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HERBAL PET HEALTHCARE  
PRODUCTS



**PetFIRST**

(A Division Of Indian Herbs)

Nature's way to pet wellness

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CERTIFICATIONS AND DISTINCTIONS



			
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**INDIAN  
IHHS HERBS**  
(AN ISO 9001:2015 & GMP Certified Company)

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## About Us

### Nature's way to animal health

Established in 1951, Indian Herbs is the originator of the concept of modern Veterinary Ayurveda. Indian Herbs was the first company to harness the rich treasure of herbs for developing phyto-genic products on modern scientific lines. With more than seven decades of experience molded into world class research expertise, Indian Herbs is the leading herbal animal health care company, having a global footprint in over 50 countries. Indian Herbs is the pioneer and market leader having a steadfast commitment to providing efficient, cost-effective, environment-friendly and sustainable phyto-genic solutions for animal well-being

### The originator of modern veterinary ayurveda

This quote 'Nature's Way to Animal Health' from the founder of the company Shri Ram Lal Agrawal, given more than seven decades ago, became a vision and continues to guide us even today. It gives true expression to the company's philosophy of a sustainable approach to health, food and feed security and environment safety. The founder, a visionary of his time, envisaged the use of herbal products that can be prescribed by Veterinarians or that can be used by the farmers themselves, without a veterinary prescription

### Responding to emerging global needs

Recognizing the importance of nutrition, optimizing health and production indices, Indian Herbs pioneered promising solutions through the launch of a range of value-added, medicinal plants enriched quality feed supplements and medicinal products. Indian Herbs innovated and translated science based applications of ayurveda for animal health and wellness and caters to the livestock industry with the multi-species product portfolio of feed supplements and healthcare products

**ENSURING  
SUSTAINABLE  
WELL-BEING**

Our customers know the true worth,  
because originality matters

Being  
Original



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# AptiStrong PFS

Oral liquid supplement

Natural appetizer and  
digestive tonic

General health and performance of pets, besides good nutrition, depends on their ability to digest, absorb and assimilate vital nutrients from ingested food. The success of vital digestive physiological function is manifested by optimum bio-activity, adequate number of gut microflora, enzymatic activity and secretory functions. AptiStrong PFS Oral liquid supplement is recommended to restore appetite and optimize digestive functions

## Keep your pets

- ▶ **Happy**
- ▶ **Healthy**
- ▶ **Energetic**
- ▶ **Naturally strong**



Is your pet not excited to see food-bowl ?  
Seems lethargic and dull !!

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Enriched with right balance of phyto-digestive  
boosters and appetizing ingredients

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

AptiStrong PFS is formulated from a selected combination of phyto-genics having proven appetizing, stomachic, carminative, digestive and bowel regulating activities that help improve appetite leading to good health and better performance

## FEATURES

- ▶ Helps promote appetite, efficient digestion, absorption and assimilation of nutrients
- ▶ Helps attain good health and better performance
- ▶ Improves digestion and stimulates metabolism
- ▶ Improves food intake during gestation, lactation, disease condition and debility
- ▶ Supports regular bowel movement and gives relief from gastritis and flatulence
- ▶ Promotes efficient digestion, health and growth in pups and kittens



## BENEFITS

- ▶ Helps stimulate secretion of saliva for moistening of the ingesta and normalisation of intestinal pH for proper digestion
- ▶ Improves in a natural way the population, viability and activity of intestinal microflora
- ▶ Stimulates and optimises intestinal movements for proper mixing and passage of ingesta and expulsion of gas
- ▶ Facilitates efficient digestion, absorption and assimilation of nutrients

## USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10ml  
To be given orally, twice daily, as required

## PRESENTATION

100 ml and 200 ml bottle



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# BoneForte PFS

Oral liquid supplement

For optimum growth and healthy bones

Adequate bioavailability of calcium and phosphorus is essential for proper mineralization process and bone metabolism in young growing pets. Phosphorus, an essential component of living cells is also required for metabolism of carbohydrates and fats and maintenance of acid-base balance. Leg problems (lameness) are commonly observed due to deficiency of calcium and phosphorus. Calcium deficiency also causes reduction in growth, decreased food consumption, rickets, lameness, abnormal posture etc. BoneForte PFS contains selectively chosen herbs which help optimum absorption, bioavailability and utilization of dietary calcium, phosphorus and magnesium

