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**Brakke Consulting's  
Animal Health News & Notes for February 21, 2014**  
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**COMPANY EARNINGS RELEASES**

> **Patterson Companies**, Inc. reported results for its fiscal third quarter ended January 25, 2014. Third quarter fiscal 2014 sales for the Patterson Veterinary unit increased nearly 90% from the prior year period to \$333 million. US sales were up 7% from the previous year, to \$188 million. For US sales, consumable veterinary sales totaled \$171 million, up 5.6%; and veterinary equipment sales rose 26% to \$14 million. (*WSJ.com*)

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**BRAKKE CONSULTING, INC.  
UNDERSTANDING THE OVER-THE-COUNTER MARKET**

Whether your business is considering the OTC channels for new business opportunities or you have been distributing in the OTC channels for years, Brakke Consulting's team can provide significant and quality assistance to businesses seeking to learn more about the details of the OTC channels of distribution. If you are looking for meaningful insights into the OTC channels, the trends found there, and the opportunities that exist, contact our Dallas office or Joel Adamson at [jadamson@brakkeconsulting.com](mailto:jadamson@brakkeconsulting.com).

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**COMPANY NEWS RELEASES**

> **Novartis** announced the launch of Sentinel Spectrum (milbemycin oxime, lufenuron, praziquantel) chewable tablet for the prevention of heartworm disease; the prevention and control of flea populations; and for the treatment and control of adult roundworm, hookworm, whipworm, and tapeworm in dogs. (*dailymed.nlm.nih.gov*)

> **Benchmark** announced it has purchased the aquaculture vaccine and development assets from **Zoetis** Inc. for a \$3 million cash consideration. In addition to vaccine research and manufacturing equipment the portfolio acquired includes a number of developed and partially developed vaccines, seed stocks, isolates and vaccine technologies. (*TheFishSite.com*)

> **Ark Sciences** Inc. announced the launch of Zeuterin Injectable Solution (zinc gluconate and arginine), the only FDA-approved nonsurgical sterilization drug for male dogs. Zeuterin is indicated for male dogs ages 3 to 10 months and may be delivered under mild sedation. Ark Sciences initially is focusing on the drug's mass use through animal shelters and spay/neuter clinics. (*VeterinaryPracticeNews.com*)

> **Big Heart Pet Brands**, previously **Del Monte** Foods' Pet Products business, announced its launch as the largest standalone pet food and snacks company in North America. The creation of Big Heart Pet Brands follows the company's sale of its Consumer Products division to Del Monte Pacific Ltd., which closed Feb. 18. (*Feedstuffs*)

> **Midmark Corporation** announced the launch of the Cardell Touch Veterinary Anesthesia Monitor. (*company press release*)

> **Sergeant's Pet Care Products**, Inc., announced the launch of its Sentry Clean Up stain and odor remover product line. The products are available exclusively at pet specialty stores. (*company website*)

> **PetSafe** announced the launch of Indigo Fresh dental treats. The line is made with the active ingredient hexametaphosphate (HMP), which binds with the calcium in plaque and prevents it from hardening into tartar. (*Pet Business*)

> EUROPE **Zoetis** announced the European launch of Apoquel (oclacitinib maleate) treatment for canine pruritus. (*Animal Pharm*)

> EU **Merck Animal Health** announced that the European Commission has granted marketing authorization for the veterinary medicinal product Bravecto (fluralaner) chewable tablets for dogs, shown to quickly and effectively kill fleas and ticks for up to 12 weeks in a single dose. (*Business Wire*)

> EU **Merial** announced the European launch of NexGard following approval by the European Commission's Committee for Medical Products for Veterinary Use (CVMP) in November 2013. Nexgard (afoxolaner) is indicated for the treatment of flea and tick infestations in dogs. One oral treatment kills fleas for at least five weeks and ticks for up to one month. (*Animal Pharm*)

> UK **Pets at Home** Group Plc, the proposed new holding company of the Pets at Home Group announced its intention to proceed with an initial public offering (IPO). The Company intends to apply for admission of its ordinary shares to the premium listing segment of the Official List of the UK Listing Authority and to trading on the main market of the London Stock Exchange. Pets at Home operates from 369 stores located across the UK, 246 small animal veterinary surgeries, and 116 in-store Groom Room grooming salons. (*petsinfo.net*)

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## ANIMAL HEALTH NEWS

> VIETNAM - AVIAN INFLUENZA Vietnam has reported outbreaks of A/ H5N1 avian influenza in eight provinces across the country. Since the end of the Lunar New Year Festival, authorities in Vietnam's central provinces have culled as many as 30,000 infected birds. (*Xinhua*)

> UK - TUBERCULOSIS RESISTANCE Scientists led by the University of Edinburgh's Roslin Institute have identified genetic traits in cattle that might allow farmers to breed livestock with increased resistance to bovine tuberculosis (TB). The study, which compared the genetic code of TB-infected animals with that of disease-free cattle, identified a number of genetic signatures associated with TB resistance in the cows that remained unaffected. (*Feedstuffs*)

> US - GENERIC DRUG APPLICATION The FDA announced an opportunity for public comment on FDA's proposed collection of information from sponsors of generic animal drugs. FDA collects information from the sponsors of generic animal drugs via the Animal Generic Drug User Fee Act cover sheet, which is required for submission of a New Animal Drug Application for a generic animal drug. To electronically submit comments on this notice, go to [www.regulations.gov](http://www.regulations.gov) and insert docket no. FDA-2014-N-0079. (*FDA*)

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## WESTERN VETERINARY CONFERENCE FEBRUARY 16-20, 2014

Nearly 15,000 veterinarians, technicians, students, exhibitors and others attended the Western Veterinary Conference this week in Las Vegas, including over 6,150 veterinarians and 2,150 technicians and practice staff. The conference offered over 1,000 of continuing education presented in a variety of formats.

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## BRASSE CONSULTING VIEWPOINT

This week's news is dominated by various announcements related new product approvals or launches in both the US and Europe. When all of these products reach the marketplace there will likely be some shifts in market shares in some of the largest product categories. The promotional programs to launch these new products at recent veterinary meeting have been some of the strongest we've seen in several years. We look forward to additional product promotion programs focusing on the pet owners to increase client traffic into companion animal clinics. It appears to us that everyone wins with some of these new products and the overall market increases in size.

Many of you are just returning home from the Western Veterinary Meeting in Las Vegas. We hope you had a productive and profitable meeting both in the trade show and at the casinos!! Thanks to all of those that who participated in our 2014 Animal Health Industry Sessions on the world market with specific detailed presentations on China and Japan.

Have a great weekend!!

*Ron Brasse*

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