

15TH OCTOBER, 2024

ZOOP MAGAZINE | ISSUE 004

# COURAGE

**A PERFECT BOND  
WITH MY FURRY  
FRIENDS**

**BASTET**

The Mysterious  
Egyptian Cat Goddess

DIY Treats  
Sweet Potato Chews

**BREED IN  
FOCUS**

**HEALTH REPORT :  
HOW TO  
KNOW IF  
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ING JOINT  
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**BY  
Zoop MAGAZINE**

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## FROM THE EDITOR

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Welcome to the inaugural issue of Zoop Magazine, your monthly guide to everything pets! We are thrilled to bring you a publication dedicated to enhancing the lives of pets and their parents through informative articles, fun features, and important updates.

At Zoop, our mission is to create a community where pets are celebrated, cared for, and loved. With this magazine, we aim to support and inspire pet parents in their journey, offering insights and advice to make pet parenting a joyful and fulfilling experience.

In this issue, you will find a variety of content designed to cater to your interests and needs. Discover delicious treat recipes to pamper your pets, expert veterinary advice to keep them healthy, and our whimsical pet horoscopes for a touch of fun. We also tackle serious topics such as pet abuse, and share inspiring stories on fostering harmony between humans and stray animals.

Stay informed with our updates on new pet laws and get a glimpse into the vibrant community of the Zoop app, the world's first pet community app. We are particularly proud to highlight the Stray Saver Network, an initiative close to our hearts, which supports stray animals and the dedicated individuals working tirelessly to protect them.

As we embark on this journey together, remember the profound impact of compassion. As the quote goes, **"Helping one animal won't change the world, but it will change the world for that one animal."** This ethos drives us at Zoop, and we hope it resonates with you as well.

Thank you for joining us in making the world a better place for pets. Enjoy reading, and let's continue to celebrate and support our beloved animal companions.



EDITOR-IN-CHIEF

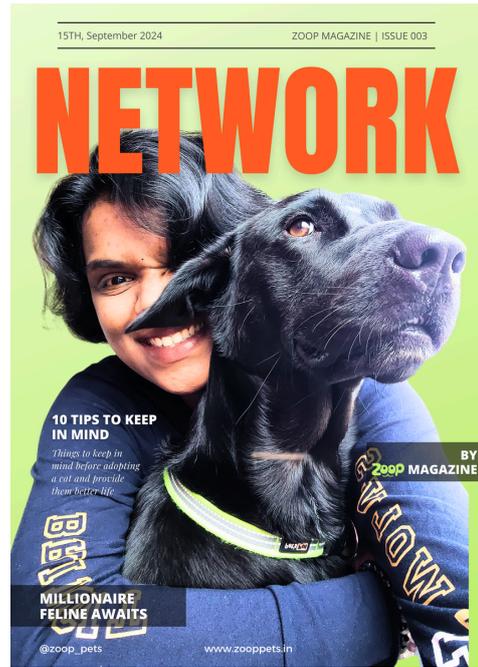
# MAGAZINE COVER: "ZOOPERSTAR OF THE MONTH"

## Do you and your pet have what it takes to be a Zooperstar?

Follow these simple steps to get featured in our monthly magazine:

1. Download Zoop App: Get the Zoop app from the App Store or Google Play.
2. Post Your Best Picture: Share the best picture of you and your pet on the Zoop app using the hashtag #ZooperstarOfTheMonth. Don't forget to include a write-up about your pet!
3. Share on Social Media: Share your post on Instagram, Facebook, and Twitter, and tag us @zoop\_pets.
4. Get Likes: Encourage your friends and followers to like your photo across all platforms.

Winners will be chosen based on the total number of likes by the last week of the month. Get ready to shine and show off your furry friend!



Zoop Magazine | Issue 003



## ADOPT, DON'T SHOP: SOLVE THE ADOPTION ISSUE WITH ZOOP

Are you considering welcoming a furry companion into your family? The Zoop app is your perfect partner! With a wide array of adoption listings from shelters and individuals, discovering your ideal pet has never been simpler. Explore profiles of affectionate cats and dogs eager for a loving forever home. When you adopt through Zoop, you are offering a homeless animal a new opportunity for happiness. Download the Zoop app today and create a positive impact—one adoption at a time!

"Saving one animal will not change the world, but surely for that one dog, the world will change forever."