**Helps optimizing bone mineralization and skeletal development of your pets**



**Promotes skeletal growth, bone, muscles and joint health**


## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

BoneForte PFS is constituted by selectively chosen phyto-constituents that provides osteogenic, anti-osteoporotic, bone health regulating and anti-inflammatory activity and ensures optimum calcium, phosphorus and magnesium absorption, bioavailability and utilization and maintains healthy bones

## FEATURES

- ▶ Ensures optimum absorption, bioavailability and utilization of dietary and supplemental calcium, phosphorus and magnesium
- ▶ Helps limit possibilities of calcium deficiency and for early recovery from these conditions
- ▶ Helps attain full height, strong musculature and bone texture more particularly in sporting dogs
- ▶ Helps meet higher demands of calcium in gestating and lactating females
- ▶ Helps in early recovery from any damage to bone, cartilage and hoof material
- ▶ Helps decrease convalescence period and in faster recovery of bone fracture, bone ailments, joint and bone surgeries

## BENEFITS

-  ▶ Helps maintaining proper calcium - phosphorus ratio and skeletal development
- ▶ Facilitates translocation of calcium, phosphorus and magnesium ions
- ▶ Helps improving bone mineralization, bone density and collagen biosynthesis
- ▶ Helps optimize bone-strength and body growth of hunting and sporting breeds where strong musculature and bone formation is vital

## SUPPLEMENTATION REGIMEN

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

Administer orally, once daily for 20 days or more, as required

## PRESENTATION

100 ml and 200 ml bottle





# BreathNorm PFS

Oral liquid supplement

For normal respiratory functions and easy breathing

Allergens like airborne pollens, mold, house dust, mite, smoke and other pollutants are known to cause breathing problems in pets and these may adversely affect the health of the pets. BreathNorm PFS is prepared from extracts of selected natural herbs known for their beneficial effects on respiratory function. It helps establish and maintain normal breathing

**A perfect non-antibiotic formula for respiratory care of your pets**



**Helps maintain respiratory tract health naturally**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

BreathNorm PFS is a synergistic combination of phyto-constituents that provide expectorant, bronchodilator, anti-allergic and anti-inflammatory effects and helps maintain normal breathing and respiratory functions

## FEATURES

- ▶ Helps normalise respiratory functions
- ▶ Helps strengthen protective mechanism and functioning of respiratory system along with improvement in physiological profile and facilitates normal breathing
- ▶ Keeps lungs clear and thus prevents upper respiratory tract discomforts and possibilities of secondary infections
- ▶ Soothes respiratory tract and keeps respiratory system clean and optimally functional by boosting innate immunity
- ▶ Helps in limiting the bacterial and viral respiratory diseases in pets when administered along with standard therapy for faster recovery

## BENEFITS

- ▶ Provides a soothing effect to the respiratory tract
- ▶ Eases breathing and improving nasal airflow
- ▶ Optimally maintains and boosts up innate immunity of lungs
- ▶ Discourages pathogen colonization in lungs

## USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10ml  
To be given orally, twice daily, as required

## PRESENTATION

100 ml and 200 ml bottle



# CardiTone PFS

Capsule

## For normal cardiac functions

High level of blood fats such as cholesterol and triglycerides in petfood are major contributing factors to cardiovascular problems and high blood pressure. It may also cause diabetes mellitus in pets. CardiTone PFS decreases absorption and increases excretion of fats and favourably regulates their levels in blood to help control fat deposition in blood vessels

**Supports healthy cardiovascular functions naturally**



**100% natural formula to safely promote cardiac health and functioning**

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

CardiTone PFS is a scientifically developed phytogetic formulation with proven adaptogenic, anti-oxidant and cardiovascular tonic effects that helps in maintaining normal cardiac health and functions

### FEATURES

- ▶ Powerful natural herbal tonic to support optimal cardiac health and cardiovascular functions
- ▶ Provides comprehensive cardiovascular support by improving blood flow, blood vessel integrity and circulation
- ▶ Provides antioxidant protection to veins, arteries and heart muscles
- ▶ Normalises heart function by strengthening a weak or irregular heartbeat
- ▶ Helps slow down progression of atherosclerosis
- ▶ Supports cardiac health of geriatric dogs and cats as well as breeds that are pre-disposed to cardiovascular illness



### BENEFITS

- ▶ Possesses natural cardiac tonic effect
- ▶ Its revitalizing property has beneficial effects on heart and blood vessels
- ▶ Helps regulate fat levels in blood and controls fat deposition in blood vessels
- ▶ Maintains normal levels of cholesterol and triglycerides in the blood
- ▶ It is also a good cardiac antioxidant

