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**Brakke Consulting's  
Animal Health News & Notes for March 22, 2013**  
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Editor: Lynn Fondon DVM MBA

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IN THE NEWS:

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other news

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**BRAKKE CONSULTING, INC.  
CHINA ANIMAL HEALTH MARKET WEBINAR  
APRIL 4, 2013**

Brakke Consulting is pleased to present an Overview of the Chinese Animal Health Market Opportunity on Thursday, April 4, 2013 from 10:00 - 11:00 am Central Time. The webinar will be hosted by Ron Brakke and presented by Jishu Shi, DVM, Ph.D., President of VaxiAm LLC.

Registration for the webinar is \$125. To register, go to  
[http://www.brakkeconsulting.com/eventRegister/2013\\_04\\_05/159.aspx](http://www.brakkeconsulting.com/eventRegister/2013_04_05/159.aspx)

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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**CORRECTION**

Last week's newsletter incorrectly reported that the APPA's National Pet Owners Survey found that number of cat-owning households grew to 5.3 million in 2012. The item should have said that cat ownership grew to 45.3 million households.

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**COMPANY NEWS RELEASES**

> **AgriLabs** introduced StressMate, colostrum-based treatment for helping calves cope with stress. StressMate provides calves with a source of small proteins, which boost the animal's natural or innate defense system. (*Animal Pharm*)

> Henry Schein, Inc. announced that **Butler Schein Animal Health** will be rebranded as Henry Schein Animal Health. The rebranding process will take place throughout 2013. (*PRNewswire*)

> **Aratana Therapeutics** announced it has filed a registration statement with the US Securities and Exchange Commission (SEC), with a goal of raising up to \$57.5 million via an initial public offering (IPO). The number of shares to be offered and the price range for the IPO have not yet been determined. Aratana, which was formed in 2010, has already secured approximately \$57 million from three funding rounds and a non-dilutive financing agreement. (*Animal Pharm*)

> **Iams** announced the availability to veterinarians of Shakeables Soft & Chewy Dog Treats Iams Shakeables are available in 3 flavors: Clucky me with chicken, Un-baa-lievable with Lamb, and Gobble 'em up with turkey. (*Vet Advantage*)

> **Natura Pet** has issued a recall of dog and cat foods available under the EVO, Innova, Healthwise and California Natural brands, driven by concerns about possible *Salmonella* contamination. The contamination was detected by the FDA, and no human or animal health problems have been reported. (*AVMA SmartBrief - Food Poisoning Bulletin*)

> The World Small Animal Veterinary Association and **Educational Concepts**, LLC, have signed a letter of agreement launching the new Global Edition of *Clinician's Brief*. The new Global Edition of *Clinician's Brief* will be available starting in April and will be free to all members of WSAVA associations. The internationally focused issues will feature peer-reviewed articles of global interest and importance, showcasing authors who represent a wide variety of countries. (*company press release*)

> SWEDEN **Boehringer Ingelheim Svanova** announced it has developed a test for the liver fluke *Fasciola hepatica* in partnership with Ghent University. The Svanovir F hepatica-Ab ELISA test kit identifies herds and individual cattle that exceed a certain level of infection. (*Animal Pharm*)

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**BRAKKE CONSULTING, INC.**  
**COMING IN APRIL:**  
**2013 PAIN MANAGEMENT PRODUCTS REPORT**  
**LAST WEEK FOR EARLY-ORDER DISCOUNT!**

Pain management is one of the leading topics in veterinary medicine today. Brakke Consulting's annual report on **Pain Management Products for Dogs and Cats** includes such valuable information as:

- overview of acute and chronic pain in small animals
- review of new products, including Onsior, Loxicom, and OroCAM
- estimates of US sales and prices of leading products
- pain management products in development
- review of nutritional supplements used for chronic pain
- review of therapeutic diets for joint care
- 2013 survey of 200 small animal veterinarians regarding use of pain management products

**Pain Management Products for Dogs and Cats 2012** can be purchased for \$4,995 if ordered by **March 29, 2013**. The report will be completed in early April. Questions about the study can be answered by project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email [Lfondon@brakkeconsulting.com](mailto:Lfondon@brakkeconsulting.com)

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**ANIMAL HEALTH NEWS**

> US - ANTIPARASITIC RESISTANCE The FDA recently held a public meeting on antiparasitic drug use and resistance in ruminants and equines. The discussions focused on how to detect and monitor antiparasitic resistance and ways antiparasitic drugs can be used, alone or in combination, to maximize effectiveness and minimize resistance. To read an overview of the meeting, go to <http://www.fda.gov/downloads/AnimalVeterinary/ResourcesforYou/UCM344299.pdf?source=govdelivery> (FDA)

> US - EQUINE DISEASE US scientists have used RNA analysis to identify the virus that causes Theiler's disease, a type of equine hepatitis that has baffled veterinarians for nearly a century. The virus, called Theiler's disease-associated virus, or TDAV, belongs to the family Flaviviridae, the same family of viruses that cause hepatitis C, yellow fever and dengue fever. (AVMA SmartBrief - Nature)

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**AAHA YEARLY CONFERENCE  
MARCH 14 - 17, 2013  
PHOENIX**

The AAHA Phoenix 2013 Yearly Conference had a total of 3,691 attendees, including 1,233 veterinarians and 996 exhibitor personnel. New this year, the conference offered live-streaming surgeries presented on a 2-by-12 story high screen. The 2014 AAHA Yearly Conference will be the first conference held at the new Nashville Music City Center in Nashville, Tennessee.

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**BRASSE CONSULTING, INC.  
MARKET RESEARCH**

Market research is our middle name. Depend on Brasse Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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**BRASSE CONSULTING VIEWPOINT**

The announcement this week that Aratana Therapeutics expects to complete a public offering this year is encouraging news for the industry. If they are successful with their IPO it should stimulate increased financial interest in early stage companies in animal health.

As we've indicated several times in our newsletter, the industry needs increased sources of capital in order to create innovative new products and companies. A successful IPO for an early stage company following a successful IPO for the largest animal health company in Zoetis will raise the value of all firms participating in the industry. A few years ago a number of financial investors expressed concern over investing in animal health. Now, those same investors can't

wait to invest in the industry.

Have a great weekend!

*Ron Brakke*

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