Answer : Grate Dane

# WELCOME TO THE *Pet Horoscope*

**Where the stars align and whiskers twitch  
with cosmic wisdom!**

Welcome to Zoop's Pet Astrology, where we predict your month with a playful twist—through the eyes of your furry friends! Whether you're a cat person, a dog lover, or a proud owner of both, October's pet zodiac has something purrfectly fitting for everyone. Get ready to see how your four-legged companions shape your stars this month!

## 01 **Aries:**

Your dog has been dropping hints all week - it's time for some serious adventure. Expect spontaneous walks that turn into marathons and possibly a squirrel chase that makes you reconsider your cardio level. Be ready for sudden bursts of energy (from both of you). As for your cat, they'll be watching from the window... judging, as usual.



## 02 **Taurus:**

This month, you'll discover that your cat's new favorite place is your laptop keyboard. Work-from-home productivity? Forget about it. Meanwhile, your dog's going to stage a protest for more treats by staring at you with those "feed me" eyes until you give in. October is all about indulging your furry friends - and maybe yourself.

### 03 Gemini:

Your Gemini split personality kicks in this month – one half of you wants to lounge with your cat, who’s now commandeered the best spot on the couch. The other half wants to run wild with your dog, who thinks every day is a sprint. Expect internal debates about whether to nap or run. Spoiler: the cat always wins.



### 04 Cancer:

You're feeling extra emotional this month, Cancer, and your pets are picking up on it. Your dog will follow you everywhere, even into the bathroom, for some moral support (you'll love it). Meanwhile, your cat will act like they don't care... but secretly, they're plotting to sit on your chest while you're trying to sleep, just to comfort you (in their way).

### 05 Leo:

This month is all about maintaining your regal status, Leo – but your cat has other plans. Be prepared for your feline overlord to demand more attention, and don't be surprised when they steal your spotlight by lying across the dinner table. Your dog, on the other hand, will happily be your adoring fan... as long as you have snacks.



### 06 Virgo:

Virgo, your perfectionist nature is about to meet its match. Your dog's decided that rolling in mud is the best thing ever, while your cat will knock over every carefully placed item on your shelf just to watch you re-organize it. October's message: embrace the chaos and remember, nothing in life (especially with pets) can stay perfectly clean for long.



## 07 Libra:

Balance is the key this month, Libra. Your dog wants endless belly rubs, while your cat wants endless independence. It's a constant tug-of-war between cuddling and being ignored. Just accept that you're playing both roles – personal assistant to your cat and full-time belly-rubber to your dog. On the bright side, your arms are getting toned!



## 08 Scorpio:

This October, your cat's mysterious vibes are at an all-time high – they'll disappear for hours only to return and sit in the darkest corner, watching you like they know something you don't. Meanwhile, your dog's loyalty remains unwavering, following you around like a furry shadow. You may question your cat's secret motives, but trust your dog to keep everything grounded.

## 09 Sagittarius:

Freedom is your thing, Sagittarius, and this month, your dog is on board. Expect leash escapes, random dashes into the park, and impromptu road trips (yes, your dog will jump in the car before you've even planned it). Your cat? They'll stay home, of course, and glare at you for leaving them behind, but secretly, they're happy to have some alone time.



## 10 Capricorn:

Capricorn, your pets are demanding more attention than usual, and your meticulous schedule is about to be thrown out the window. Your dog's newfound passion for barking at invisible things will test your patience, while your cat will launch a 2 AM zoomies campaign. The universe is telling you to relax and let your pets lead the way this month.