### USAGE

Small dogs, cats and pups : 1 Capsule  
Dogs and bitches : 2 Capsules  
Administer orally, once daily, as required

### PRESENTATION

60 capsules vial





# DefensePlus PFS

Oral liquid supplement

For strong immunocompetence

The immunological defence system of pets is highly susceptible to a number of clinical conditions such as infection, cancer, surgery or to the administration of therapeutic chemicals and drugs. Suppression of any of the individual elements of the immune system may allow opportunistic pathogens to overwhelm the host, leading to secondary infections which are a common cause of morbidity and mortality. DefensePlus PFS contains the extracts of selected natural herbs that help restore and rejuvenate positive health in pets. DefensePlus PFS potentiates both cellular and humoral components of the immune system along with increase in the non-specific resistance and boosts host defence against pathogenic stimuli

**Builds immunity and endurance of your pet and keeps sickness at bay**



## A perfect supplement to boost immunity of your pets naturally

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

DefensePlus PFS is prepared from a combination of selected phyto-ingredients with proven anti-inflammatory, immunomodulator, adaptogen, antioxidant activity that help boost humoral and cell mediated immunity and strengthens body defense

### FEATURES

- ▶ Helps potentiate cellular and humoral component of immune system in both immuno-competent and immuno-compromised hosts
- ▶ Helps provide higher degree of protection and elicits host defense against pathogenic stimuli
- ▶ Helps boost post-vaccinal antibody response in pets
- ▶ Helps avoid recurrence of infections and secondary infections by improving host immuno-competence
- ▶ Helps in early recovery from major surgery, injury or multiple trauma, infection and debility
- ▶ Regular usage of DefensePlus PFS in healthy pets helps to improve growth, fitness and performance

### BENEFITS

- ▶ Optimizes innate and adaptive immune functions
- ▶ Stimulates formation of antibody precursor cells (plasma cells)
- ▶ Upregulates macrophage activation and lymphocyte proliferation
- ▶ Counteracts immunosuppression of HPA axis by maintaining the optimum level of corticosterone



### SUPPLEMENTATION REGIMEN

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

Administer orally, once or twice daily for 10 days or more, as required

### PRESENTATION

100 ml and 200 ml bottle



# Dermanol

Cream

## Herbal dermatological cream

Skin lesions are produced by a variety of agents including external irritants, burns, allergens, trauma and viral, bacterial, parasitic or fungal infections. Dermanol cream is prepared from extracts and oils of natural plants. Dermanol broad spectrum skin cream can be used in a wide variety of skin affections in pets

### Broad spectrum Skin care cream



**For fast healing of wounds, fungal, bacterial and other inflammatory conditions**

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

Dermanol is prepared from extracts of selected phytochemicals that provide anti-inflammatory and anti-microbial activities for early recovery of skin infestations of microbial, fungal, parasitic origin and wounds

### FEATURES

- ▶ Controls the effects of mange, mites and allergic skin conditions
- ▶ Helps in recovery from various skin affections as well as healing of wounds, minor skin grazes
- ▶ For management of ringworms, pyoderma, surgical wounds, injuries and other fungal and bacterial infections
- ▶ Provides natural anti-bacterial, anti-fungal, antiseptic, anti-inflammatory and analgesic actions
- ▶ Provides natural anti-pruritic, soothing and vulnerary actions
- ▶ Prevents burning sensation and scratching in skin affections
- ▶ Faster healing of all types of wounds due to any cause
- ▶ Maintains skin integrity and optimizes immune response against various microbial affections



### BENEFITS

- ▶ Better efficacy
- ▶ Easy application
- ▶ Deep penetration
- ▶ Better spreadability
- ▶ Covers wider skin area
- ▶ Weather proof consistency
- ▶ Less irritant
- ▶ Stain and lick proof
- ▶ Excellent fly repellent activity

### DIRECTIONS FOR USE

Clean the affected area and apply in sufficient quantity, once or twice daily, till complete cure

### PRESENTATION

25 g tube





# DeStress PFS

Oral liquid supplement

For stress management

Different types of stresses are commonly observed in pets e.g. stress due to vaccination, variations and extremes of temperature, change in food, parturition, deworming, exposure to antibiotics, other chemical medications and transportation etc. Such stressors cause adverse effects on their health and growth. DeStress PFS has been developed after extensive research on herbs for safe and effective management of stress

