas as hand dressing, spray or dip
- For best results keep ZEROKEET applied on the body for 18-24 hours, before giving bath.
Fleas & Lice : Use 1:4 dilution for 2 to 3 treatments 2days apart.
Demodex (demodectic mange) : Use 1:2 dilution twice daily for initial 1 week and once daily thereafter till complete recovery.
Scabies (sarcoptic mange) : Use 1:2 dilution once daily for 7 days
Prophylaxis : Use 1:4 dilution, 15 days apart.

Pack & Presentation

- 100 ml



NOTES

Our Global Footprints



| Poland | Hungary | Vietnam ✂ Malaysia ✂ Taiwan
| Bangladesh | Kenya ✂ Japan | Nepal | UAE | Nigeria
| Japan | Philippines | Indonesia ✂ Myanmar



**TRADITIONAL KNOWLEDGE®
MODERN RESEARCH**



Corporate Office: Unit No.101-103, 1st Floor, KM Tower, Plot No. H-3,
Sector-14, Kaushambi, Ghaziabad-201010 (U.P.) •Tel.: +91-120-7100201
•Fax: +91-120-7100202 •e-mail: customercare@ayurvet.com
•website: www.ayurvet.com • CIN No. U74899DL1992PLC050587

Regd. Office:
4th Floor, Sagar Plaza,
Distt. Centre, Laxmi Nagar,
Vikas Marg, Delhi-110092, India



HEALTH TONIC

LIVJIVAN® LIVER TONIC DROPS

LIVJIVAN is a combination of potent herbs, effective in treating liver dysfunctions and helpful in improving growth in pets. The select herbs of **LIVJIVAN** possess Hepatoprotective, Antihepatotoxic, Chologogue, Hepatoregenerative and Hepatostimulant actions

BENEFITS

- Highly palatable
- Concentrate form requiring less dose
- Ensures proper growth in pups
- Helps to cope up with high metabolic demands during pregnancy, whelping and lactation

INDICATIONS

- Inappetence & irregular appetite due to sluggish liver
- Acute & chronic liver dysfunction
- Debility, convalescence, dullness & poor hair coat
- As co-therapy with antibiotics, corticosteroids, dewormers & in treating accidental poisoning
- Helps in management of Ascites

DOSAGE

Up to 10 kg body weight : - 0.5-1.0 ml thrice a day orally
More than 10 kg body : - 1-2 ml thrice a day orally weight

PRESENTATION

30 ml in PET bottle with dispensing dropper



HEALTH TONIC

CALOZ® CALCIUM & PHOSPHORUS SUPPLEMENT FOR PETS

Calcium & Phosphorus supplement enriched with synergistic herbs, vitamin D₃ & B₁₂

BENEFITS

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

Often it is noticed that in spite of providing sufficient quantity of Ca & P through diet its utilization in body is not up to the mark. **CALOZ** contains synergistic herbs (*Cissus quadrangularis* & *Uraria picta*) that ensures the utilization of dietary Ca & P thus minimizing the chances of deficiency in pets.

NUTRITIONAL VALUE IN EACH 10 g

Calcium	350 mg
Phosphorus	175 mg
Vitamin D ₃	1600 IU
Vitamin B ₁₂	20 mcg

DOSAGE

Pup & Small Breed	5-10 g
Large Breed	10-20 g

To be administered daily by mixing with food

PRESENTATION

300 g HDPE container



EAR HYGIENE

OTOSAF™ HERBAL EAR DROPS FOR EAR HYGIENE

OTOSAF is a perfect blend of unique herbal oils and extracts known to have their values in the maintenance of ear hygiene. The multifarious properties of the scientifically processed herbs provide an excellent cleansing action and a broad spectrum anti-infective action

BENEFITS

- Cleans ear canal thoroughly
- Prevents ear infection
- Prevents ear itch
- Antibacterial, Antifungal, Anti-inflammatory & Analgesic
- Dissolves excess wax
- Checks foul ear smell
- No antibiotic hence free from resistance development

USAGE

For maintenance of ear hygiene : Regular cleaning at weekly / fortnightly interval
For ear infection : Daily cleaning till complete recovery

MODE OF APPLICATION

1. Instill 5-8 drops into the ear canal
2. Massage the base of ear
3. Wait for 5-10 minutes
4. Clean the ear canal with cotton bud
5. After cleaning, instill 5-8 drops again & leave the pet

PRESENTATION

10 ml PET bottle with dropper



SKIN CARE

NEWCHARM® MULTI ACTION SKIN GEL

NEWCHARM is a scientific blend of herbs possessing Anti-bacterial, Anti-fungal, Anti-inflammatory, Anti-pruritic, Vulnerary, Ectoparasitocidal & Insect Repellent action.

BENEFITS

- Pleasant fragrance & non-staining
- Spreads easily and is absorbed rapidly
- Fly repellent action
- Does not harm even if licked

INDICATIONS

- Localized skin affections like Ring worm, Eczema, Demodicosis, Scabies & Pyoderma
- Cuts, abrasions, burns, scalds, elbow rashes & various types of wounds including surgical wounds
- Fistulae, Sinuses & Fissures

USAGE

Clean the affected area with warm saline or ordinary water after removing overlying hair. Apply **NEWCHARM** gel once or twice daily on and around the affected area, till the skin is completely normal and free of affections

PRESENTATION

25 g in a soft squeeze lamitube



SKIN CARE

CHARMAID® ORAL AID FOR SKIN AFFECTIONS

A holistic approach for faster cure of chronic & recurrent skin affections. It helps to initiate a systemic response from within the body.