## 11 Aquarius:

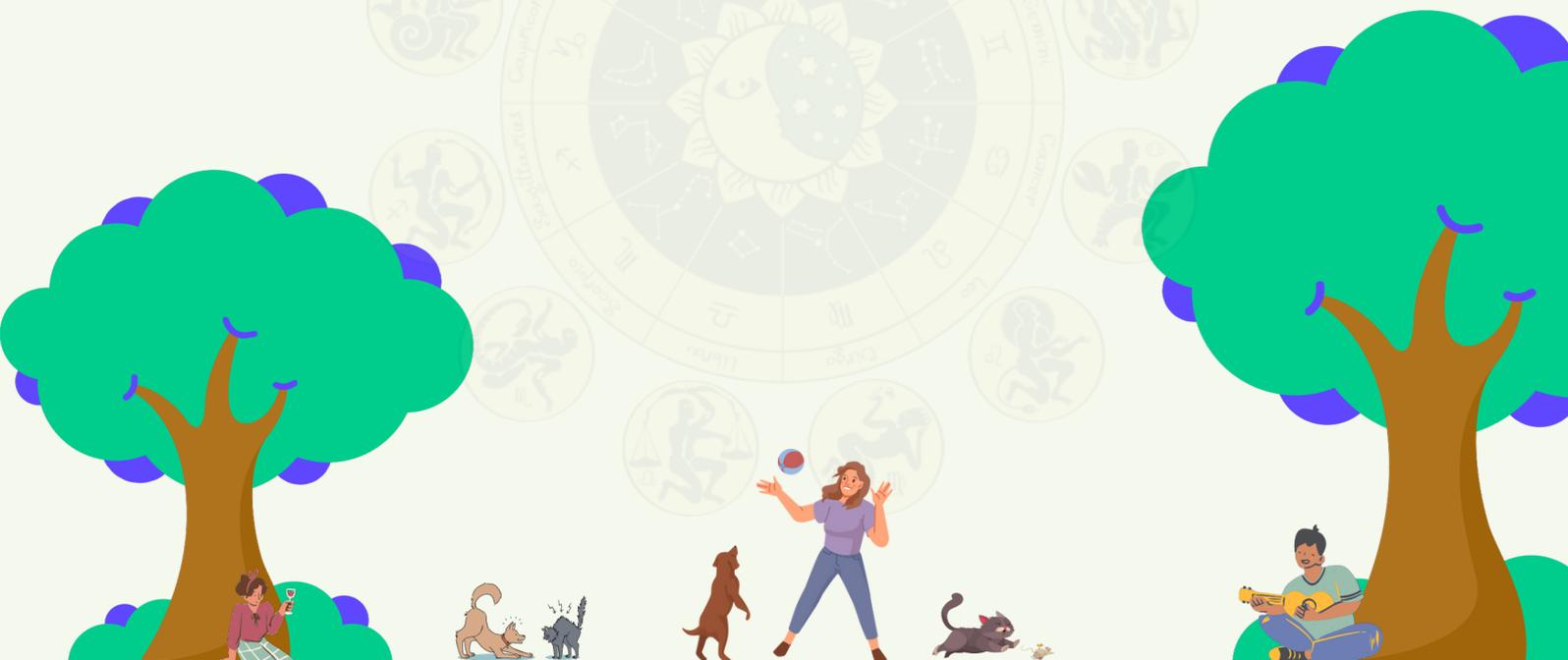
You're feeling inventive this month, Aquarius, and your pets are along for the ride. Expect to design a new game with your dog involving household items (socks will be a favorite). Your cat, on the other hand, will think your creativity is a joke and continue to sit in the box the toy came in. Who's the real genius here?



## 12 Pisces:

October's emotional energy has you dreaming of cozy nights with your pets, Pisces. Your dog will happily curl up next to you during movie marathons, while your cat will show affection... by bringing you the occasional "gift" (let's hope it's not alive this time). You'll find comfort in their company, but be prepared for some surprise hairballs along the way.

That wraps up October's Zoop Pet Astrology! Remember, no matter what the stars have in store, your pets will always be by your side—bringing love, chaos, and a few chewed-up shoes along the way. Stay tuned for next month's pet zodiac, and until then, keep those tails wagging and whiskers twitching! 🐾