**An ideal supplement that instates a sense of calm and well-being to pets facing stressful situations**



**For optimum performance and to relieve stress**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

DeStress PFS is prepared from a standardized combination of phytochemicals having adaptogenic, anti-oxidant, immunomodulator and antistress effects that help in management of multitudes of stressors leading to a good health and better performance

## FEATURES

- ▶ For optimum health, growth and activity in pets, especially under challenging conditions
- ▶ Helps prevent and overcome effects of stress, behavioural problems and excitement when affected by loneliness or other stress factors
- ▶ For optimum fitness, concentration and performance of companion and athlete pets along with higher tolerance to exercise and fatigue
- ▶ Optimally maintains health of geriatric pets and slows down process of ageing
- ▶ Helps provide relief from fear and anxiety related to thunder, rainstorms, howling winds, severe weather or other loud-noise events



## BENEFITS

- ▶ Increases adaptability of body against stress by helping to regulate the functions of adrenal glands and increasing non-specific resistance to combat stress
- ▶ Restores and enhances glucose metabolism and optimises protein biosynthesis
- ▶ Optimises the antioxidant profile by augmentation of SOD, catalase and glutathione activity

## SUPPLEMENTATION REGIMEN

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

Administer orally, twice daily, as required

## PRESENTATION

100 ml and 200 ml bottle



# GitNorm PFS

Oral liquid supplement

For stable and healthy  
gut function

Digestive disorders are known to impair digestion, leading to loss of health and body condition. Diarrhoea is a symptom which may be primary or secondary to specific disease or gastro-intestinal infection. Primary diarrhoea may arise from many causes e.g. error in diet, chill or hot weather, excitement or stress etc. GitNorm PFS is prepared from natural herbs and it is a dependable gut-function stabilizing system which helps normalise digestive function

**Pay attention to  
your pet's gut health  
with phyto-genic formula**



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## Natural and safe gut-function stabilizing feed supplement to normalise digestive function

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

GitNorm PFS is a standardized and synergistic combination of phyto-constituents which provides stomachic, digestive and anti-inflammatory activities and helps normalise digestive function

### FEATURES

- ▶ Helps restore and stabilize normal gut functions when affected by non-specific diarrhoea
- ▶ Helps restore health and regularize bowel movements
- ▶ Helps improve absorption of nutrients and fluid retention in the gut
- ▶ Assists in faster recovery from specific and recurrent diarrhoea
- ▶ As a supportive along with antibiotics and anti-parasitics helps in deeper penetration and allows sufficient time for antibiotic or anti-parasitic to remain and act in the gut, for faster recovery from infective conditions

### BENEFITS

- ▶ Helps regulate the transit time of ingesta through the gut by maintaining normal intestinal movements and facilitate optimum absorption of nutrients
- ▶ Helps control secretion and accumulation of fluids in the gut to prevent loss of fluids and electrolytes
- ▶ Improves gut mucosal immunity of IgA class and bio-availability of mucins and glycoproteins for improving gut health
- ▶ Augments level of beneficial gut microflora and physically binds and helps excretion of the pathogens
- ▶ Helps prevent the damage to intestinal villi by pathogens and maintains the number and activity of microvilli at optimum levels for full absorption of nutrients

### SUPPLEMENTATION REGIMEN

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

Administer orally, 3 to 4 times daily, till complete recovery or as required

### PRESENTATION

100 ml and 200 ml bottle



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# LiverUp PFS

Oral liquid supplement  
Metabolic and liver tonic

Liver is the largest and very important organ of the body which ensures detoxification and regulates numerous metabolic processes including bio-transformation and metabolism of proteins, fats and carbohydrates. Liver disorders can be caused by a wide variety of factors such as food-contamination, infective hepatitis and chemical poisoning etc. Derangement of biochemical processes has been observed due to infections and following the administration of various chemicals and drugs, resulting in loss of health. LiverUp PFS is a carefully balanced and safe herbal formulation designed for pets, not only to help early recovery from liver dysfunction but also to protect the liver against any potential damage

**Strengthens liver function,  
ensures growth and metabolism**



**Promotes healthy liver function,  
growth, weight gain and performance**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

LiverUp PFS is constituted by standardized combination of phytochemicals with proven liver tonic, hepatoprotective, hepatogenic, cholagogue, digestive and metabolic stimulant activity that helps promote normal liver function and protects liver against any potential damage

## FEATURES

- ▶ As a supportive in management of liver dysfunctions
- ▶ Provides protection against food contaminants and chemical drugs
- ▶ Metabolic tonic for pets suffering from malnutrition, especially protein malnutrition
- ▶ Helps in early recovery from loss of appetite, anorexia, debility or general weakness
- ▶ As a supportive tonic in management of important viral or bacterial infections
- ▶ Provides support to liver against the damage by anthelmintics, antibiotics and other chemical drugs, environmental chemicals, food preservatives etc.



