
**Brakke Consulting's
Animal Health News & Notes for February 28, 2014**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

Brakke Consulting news
[Recruiting](#)

earnings news
[Animalcare](#)
[Bayer](#)
[Dechra Pharmaceuticals](#)

other news
[1-800-PetMeds](#)
[BioElectronics](#)
[Bioniche](#)
[Docsinnovent](#)
[Elanco](#)
[Everost](#)
[Henry Schein](#)
[Iams](#)
[Jorgensen Labs](#)
[Lohmann](#)
[National Veterinary Associates](#)
[Patterson](#)
[Vétoquinol](#)
[VetriScience](#)
[Zoetis](#)

COMPANY EARNINGS RELEASES

> **Bayer** reported results for the full year 2013. Sales of the Animal Health Division were EUR 1,306 million (\$1,798 million), unchanged from 2012 (+4.5% foreign currency and portfolio adjusted). (*company website*)

> **Dechra Pharmaceuticals** PLC reported financial results for the half year ended December 31, 2013. Revenue from continuing operations totaled GBP 96 million (\$158 million), an increase of 4% compared to the comparable year-ago period (decrease of 0.7% at constant currency). Profit from continuing operations was GBP 7.7 million (\$12.7 million) compared to profit of 4.4 million in the comparable year-ago period. (*company website*)

> **Animalcare** announced financial results for the six months ended December 31, 2013. Revenues rose by 7% to GBP 6.5 million (\$10.7 million) and underlying EBITDA increased by 0.4% to GBP 1.6 million (\$2.6 million). (*Stockmarketwire.com*)

**BRASSE CONSULTING, INC.
EXECUTIVE AND SALES FORCE RECRUITING**

Recruiting Means More than Resumes

At Brakke Consulting we find the right person to fit your company's needs. As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates

Our involvement in every step of the process helps maintain communications with candidates, allowing them to ask questions and get another perspective on the company.

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- Ken Berkholtz at 772.223.3079
- Jay Lockhart at 314.821.3368

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Zoetis** announced the addition of Hoof-Tec footbath products to its Dairy Wellness portfolio for producers looking to reduce copper sulfate use in footbaths up to 40%. (*Vet Advantage*)

> **Elanco** announced an agreement to acquire Lohmann SE (**Lohmann Animal Health**). The transaction is expected to close in the second quarter of 2014, contingent upon clearance from regulatory authorities and other customary closing conditions. Financial terms were not disclosed. (*company press release*)

> **Vétoquinol** announced an agreement to acquire the Animal Health business of **Bioniche Life Sciences** Inc. Financial terms were not disclosed. (*Marketwatch*)

> The Procter & Gamble Company PG and **Henry Schein, Inc.** announced an agreement under which Henry Schein will be the exclusive distributor of P&G's **Iams** therapeutic diet formulas to veterinary practices in the US. (*Marketwatch*)

> **VetriScience Laboratories** announced the launch of a new veterinarian-exclusive line of products with advanced formulas and unique branded ingredients. The Pro Line includes Resvera FLEX (containing Dimethylglycine and Resverasyn (Microencapsulated trans-Resveratrol)), which are designed to support a healthy inflammatory response, transmethylation, metabolic function, and longevity in companion animals. (*company press release*)

> **Patterson Veterinary** announced an agreement with **Everost** naming Patterson the exclusive distributor of Everost's portfolio of surgical instruments and orthopedic implants to US veterinary hospitals. (*company press release*)

> **Docsinnovent** announced that **Jorgensen Labs** has been appointed the company's exclusive distributor for the USA. Docsinnovent is the developer of the V-gel airway management product for anesthesia, a supraglottic device for anesthesia that does not enter the trachea, speeding placement for a clear airway and increasing safety. (*company press release*)

> **1-800-PetMeds** announced the launch of an “Exam Reminder Program” to help remind pet owners of their pets’ upcoming veterinary appointments. At the time of a prescription authorization request from 1-800-PetMeds, the veterinarian (or designee) can fill out the date of the pet’s next exam and PetMeds will remind the pet owner before the exam is due. (*company press release*)

> **BioElectronics** Corporation announced that its fourth generation drug-free, anti-inflammatory medical devices will now be sold for use on pets and horses as the PetPatch Loop. PetPatch Loop is part of the company’s HealFast Therapy line of products. (*Business Wire*)

> **National Veterinary Associates** is reportedly exploring a potential sale. The company, backed by private equity firm Summit Partners, is working with investment bank Jefferies on the potential sale. (*Vet Advantage - Reuters*)

ANIMAL HEALTH NEWS

> **NORTH KOREA - FMD** North Korea has reported an outbreak of foot and mouth disease (FMD) affecting 17 farms in the east central part of the country. The outbreaks appear to have affected only pig farms so far. Quarantine has been imposed and premises disinfected. (*Animal Pharm*)

> **US - EQUINE HERPESVIRUS** A positive equine herpesvirus type 1 test in Pennsylvania has led to the quarantine of 74 Parx Casino racetrack horses. There have been no signs of infection among the quarantined horses, but because they were exposed to the infected animal, they must be isolated for at least three weeks to ensure they are clear of the disease. (*AVMA SmartBrief - Philly.com*)

> **US - PET PRESCRIPTIONS** US Representatives Jim Matheson (D, Utah) and Jason Chaffetz (R, Utah) have cosponsored H.R. 4023, commonly known as the Fairness to Pet Owners Act. The legislation enables pet owners to automatically receive a copy of their pet’s prescriptions without paying a fee, signing a waiver, or specifically asking. (*Vet Advantage*)

> **US - PET FOOD RECALLS** The FDA website reported 33 pet food and treat recalls and safety alerts in 2013. These included voluntary, FDA-requested and FDA-mandated actions. In 2012, there were 45 such incidents. (*Pet Product News*)

BRAKKE CONSULTING VIEWPOINT

Here are some of the stories that caught my eye in this week’s newsletter. The announced acquisition of Lohmann Animal Health by Elanco, when closed, will move Elanco further into the preventive care area (vaccines). Then a story related to 1-800-PetMeds’ understanding of the value of veterinary visits by launching the “Exam Reminder Program” to help remind pet owners of their pets’ upcoming veterinary appointments. Hopefully this program will assist in increasing veterinary visits, which is needed by the profession. One has to assume the 1-800-PetMeds hopes to pick up some additional prescriptions from veterinarians to fill from this program.

We also noted that H.R. 4023, commonly known as the Fairness to Pet Owners Act, was reintroduced into Congress. Interesting that these announcements both happened just a few days apart! The interest in filling veterinary prescriptions for pets seems to be of high interest from various providers these days.

On another note, I will be in Tokyo, Japan next week with Dr. Jishu Shi and Dr. Yuki Ujimasa to present the Brakke 2014 Animal Health Industry Overview, as well as overviews of the Chinese and Japanese animal health markets. The all-day seminar will be held on Friday, March 7. If you're interested in attending the presentation, please contact Dr. Ujimasa at info@ahrms.jp or telephone +81-3-6324-6781 to register.

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