NEW ZOOOP APP

APP NEW ZOOOP

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ZOO NEW



Android

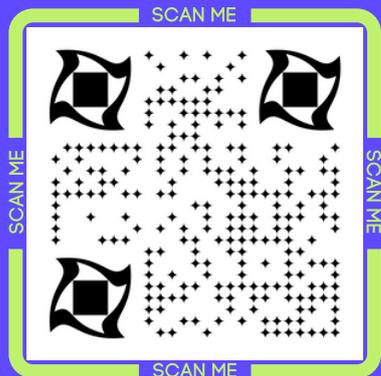
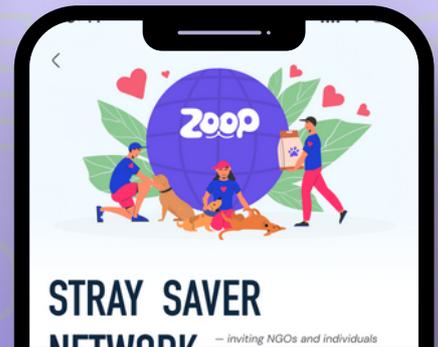
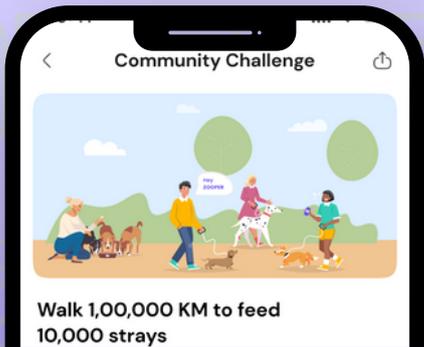
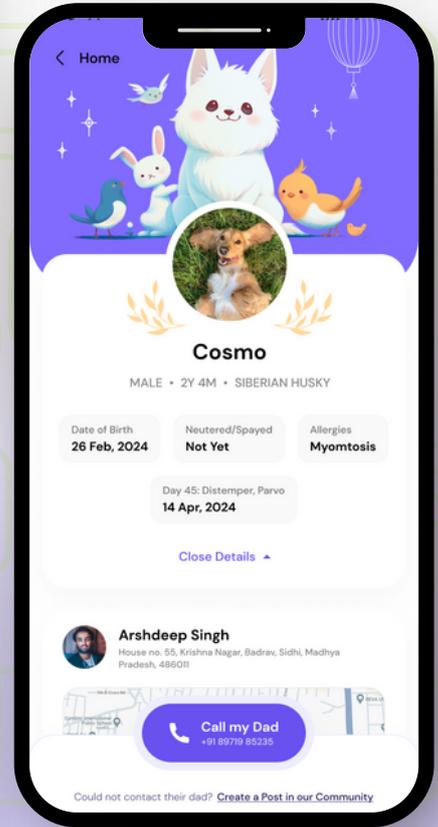
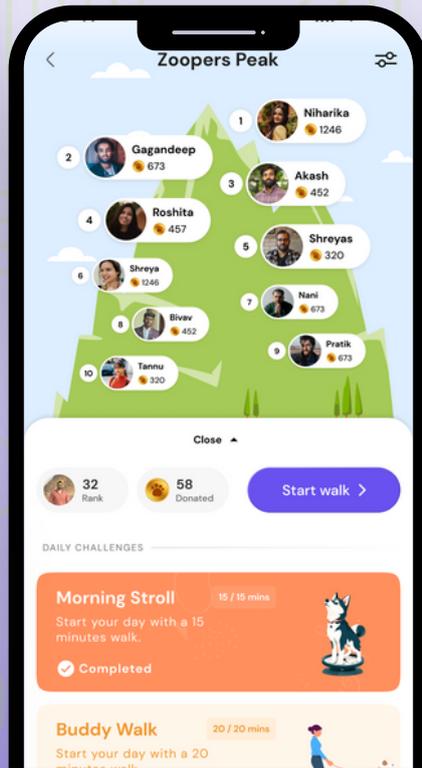
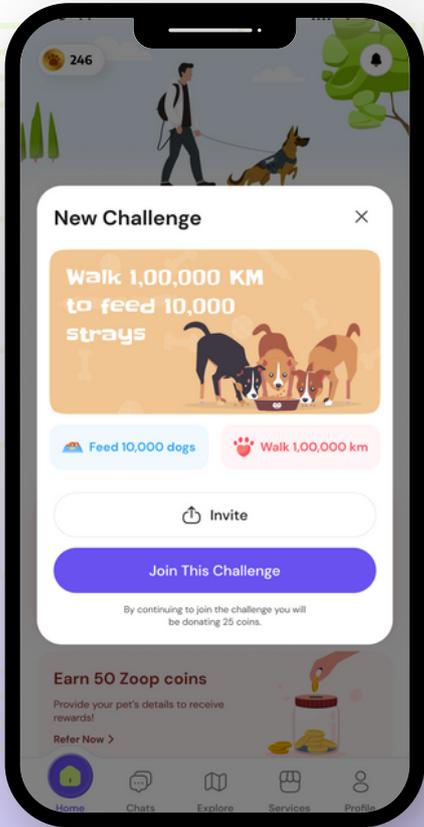
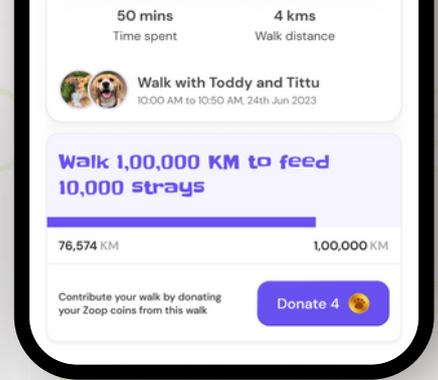
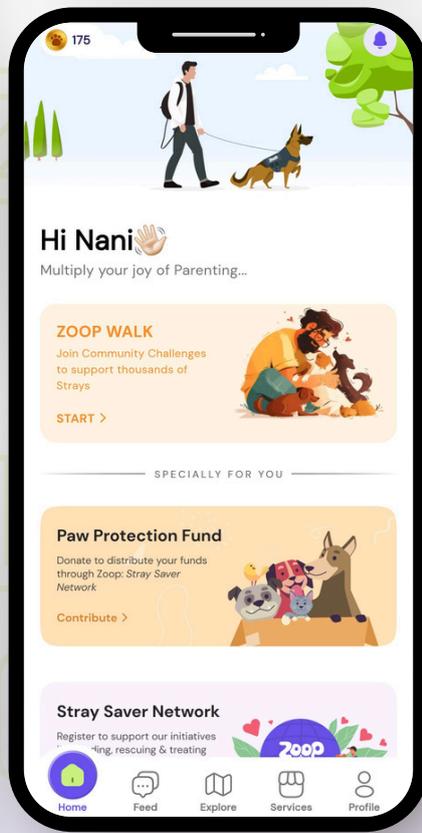
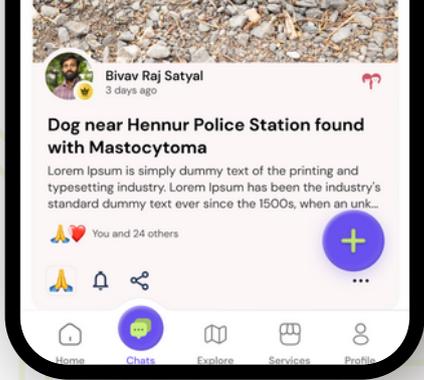