## BENEFITS

- ▶ Tones-up liver to optimize hepatic function
- ▶ Helps boost gut-liver axis by its digestive and metabolic stimulant action
- ▶ Promotes production of digestive enzymes
- ▶ Helps limit chemical and drug induced hepatic damage and associated alterations in liver markers
- ▶ Antioxidant activity ensures the neutralization of oxidative free radicals

## USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

To be given orally, once daily, as long as required

For puppies and kittens administration along with vaccination and deworming is recommended

For adult pets, as routine regimen or as a supportive in anorexia, debility or other conditions

## PRESENTATION

100 ml and 200 ml bottle



# MobiHealth PFS

Capsule

For freedom of movement

In dogs, hip joint is most commonly affected with degeneration in advancing age which becomes extremely disabling. MobiHealth PFS is a herbal feed supplement which can be used as an aid to mobility and recovery from debilitating effects of most causes. MobiHealth PFS prepared from selectively chosen herbs is very useful to maintain normal movements

MobiHealth PFS is a blended phyto-genic preparation to support the health of your pet's joints, ligaments and tendons

For maintaining normal movements and to aid in recovery from debilitating joint diseases

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

MobiHealth PFS is prepared from selectively chosen phyto-ingredients which help provide anti-arthritic, anti-inflammatory, analgesic activity and maintain normal joint health, gait and early recovery from debilitating joint diseases

## FEATURES

- ▶ Helps relieve pain, lameness and swelling of affected joints
- ▶ Restores mobility and normal flexion of joints
- ▶ Helps in maintaining joint space with reduced peri-articular soft tissue density
- ▶ As an aid to restore mobility and recovery from degenerative joint diseases eg. Ankylosis, arthritis, lameness etc.
- ▶ Helps optimize joint nutrition and to help in mobility
- ▶ Helps in most types of joint stiffness



## BENEFITS

- ▶ Helps maintain viscosity of synovial fluid and provides nutrition to articular cartilage
- ▶ Normalizes structure of cancellous bone and articular cartilage
- ▶ Assists to sustain the normalcy of synovial membrane, soft tissues and various layers of joint capsule
- ▶ Facilitates to regulate the level of chondroitin sulphate with optimum glycogen content of chondrocytes of articular cartilage for better nutrition of the tissues

## SUPPLEMENTATION REGIMEN

Small dogs, cats and pups : 1 Capsule  
Dogs and bitches : 2 Capsules  
Administer orally, once daily, till required

## PRESENTATION

60 capsules vial





# NatHaem PFS

Oral liquid supplement

Bio-efficient  
organic iron complex

Anaemia is common in dogs and cats. NatHaem PFS is highly useful in raising the haemoglobin level in blood quickly and to optimize saturation of body iron stores by decreasing total iron binding capacity (TIBC) even in healthy subjects. It is also very useful for pets suffering due to inefficient production of erythrocytes or anaemia

**Natural  
bio-available iron in  
highly absorbable form**



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**Ensures sustained release, optimum  
absorption and higher bioavailability of iron**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

NatHaem PFS is an innovative phytogetic formulation with proven haematonic and immunomodulator activity. It ensures sustained release, optimum absorption and higher bioavailability of iron

## FEATURES

- ▶ To meet supplemental requirement of iron
- ▶ Helps prevention and quick recovery from iron and folic acid deficiency anaemia
- ▶ Ensures sustained release, optimum absorption and higher bio-availability of iron with improvement in saturation of iron binding protein
- ▶ Effective in quickly raising the haemoglobin level of blood
- ▶ Useful for pets suffering with inefficient production of erythrocytes or increased loss of RBC in haemorrhagic anaemia