BENEFITS

- Proven oral aid against various skin affections
- Ensure early recovery of skin affections with easy mode of administration
- Prevents relapse of skin inflammation / irritation
- As a **Blood Purifier** for prevention of skin affections during risk periods

DOSAGE

CHARMAID to be given in combination with local therapy for skin affections

Up to 10 kg body weight : 1 capsule
Above 10 kg body weight : 2 capsule

Administer the dose orally daily at least for 15 days

The duration of therapy can be extended as per the need

In case of direct administration of powder after opening the capsule vomition may be caused due to bitter taste

PRESENTATION

30 Capsules in HDPE container



SKIN CARE

ZEROKEET® HERBAL LIQUID CONCENTRATE FOR ECTOPARASITE CONTROL

ZEROKEET is highly effective against ticks, fleas and lice. It has excellent penetration power and miticidal action thus reaches deep inside the skin to kill the mites for control of mange

BENEFITS

- Prevent & treat skin affections caused by ticks, mites, fleas & lice
- Effectively treats generalized skin affections
- Prevents recurrence of skin affections
- No immuno-suppression and resistance
- Completely safe and non-irritating
- Effectively treats Mange

USAGE

Mange : Whole body application (up to 1:2 dilution in water) at weekly intervals until complete recovery.
ZEROKEET to be applied once daily over lesions

Other skin affections : 1:2 to 1:4 dilution in water depending on the severity of affection

PRESENTATION

100 ml in PET bottle

For best results

(early recovery & no relapse)
ZEROKEET therapy to be combined with **NEWCHARM** & **CHARMAID**



COAT CARE

LOAMGLO® HERBAL LIQUID CLEANSER FOR HEALTHY BODY COAT

LOAMGLO, the herbal cleanser is prepared from herbal extracts of proven activity which in synergy, acts as

- General cleanser
- Conditioner
- Insect repellent
- Deodorizer

BENEFITS

- pH balanced; free from skin irritation & dryness
- 100% safe for all age & breed of dog & cats
- Provides rich lather in all hair coats

USAGE

Wet the body of pet thoroughly & apply sufficient quantity of **LOAMGLO** to make rich lather. Leave for 5 minutes & wash.

PRESENTATION

180 ml bottle



COAT CARE

VITACHARM® SKIN & COAT CONDITIONER FOR PETS

It contains Evening Primrose / Borage seed-ideal source of ready made GLA (Gamma Linolenic Acid)

- It is fortified with Vitamin A, D₃ & E
- Ensures healthy skin & lustrous hair coat
- Checks & controls hair shedding
- Improves immune functions

Advantages of GLA

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

VITAMINS-ADDED VALUES

Vitamin A: Apart from acting as 'Skin Vitamin' it helps regulate the immune system

Vitamin D₃: Regulates Calcium & Phosphorus metabolism

Vitamin E: A natural antioxidant with a significant effect on boosting of immune system

REGULAR USAGE OF VITACHARM

- Ensures healthy skin & lustrous hair coat
 - Checks and controls hair shedding
 - Improves immune function of the body
- GLA is nutritionally essential in dogs above 7 years of age as they cannot synthesize GLA

DOSAGE

Up to 10 kg body weight : 2.5-5 ml
Above 10 kg body weight : 5-10 ml
To be administered orally daily

PRESENTATION

100 ml PET bottle



Ayupet range of products offer unique herbal healthcare solutions for the common problems of companion animals (Dog/ Cat). Ayupet range is supported by over 35 scientific publications in various national and international journals.



AYURVET LIMITED

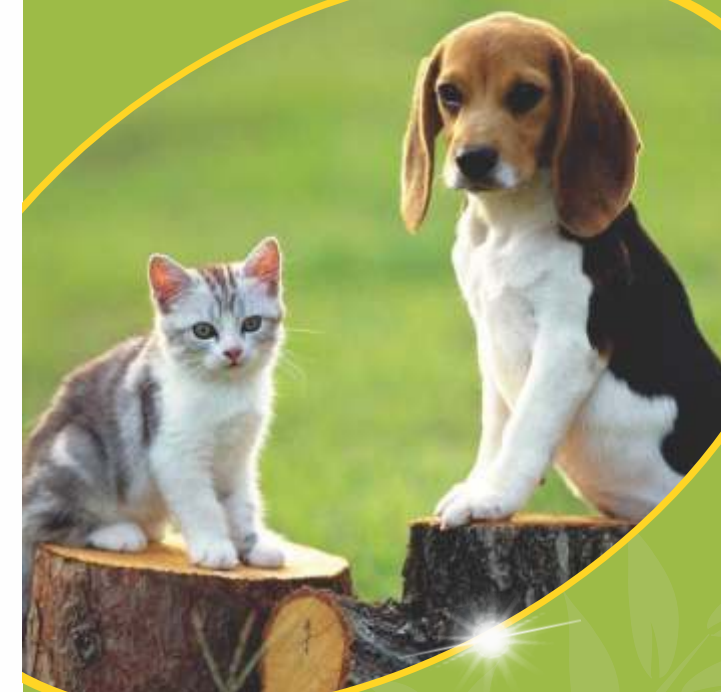
Corporate Office : Unit No.101-103, 1st Floor, KM Tower, Plot No. H-3, Sector-14, Kaushambi, Ghaziabad-201010 (U.P.) •Tel.: +91-120-7100201
• Fax: +91-120-7100202 • e-mail: customercare@ayurved.com
• website: www.ayurved.com • CIN No. U74899DL1992PLC050587

Regd. Office: 4th Floor, Sagar Plaza, Distt. Centre, Laxmi Nagar, Vikas Marg, Delhi-110092, India

TRADITIONAL KNOWLEDGE®
MODERN RESEARCH



**HERBAL FORMULATIONS FOR
PET HEALTH CARE**



Dedication & Passion Towards **Pet Health**