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# ZOOP COMMUNITY

## ONE STOP SOLUTION IN PETAVERSE

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# STRAY SAVER NETWORK

Together we can save more voiceless

## Introducing

The goal of the Stray Saver Network (SSN) is to unite individuals passionate about enhancing the well-being of stray animals.

**Inviting all individuals and NGO's to join hands with Zoop to save millions of strays**

## Join us



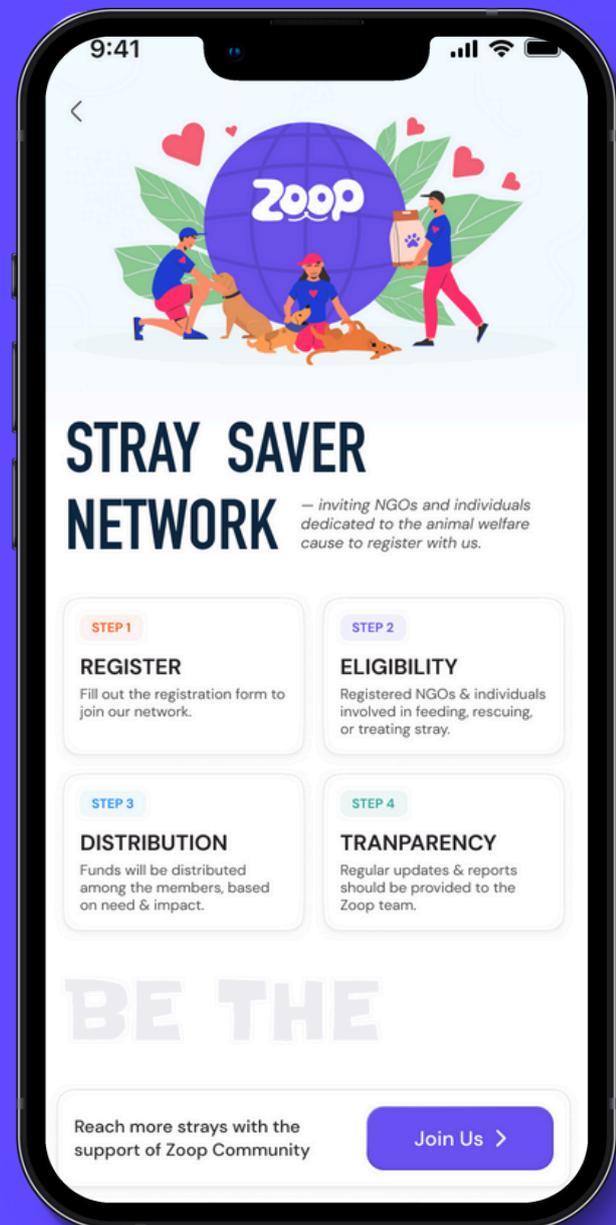
### How to Join ?