## BENEFITS

- ▶ NatHaem PFS is prepared by complexing ferrous ion  $Fe(2+)$  and naturally occurring dimeric and oligomeric-dibenzo-alpha-pyrone with small molecular weight herbal gallo-tannoids, which maintains iron in the ferrous state as only ferrous iron is utilised in the synthesis of haemoglobin
- ▶ Helps release iron to 'iron hungry receptors' and capture any ferric ion  $Fe(3+)$ , let loose by the system for further complexation
- ▶ The reducing property of the NatHaem PFS complex, through the polyphenol moieties, causes reduction of  $Fe^{3+}$  to  $Fe^{2+}$ , systemically, resulting in mobilization and functionalization of systemic iron

## USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

Administer orally, twice daily, as required

## PRESENTATION

100 ml and 200 ml bottle



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# ProstaFit PFS

Capsule

To protect and restore prostate health

Urinary problems due to enlarged prostate are a natural consequence of ageing in males

Increased frequency of urination, obstruction to flow of urine, increased nocturnal urination can all be caused by enlarged prostate. ProstaFit PFS helps in maintaining and restoring the normal prostate size

Provides balance of nutrients for maintaining prostate health in advancing age

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

ProstaFit PFS is a standardized combination of phyto-ingredients with anti-proliferative, adaptogenic, diuretic and anti-inflammatory activity that helps in maintaining normal prostate health

## FEATURES

- ▶ Helps maintain prostate health, normal flow and frequency of urine in male dogs
- ▶ Provides nutrients for prostate health in aging and elderly male dogs
- ▶ Helps in maintaining and restoring the normal prostate size
- ▶ Helps subside inflammation in enlarged prostate condition
- ▶ Supportive in surgery or other emergency prostate condition including prostate cancer

## BENEFITS

- ▶ Extract of phyto-constituent herb *Saw palmetto* is widely used for promoting prostate health
- ▶ ProstaFit PFS also contains extract of *Tribulus terrestris*, used traditionally since ages for troublesome urinary symptoms

## USAGE

Male dogs and cats : 1 Capsule

Administer orally, twice daily, as required

## PRESENTATION

60 capsules vial





# SkinHealth<sup>PFS</sup>

Oral liquid supplement

For skin health

Infestations caused by ectoparasites, fungi, bacteria etc., are very common in dogs. These often lead to repulsive alopecia, persistent itchiness, wounds, allergic conditions and inflammation of the skin. SkinHealth PFS prepared from selectively chosen herbs is very useful to maintain skin health

**A perfect choice for complete skincare of your pets**



**For healthy skin, vigour and body coat**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

SkinHealth PFS is prepared from selectively chosen herbs that provide anti-inflammatory and skin rejuvenation benefits and is very useful to maintain skin health

## FEATURES

- ▶ Useful in recovery from various skin conditions
- ▶ For assisting in faster healing of wounds
- ▶ Oral aid to be used as a part of the program to control the effects of mange mites and allergic skin conditions
- ▶ Naturally enriched with anti-inflammatory and skin rejuvenator properties
- ▶ To maintain healthy skin in body coat

## BENEFITS

- ▶ Helps subsiding exudation, warmth and pain due to inflammation
- ▶ Helps in reduction of tissue oedema
- ▶ It is naturally safe and devoid of any irritation, allergic reaction or topical toxicity

## USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml

To be given orally, once daily, as required

## PRESENTATION

100 ml and 200 ml bottle



# TifliBan

Coat cleanser

Skin is the mirror of  
body condition

Pets are vulnerable to dandruff formation and infestation with a variety of ectoparasites e.g., lice, ticks, fleas, mites, flies and fleas more particularly in summer and rainy season. Such infestation leads to foul body odour, itching, loss of hair, less alertness, poor growth, uneasiness, rough body and hair coat and loss of condition. TifliBan helps in maintaining healthy and lustrous hair coat

**Prevention is  
better than cure**



**Ensures optimum skin and hair coat health  
and hygiene**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

TifliBan is prepared from selectively chosen phyto-ingredients with anti-ectoparasitic, anti-microbial and anti-inflammatory activity that help to ensure optimum body coat hygiene and skin health

## FEATURES

- ▶ Keeps the skin clean and free from dandruff, lice and ectoparasites and vitalizes the body and hair coat giving a lustrous and glossy appearance
- ▶ Limits the possibility of itching, uneasiness and irritation caused by dust, dirt or pollen grains etc
- ▶ Keeps the pet more active, alert, lively, playful and companionable
- ▶ For growth and conditioning of hair along with soft hair coat

## BENEFITS

- ▶ Anti-ectoparasitic activity helps in the prevention of infestation by ticks, fleas, flies and lice
- ▶ Insect repellent activity keeps away various types of insects
- ▶ Anti-inflammatory activity assists in the reduction of inflammation caused by various microbes and ectoparasites
- ▶ It is naturally safe and devoid of any irritation, allergic reaction or topical toxicity



## DIRECTIONS FOR USE

Wet the body and apply TifliBan all over and rub thoroughly into the depth of the hair and body coat. After 15 minutes, rinse with water and allow to dry.

