****
Brakke Consulting's
Animal Health News & Notes for October 3, 2014
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA
****
IN THE NEWS:

Brakke Consulting news
AnimalHealthJobs.com

other news
Abaxis
American Health Service Sales
ANIMART
BioLumix
BioMane Products
DermaZoo
Integrated Animal Health
Jaguar
MeowWoofChirp
Neogen
Patterson
Putney
Zoetis

****
BRAKKE CONSULTING, INC.
ANIMALHEALTHJOBS.COM

The best place on the web to find qualified job applicants!

www.AnimalHealthJobs.com is the premier recruiting web site for the animal health industry. Our database of registered job seekers has grown to over 24,000 resumes.

A customer who recently posted a job on AnimalHealthJobs.com states: “We have had an exceptional response to our advertisements through Animal Health Jobs, which has been fantastic; thank you for such a high-quality service.”

When you need qualified professionals, think of Brakke Consulting and Animal Health Jobs first.

www.AnimalHealthJobs.com

****
COMPANY NEWS RELEASES

> Zoetis announced that Terramycin (oxytetracycline hydrochloride) Ophthalmic Ointment with Polymyxin B Sulfate is once again available to veterinarians nationwide. Terramycin is indicated for the treatment of superficial ocular infection and bacterial inflammatory conditions in dogs and cats. *(company press release)*

> Neogen Corporation announced that it has acquired all the outstanding stock of **BioLumix**, Inc., a manufacturer and marketer of automated systems for the detection of microbial

contaminants. The BioLumix business will be consolidated with Neogen's closely related Soleris technology. Financial terms were not disclosed. *(company press release)*

> The FDA reported that **Putney** Inc. has received approval for an abbreviated new animal drug application (ANADA) for meloxicam solution for injection for the control of pain and inflammation in dogs and cats. *(FDA)*

> Abaxis, Inc. announced it has entered into a definitive distribution agreement with **Patterson Veterinary Supply**. *(Money.CNN.com)*

> DermaZoo Pharma announced the release of EPAZoo Omega-3 Liquid, a lemon flavored, concentrated source of 360 mg EPA (Eicosapentaenoic Acid) and 240 mg DHA (Docosahexaenoic Acid) fatty acids plus Vitamin E. *(company press release)*

> Jaguar Animal Health, Inc. announced the planned launch of its first commercial product, Neonorm Calf, at the World Dairy Expo. Neonorm Calf, a non-prescription product, improves gut health by promoting normal stool care and rapidly reducing dehydration and the time to recovery. Jaguar is launching the product in partnership with **ANIMART**, Inc. *(BusinessWire)*

> BioMane Products announced the launch of BioMane Equine Pellets, a nutritional supplement that stimulates faster mane and tail growth and works for horses of all breeds and sizes. BioMane includes essential amino acids and vitamins A, C, B12 and K. *(company press release)*

> American Health Service Sales announced that they are the exclusive distributor of the Cover Me breathable and washable protective pet garment that is a comfortable alternative to the e-collar. *(company press release)*

> MeowWoofChirp, a new social networking site for pets, was launched this week. The site allows humans to create free social media profiles for their household and their pets. Pets can become online buddies with other pets, share photos, videos as well as updates about their lives. Both pets and humans can create and join groups based on their interests. *(company press release)*

> AUSTRALIA **Integrated Animal Health** announced plans to commercialize oxycodone patch technology for treating pain in animals. The firm took the decision following a successful proof-of-concept study in thoroughbred racehorses; the patch could be used to treat pain in performance animals, feed chain animals and companion animals. *(Agra-Net.net)*

****

ANIMAL HEALTH NEWS

> US - SWINE INFLUENZA RESEARCH Kansas State University has been awarded a seven-year grant of around $1 million to fund research into swine influenza. The funding comes from the National Institutes of Health. *(Animal Pharm)*

****

BRAKKE CONSULTING VIEWPOINT

This week's news covers some new product introductions, distribution agreements and regulatory approvals. While each of these is important to the companies involved, it does not appear that any of these will be transformational for the industry. I've been on the road this week meeting with various managers in several companies. The consensus of these conversations is that 2014 is proving to be a challenging year. The market remains soft with no expectations of a surge of increased revenue in the fourth quarter. The industry is experiencing a period of slower growth

which we believe will continue into 2015.

Have a great weekend!!

Ron Brakke

****

Trouble viewing this newsletter? You can view it online at www.BrakkeConsulting.com

This electronic newsletter is the sole property of Brakke Consulting, Inc.
Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.

For more information about Brakke Consulting's services and syndicated studies, visit our website at www.brakkeconsulting.com.

Brakke Consulting, Inc.
12005 Ford Rd., Suite 530
Dallas, TX 75234 USA