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Brakke Consulting's
Animal Health News & Notes for March 27, 2009
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Editor: Lynn Fondon, DVM, MBA
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LAST CHANCE TO EARLY-ORDER THE
2009 PAIN MANAGEMENT PRODUCTS REPORT!
See below for details

JUMP TO:

other news
Animal Health Associates
E.I. Medical Imaging
PawsPlus
Summit VetPharm
Vedco
Veterinary Products Laboratories
Webster

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COMING IN APRIL
2009 PAIN MANAGEMENT PRODUCTS REPORT
Last chance to receive early-order discount!

Pain management is one of the leading topics in veterinary medicine today. The products represent a substantial market segment with potential still to be tapped.

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 current products
- 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
- 2009 survey of over 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2009 can be purchased for $4,995 if ordered by **March 31, 2008**. The report will be completed in April. Questions about the study can be answered by project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email Lfondon@brakkeconsulting.com

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COMPANY NEWS RELEASES

> Veterinary Products Laboratories (VPL) announced the addition of Siphotrol X-Tend Carpet Aerosol to the Vet-Kem line of products. The product, which contains etofenprox, ETOC, pyriproxyfen and N-octyl bicycloheptene dicarboximide, kills adult and immature fleas and ticks,

breaking the flea life cycle and controlling reinfestation for up to 210 days. The carpet-penetrating formula also kills roaches, ants, spiders, crickets, silverfish, and sowbugs. *(company press release)*

> Vedco announced the introduction of OmniTrol, a low dose topical spot-on application containing permethrin and pyriproxyfen for use on dogs. OmniTrol kills adult fleas up to 5 weeks and pre-adult fleas for up to 8 weeks. In addition OmniTrol kills ticks up to 6 weeks and mosquitoes, lice and mites up to 4 weeks. OmniTrol products are only available to veterinary hospitals. *(company press release)*

> Summit VetPharm announced that veterinarians will soon be able to buy Vectra ectoparasiticide products directly through distributors who are partnered with Summit, with distributors shipping Vectra products directly to their veterinary customers. *(company press release)*

> Webster Veterinary announced the April release of DIA Reception. DIA Reception is a client interactive tool that allows pet owners to choose pertinent pet health videos and view them in the exam room while they wait for their veterinarian. Topics include allergies, vaccines, nutrition, wellness, obesity and several other titles. *(company press release)*

> E.I. Medical Imaging announced the debut of the Ibex Pro and Ibex Lite portable veterinary ultrasounds for expanded bovine, equine, swine, exotic and large and small veterinary applications. *(company press release)*

> PawsPlus announced it has entered into an acquisition agreement with **Animal Health Associates**, Inc. AHA is a player in the pet vaccination services industry, serving clients in the Florida and Georgia markets, with sales of $6.1 million. AHA and PawsPlus division VETCO Hospitals will continue to operate as separate subsidiaries of PawsPlus. Financial terms were not disclosed. *(Marketwire)*

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ANIMAL HEALTH NEWS

> NETHERLANDS - NEWCASTLE DISEASE Newcastle disease has broken out in domestic pigeons in the Netherlands. Dutch health authorities were alerted after a pigeon enthusiast in Kootwijkerbroek in the central-eastern province of Gelderland lost 50 birds to the disease. The remainder of the flock has been culled; authorities deemed further control measures unnecessary. *(Animal Pharm)*

> US - LARYNGOTRACHEITIS Texas animal health officials are overseeing the slaughter of more than 1.4 million chickens in after infectious laryngotracheitis (ILT) was found in birds on a **Sanderson Farms** operation. *(Meating Place)*

> Dr. Mark Francis announced the launch of New Concept Veterinary Gas Anesthesia (NCVGA), a simple, compact, portable, cost-effective anesthesia delivery machine designed for performing small animal (oxygen and isoflurane) anesthesia. NCVGA's innovative design allows for increased accuracy in anesthesia delivery and decreased time between delivery adjustments and patient response. *(MediaSyndicate)*

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BRAKKE CONSULTING VIEWPOINT

What will the first quarter sales figures look like for the industry? Based on the lack of positive noise in the marketplace we're guessing that sales for the first quarter will follow the 2008 year-

end trend and could reflect negative growth over the first quarter of 2008. In only a few short weeks we'll have the first actual reports.

In the meantime we stick with our view that the industry is suffering from the lack of meaningful new innovation. The introduction of generic formulations and additional SKU's of current products that merely shift market shares from one brand to another is not innovation. One aspect of the Pfizer/Wyeth and Merck/Schering-Plough announcements is that it allows for industry to speculate and divert attention form the daily tactical issues.

We appreciate the response to last week's newsletter comments by many of you related your interest in investing in new animal related technologies. We contacted most of you with at least one current opportunity. We're in the process of organizing our diverse inventory list of opportunities that have developed in the past few days and weeks. Please continue to communicate with us via email or phone regarding your firm's market segment interest.

Have a good weekend!!

Ron Brakke

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Brakke Consulting, Inc.
2735 Villa Creek, Suite 140
Dallas, TX 75234 USA