Scan the QR and fill the form with the necessary details



### What do I get ?

Zoop will distribute funds collected from Paw Protection Fund to registered members to help more strays





“

**“Adopting one pet won’t  
change the world, but  
for that pet, the world  
will change forever.”**

**ZOOP**

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Zoology

# BASTET

## THE MYSTERIOUS EGYPTIAN CAT GODDESS

In the vast tapestry of Egyptian mythology, few figures are as enigmatic and captivating as Bastet, the Cat Goddess. Known for her many roles, Bastet has intrigued historians, worshippers, and lovers of mythology for centuries. Her image is diverse—sometimes appearing as a beautiful woman with the head of a cat, sometimes as a European woman with long blonde hair and bright blue eyes, and occasionally as a full cat. This feline form, however, is just one of her many layers.





## The Gentle Protector and Fierce Defender

Bastet's essence is a study in contrasts. As the Protector of Women and the Home, she was known for her gentleness, offering protection and care to those in need. But this goddess also had a fearsome side. When called upon to defend against those who brought harm and chaos to society, her ferocity knew no bounds. She was not only a goddess of love and nurturing but also a powerful enforcer of justice.

# THE WORSHIP OF BASTET

Bastet was beloved by the people of Lower Egypt, where she was worshipped as the Lion-Headed Goddess of War. She defended both the Pharaoh and her father, the sun god Ra. According to legend, Bastet rode through the sky with Ra, pulling the sun across the heavens and fiercely defending him from his enemies. Because of this, she was known as the Lady of the East, the Goddess of the Rising Sun, and the All-Seeing Eye. Her role was akin to that of Seth, as she protected Ra from Apophis, the serpent of darkness and chaos.

Each year, thousands of worshippers gathered in Bubastis, Bastet's hometown, to celebrate her festival, a time of devotion and revelry. Her temple housed over 300,000 mummified cats, a testament to her connection with these sacred animals.



# BASTET'S EVOLUTION: FROM LIONESS TO CAT



As time passed, Bastet's image evolved. While she started as a lion-headed goddess, her form gradually softened to that of a domestic cat. In ancient Egypt, cats were revered for their ability to protect homes from disease-carrying vermin. This reverence translated into worship, and Bastet became a symbol of protection and health.

Although her ferocious nature diminished, Bastet remained an important figure, especially in Northern Egypt, even as dynasties fell and her prominence waned. In the Greek world, she transitioned to a minor moon goddess, but her influence lingered.



# BASTET IN MODERN CULTURE

Bastet's reach extends beyond the ancient world. She is remembered as the Patron of Cats, the goddess of passion, fertility, and secrets. Some even believe that the English word "passion" comes from her name, Pash. To this day, worshippers call on Bastet for protection and to bring love and passion into their lives.

Bastet remains one of the most complex and beloved goddesses in Egyptian mythology. Her dual nature—both gentle and fierce—speaks to the intricacies of life, love, and protection. Whether as a warrior goddess or a protector of the home, Bastet's legacy continues to captivate those who seek her wisdom and protection.

*the egyptian*

*tale*





# KINMIN & CO.

*a perfect bond*

# WOOFY, DONA & LUNA

“Dogs love us more than they love themselves.”

Such a true statement! I know this firsthand because of the three amazing pets who've changed my life in so many ways. Let me share their stories with you.



First, there's Woofy, Dona, and Luna – each of them came into my life at different stages, and they've been my constant companions, teaching me so much along the way. You might be wondering, “How can a dog change someone?” Well, trust me, they can, and my dogs certainly have!

# A perfect bond with my furry friends

## Let's start with Woofy.

He's a handsome 10-year-old Dachshund and has been with me since I was in 8th grade. I'd been asking my parents for a dog for years, and finally, after winning an award at school, they kept their promise. The day Woofy came home was one of the happiest days of my life – a cute little puppy, full of energy, wagging his tail. But just a few days later, he fell seriously ill with parvovirus. I remember crying so much and praying he would get better. Thankfully, he did, but that experience taught me something important: my dream was to become a veterinary doctor, and I'm now in my third year of pursuing that dream – all thanks to Woofy.



## Next is Dona

a 4-year-old Indie I rescued during the 2020 lockdown. I found her and her sister injured on the road, and while her sister was adopted, Dona stayed with us. She had a severe skin infection, and no one wanted to take her in, so when we moved from Goa to Bengaluru, she became part of the family. Dona is the calmest, most loving dog, and during the tough times of the pandemic, she was my rock. Walking her, playing with her – she made those lonely days so much better. She taught me patience, and I'll always be grateful for her companionship during those hard times.