## PRESENTATION

100 ml and 200 ml bottle





# UriNorm PFS

Oral liquid supplement

Kidney tonic

Kidneys are vital organs of excretory system of the body. They play very important role in the regulation of the internal environment of the body as well as the volume and composition of body fluids by eliminating non-volatile waste of tissue metabolism, ingested foreign substances and desirable substances present in excess. Kidneys also play a major part in regulating the acid-base balance and the osmolarity and hence volume of the body water

**Supports and strengthens kidney functions**



## Nutritional supplement for optimum renal functions

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

UriNorm PFS is prepared from standardized combination of phytochemicals with proven nephroprotective, diuretic, anti-inflammatory and anti-urolithic activity that helps promote normal kidney function and prevents various renal disorders

### FEATURES

- ▶ Cleanses kidney and bladder and helps strengthen its normal function
- ▶ Helps keep the kidneys and urinary tract flushed and working at optimum efficiency to maintain a normal urination pattern
- ▶ Helps regulate normal urinary tract function particularly when mineral deposits and stones become a concern
- ▶ Helps subside kidney or bladder inflammation
- ▶ Assists in dissolving kidney stones and gallstones
- ▶ Helps in optimum re-absorption of salt and alleviate edema and general water retention
- ▶ Helps early recovery from bacterial and viral urinary tract problems

### BENEFITS

- ▶ **Uricosuric** - regulates the excretion of excess uric acid and thus limits the deposition of uric acid crystals in joints and soft tissues
- ▶ **Litholytic** - assists in the normal dissolution of small uroliths and their excretion alongwith urine flow
- ▶ **Antilithiatic** - assists in reducing development of uroliths in renal tubule
- ▶ **Diuretic action** - optimizes mobilization of accumulated body fluids
- ▶ **Renal tonic action** - helps in regular flushing of the kidneys and urinary tract for optimum renal functioning. It ensures proper filtration, selective reabsorption and excretion of the metabolic end products

### USAGE

Small dogs, cats and pups : 5 ml  
Dogs and bitches : 10 ml  
Administer orally, twice daily, as required

### PRESENTATION

100 ml and 200 ml bottle



# PhytoVita-C<sup>PFS</sup>

Powder

## Universal antioxidant and vitamin C replacer

Supplementation with Vitamin C in pet animals alleviates the Vitamin C deficiency symptoms such as bone weakness, delayed wound healing, muscle weakness etc.. It promotes healthy coat appearance and skin health in pet animals

PhytoVita-C is prepared from a combination of natural herbs, which act through various mechanisms and function in a similar manner to that of the synthetic Vitamin C. Its constituents act synergistically to replace functions of synthetic Vitamin C in pet animals and assists in the maintenance of their health and well being

- ▶ **Antistress, adaptogen and universal antioxidant**
- ▶ **Highly heat stable at pelletization temperature**
- ▶ **Sustained and self replicating antioxidant activity**
- ▶ **Higher bioavailability**



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## Natural phyto-antioxidant to meet physiological requirement of vitamin C

### BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

PhytoVita-C is a natural, highly heat stable, universal antioxidant. Synergistic combination of selectively chosen phyto-constituents in PhytoVita-C acts as natural vitamin C equivalent having all the activities similar to vitamin C. PhytoVita-C can completely replace synthetic coated vitamin C from pet feed

### FEATURES

- ▶ Helps meet physiological requirement of vitamin C in pups, kittens and adult dog
- ▶ Helps in overcoming the stress induced depletion of vitamin C and ill-effects of stress
- ▶ Helps optimize immuno-competence in pets
- ▶ Maintains reproductive health in breeding pets upto optimum levels
- ▶ Helps boost bone and muscle health, calcium homeostasis and body coat condition



### BENEFITS

- ▶ PhytoVita-C is absorbed early in the body and provides sustained vitamin C like antioxidant activity and gets fully absorbed in biological system
- ▶ PhytoVita-C is a universal antioxidant which protects both lipid and aqueous phase of cells
- ▶ Helps maintain redox balance by providing free radical scavenging property
- ▶ Highly heat stable at high pelleting temperature of petfeed