## And then there's Luna,

a 1-year-old Golden Retriever, full of joy and energy. I got Luna when someone didn't want her anymore, and she's been my light ever since. College life can be rough and lonely, but Luna has been there through it all. She's always happy to see me, jumping and wagging her tail when I come home. Luna is my cuddle buddy and my source of comfort, and I honestly don't know how I would've made it through college without her.



So, when I say, “dogs love us more than themselves,” I mean it from the heart. Woofy, Dona, and Luna have been my angels, and I've even gotten tattoos of them to keep them with me forever. Sometimes, I just wish dogs could stay with us forever – because I know, when the time comes, losing them will be the hardest heartbreak. But for now, I'm cherishing every moment with them.





**"Bully Kutta literally translates to 'heavily wrinkled dog.' Its origin and strength have made it a timeless protector."**

---

## History and Origins

The Bully Kutta, also known as the Alangu Mastiff or Indian Mastiff, has a storied history dating back to the 16th century. This powerful breed originated in the Indian subcontinent, particularly in regions such as Punjab, Haryana, and Sind. Historically favored by Mughal emperors like Akbar, the Bully Kutta was used for hunting large game and guarding palaces.

An Indian Mastiff was once showcased at The Second International Dog Show in London, reflecting the breed's global recognition in the 19th century.

# Bully

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## USE IN DOG FIGHTING

Regrettably, Bully Kuttas have also gained a reputation for being used in illegal dog fighting across India and Pakistan. Authorities in Punjab, India, have recently taken steps to curb these practices, with FIRs being filed against those involved in organizing such fights. Non-profit organizations are also working to raise awareness and end the exploitation of these dogs.

### Popularity and Recognition

The Bully Kutta is particularly popular in the Punjab region of India and Pakistan. In India, breeders have focused on the scientific breeding of this dog under the guidelines of the Indian Mastiff Registry. The breed is recognized by the Indian National Kennel Club and continues to be a symbol of strength and resilience.

**“A breed known for its loyalty and power, the Bully Kutta commands respect, both in its native regions and beyond.”**

### Traits and Appearance

The Bully Kutta is nothing short of majestic in its physical appearance. Males can grow up to 84 cm tall and weigh as much as 90 kg, while females are slightly smaller. Their coat is short and comes in a variety of colors including black, red, brindle, white, fawn, and harlequin.

**“With their muscular build and imposing stature, Bully Kuttas embody strength and elegance.”**

### Temperament

Known for their intelligence, alertness, and responsiveness, Bully Kuttas are dominant and assertive dogs. They are highly energetic and aggressive, qualities that make them excellent guard dogs but not ideal for novice owners. As emphasized by Dr. L.N. Gupta, a leading veterinarian, these dogs require experienced handlers due to their strong-willed nature.



An ancient depiction of the Alangu Mastiff in the Darasuram Temple in the Thanjavur district of India

# Kutta

# ALANGU MASTIFF

Breed in focus

The Bully Kutta is a large, powerful dog breed from the Indian subcontinent, known for its use in hunting and guarding. Popular in India and Pakistan, it is characterized by its massive size and dominant temperament, making it best suited for experienced owners. Despite being used in illegal dog fighting, the breed is valued for its loyalty and intelligence, and is officially recognized by the Indian National Kennel Club.



## Colour & Appearance:

black, red, brindle, white, fawn, harlequin - Bulky



## Height & Weight:

Males 76-84 cm | 70-90 kg  
Females 75-80 cm | 60-70 kg



## Temperament:

intelligent, alert, responsive, energetic and aggressive



## Lifespan

5-12 Years



# 8 Signs to Identify If Your Dog Is Suffering from Joint Pain

OCTOBER • ISSUE 004

How to Know if Your Dog is  
Experiencing Joint Pain



# Signs to Watch For and How to Help Your Pet

We love our dogs and hate to see them suffer. If your dog has been slowing down or acting differently, it could be due to joint pain, especially as they age. Dogs can't tell us when they're hurting, so we need to look for certain signs to ensure they get the care they need. Dr. Zoop, an animal expert, outlines eight signs that may indicate your dog is dealing with joint pain and provides three solutions to help them feel more comfortable.

## Common Signs of Joint Pain in Dogs

# 1

If your dog limps when they get up or walk, particularly if there hasn't been any trauma, this could be a sign of joint pain. Arthritis, especially in the hips, is a common cause of limping in older dogs, leading to inflamed joints and discomfort.