### USAGE

100-200 g of PhytoVita-C can replace 100-200g of synthetic coated vitamin C

1:1 replacement of synthetic / coated vitamin C with PhytoVita-C

### PRESENTATION

10 kg and 25 kg bag



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# VitaChol<sup>PFS</sup>

Powder

Natural, stable and highly bioavailable choline

Choline is an essential nutrient which plays an important role in fat metabolism. It helps in the mobilization of fat from liver to blood & adipose tissue thereby preventing lipid accumulation and thus lipodosis in pet animals. It is essential for building and maintenance of cell structure, as well as it ensures the maturation of the cartilage matrix of the bone. VitaChol is a combination of standardized phyto-ingredients that helps to regulate key allosteric effectors of hepatic fat and energy metabolism and optimises the liver function

**Natural choline supplement for optimum fat metabolism**



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**Natural, stable, high strength non-hygroscopic and highly bioavailable choline**

## BIOACTIVITY OF PHYTOGENIC CONSTITUENTS

VitaChol is a stable and non-hygroscopic natural choline. It is a synergistic combination of selectively chosen phyto-constituents with higher bioavailability of natural choline that can completely replace synthetic choline chloride from pet feed

## FEATURES

- ▶ Helps in regulating hepatic fat and energy metabolism
- ▶ For optimum metabolism of hepatic fat to limit the occurrence of FLS and FLHS in pets
- ▶ Improves digestion, assimilation and utilization of dietary fats
- ▶ Alleviates symptoms such as loss of appetite, vomiting, diarrhoea, seizures that are commonly associated with the poor liver functions in pets

## BENEFITS

- ▶ VitaChol helps in mobilization of fat from liver to blood and adipose tissue thereby reducing the occurrence of lipid accumulation and lipodosis
- ▶ VitaChol acts as a precursor of acetylcholine synthesis which is a major neurotransmitter
- ▶ VitaChol helps in the formation of methionine from homocysteine thereby spares methionine for other functions
- ▶ Improves secretion of digestive enzymes and increases bile production and flow for emulsification and absorption of dietary fat
- ▶ It is also devoid of limitations often faced with synthetic choline such as corrosiveness, hygroscopicity and conversion into trimethylamine (TMA)

## USAGE

350g of VitaChol can completely replace 1kg of 60% synthetic choline chloride in pet feed

## PRESENTATION

10 kg and 25 kg

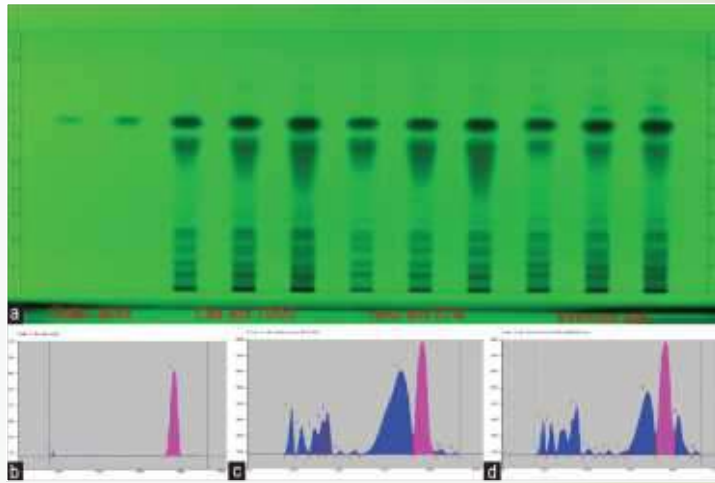


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# NEVER-ENDING INNOVATIONS EVER SINCE 1951



Ensuring the best quality through quality control, phyto-analytical profiling and herbal standardization



## Legacy of global presence in more than 50 countries



# LET'S FOSTER THE WELL-BEING OF COMPANION ANIMALS THROUGH NATURE'S BLISS



Indian Herbs global campaign towards animal health and wellness recognizes health as an integrated fabric between different animal species and the environment. Transforming knowledge of Ayurveda along with modern science, Indian Herbs has delivered technology-driven, quality-assured, science-based phyto-genic solutions that represent a highly efficient and safe solution for overall health and well being. The spirit of Indian Herbs vision 'Nature's Way to Animal Health' is reflected in its unwavering commitment to animal healthcare that makes it a perfect choice to foster well being of animals through nature's bliss