### Limping

Slippery surfaces like tile, hardwood, or laminate can cause dogs with joint pain to struggle. Their gait may be off due to pain, making it harder for them to maintain balance.

### Slipping on Floors

# 2



3

## Loss of Muscle

Joint pain can lead to muscle loss, particularly in the hindquarters. When dogs are in pain, they tend to avoid using their muscles, leading to muscle deterioration and decreased blood flow.



## Weight Gain or Loss

If your dog is less active due to joint pain but you're still feeding them the same amount, they may gain weight. Alternatively, joint pain can stress them out, leading to a loss of appetite and weight.

4

Hesitance to jump on furniture, climb stairs, or even go for walks when they previously enjoyed these activities may indicate joint pain. Dogs quickly learn what movements cause discomfort and start avoiding them.

5

## Reluctance to Jump or Climb



zoop

6

## Irritability

Joint pain can make your dog more irritable, resulting in snapping or growling when touched. This change in behavior often signals that they are in pain.



## Licking or Chewing

Dogs may lick, chew, or bite at the painful area in an attempt to soothe their discomfort. Over time, this behavior can lead to irritated skin, hair loss, or even open sores.

8

## Lethargy

A dog experiencing joint pain may become less active, as moving around increases their discomfort. Over time, they may prefer to rest more than usual to avoid the pain of movement.



While joint pain is distressing, there are several ways you can help your dog feel better without resorting to surgery:

# How to Help Your Dog Feel Better

1

## Maintain a Healthy Weight

Keeping your dog at a healthy weight will reduce the stress on their joints, which can help alleviate some of their pain.

## Provide Joint Supplements

Talk to your vet about joint supplements like glucosamine and chondroitin, which can help maintain joint health and reduce inflammation.

2

3

## Make Their Environment Comfortable

Ensure your dog has soft bedding and non-slip rugs or mats to help them move around without straining their joints on slippery surfaces.

Being proactive about your dog's joint health can help them lead a happier, more comfortable life. Pay close attention to their behavior, and if you notice any of these signs, consult your vet for proper diagnosis and treatment. Helping your dog feel better starts with recognizing the problem.

SWEET POTATO CHEWS: A HEALTHY AND NUTRITIOUS TREAT



Zoop  
- Nutrition Advisor -



SWEET POTATO

DIY TREATS

Sweet potato chews are a simple yet delicious homemade treat packed with nutrients and gentle on your doggo's digestive system. Rich in fiber and antioxidants, these chews are a healthy alternative to store-bought treats.

# Sweet Potato Chews



## INGREDIENTS

- 1 LARGE SWEET POTATO, PEELED AND CUBED
- 1/4 CUP PLAIN YOGURT

# Instructions:

## PREHEAT OVEN:

To 350°F (175°C).

## PREPARE SWEET POTATO:

Place the cubed sweet potato on a baking sheet lined with parchment paper. Bake for 30-40 minutes, or until tender.

## MASH SWEET POTATO:

Once the sweet potato is cooled, mash it into a smooth paste.

## ADD YOGURT:

Stir in the plain yogurt until well combined.

## FORM CHEWS:

Use your hands or a cookie cutter to shape the mixture into small chews.

## BAKE AGAIN:

Place the chews back in the oven for 10-15 minutes, or until firm.

## COOL:

Let the chews cool completely before giving them to your dog



# Nutritional Benefits:

- Rich in fiber: Sweet potatoes are a great source of dietary fiber, which can help promote digestive health and prevent constipation.
- Packed with nutrients: Sweet potatoes are also rich in vitamins A, C, and B6, as well as minerals like potassium and iron.
- Gentle on the stomach: Sweet potatoes are generally well-tolerated by dogs with sensitive stomachs.

## Tips

- Adjust sweetness: If your dog prefers a sweeter treat, you can add a small amount of honey or maple syrup to the mixture.
- Store properly: Store leftover chews in an airtight container in the refrigerator for up to a week.
- Consult your vet: Before introducing any new treats to your dog's diet, consult with your veterinarian to ensure they are suitable for your pet's specific needs.

By following these guidelines, you can provide your dog with a delicious and nutritious treat that they will love.

Zoop organises  
amzing get  
together for pet  
enthusiasts  
under



Pet community  
gathering, DIY pet  
activities, awareness  
campaigns, yoga with  
puppies and much  
more



# PET EDITION

**Zoop**  
**MAGAZINE**

**ISSUE NO.003**