
**Brakke Consulting's
Animal Health News & Notes for April 21, 2017**
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IN THE NEWS:

Brakke Consulting news

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Recruiting

earnings news

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other news

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Virbac
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**BRASSE CONSULTING, INC.
2017 PAIN MANAGEMENT PRODUCTS REPORT
NOW AVAILABLE**

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 **Galliprant**, **Nocita**, and **Onsior for Dogs**
- 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
- 2017 survey of 325 small animal veterinarians regarding use of pain management products and unmet needs

Pain Management Products for Dogs and Cats 2017 can be purchased for \$5,500. Questions about the study can be answered by project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email Lfondon@brakkeconsulting.com.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

- **Vetoquinol** reported results for the first quarter of 2017. Consolidated sales were EUR 86 million (\$92 million), up 0.4% as reported from the same period last year (-1.4% at constant exchange rates). (*company website*)
- **Nestle** reported results for the first three months of 2017. Petcare sales were CHF 2,971 million (\$2,979 million), an increase of 1.5% compared to the first quarter of 2016. (*company website*)
- **Kane Biotech** reported results for the full year 2016. Revenues were \$245,000 in 2016 compared to revenues of \$105,000 in 2015. Comprehensive loss for the year was \$(2.5) million compared to a loss of \$(1.7) million in 2015. (*company press release*)

COMPANY NEWS RELEASES

- **Aurinia Pharmaceuticals Inc.** announced a Definitive Agreement granting **Merck Animal Health** worldwide rights to develop and commercialize Aurinia's patented nanomicellar voclosporin ophthalmic solution (VOS) for the treatment of dry eye syndrome in dogs. Under the terms of this agreement Aurinia will receive an upfront payment and is eligible to receive further payments based on certain development and sales milestones as well as royalties. (*company website*)
- **Virbac Corp.** announced it will consolidate its North American warehousing and distribution into a new 150,000-square-foot underground facility in Kansas City, Missouri. (*company press release*)
- **Ivaoes Animal Health, LLC.**, a subsidiary of Tri-Source Pharma, LLC, announced the launch of Rapanofal (Propofol Emulsion Injection) approved for both dogs and cats. (*Business Wire*)
- **Specialty Veterinary Pharmacy** introduced a compounded oral suspension carprofen product available in any strength. (*company announcement*)
- **PetSmart** has entered into an agreement to acquire online pet retailer **Chewy, Inc.** Financial terms were not disclosed. (*Pet Business*)
- **Petco** announced it has acquired **PetCoach**, a digital services company that connects pet owners with experienced veterinary professionals for personalized answers to improve the overall health and well-being of their pets. Financial terms were not disclosed. (*Veterinary Advantage*)
- **Cardinal Health** announced it will acquire **Medtronic's** medical supplies business for \$6.1 billion. Cardinal Health will acquire product lines including animal health. Medtronic acquired much of its supplies business as part of its purchase of Covidien in 2015. (*Cardiovascularbusiness.com*)

- **Animal Supply Company** announced it will acquire the assets of **Lads Pet Supplies**, which offers brands such as Fromm, Bayer, KLN, Merrick and Zignature. Lads' focus has been on being a partner for the independent pet specialty retailer. Financial terms were not disclosed. *(Pet Product News)*
- **PetLife Pharmaceuticals**, Inc. announced that it has finalized the negotiations for the acquisition of **Dr. Geoff's Real Food for Pets**, which includes six SKUs of retail-ready products, including both canned food and antioxidant supplements. Financial terms were not disclosed. *(Business Wire)*
- **Whitebridge Pet Brands** announced the acquisition of **Arthur Dogswell LLC**, maker of Dogswell and Nutrisca treats and foods for dogs and cats. Financial terms were not disclosed. *(Pet Product News)*

**ANIMAL AGRICULTURE ALLIANCE
STAKEHOLDER'S SUMMIT
MAY 3-4, 2017
KANSAS CITY**

The Animal Agriculture Alliance's Stakeholders Summit is set for May 3-4, 2017 in Kansas City, Missouri.

With the theme "Connect to Protect Animal Ag: #ActionPlease2017," the conference will build on the 2016 Summit's focus of taking action to secure a bright future for animal agriculture. Speakers will give the audience actionable solutions to take home and implement on their farm or in their business.

To register and learn more, visit www.animalagalliance.org/summit/.

ANIMAL HEALTH NEWS

- **US - PARASITE FORECAST** The Companion Animal Parasite Council (CAPC) released its annual parasite forecasts. Shifting weather patterns have created ideal breeding conditions for mosquitoes across the country, which transmit heartworm disease. CAPC also predicts the spread of Lyme disease into non-endemic areas. Information is available at the CAPC website at www.capcvet.org. *(association press release)*
- **AUSTRALIA - FOOD SAFETY** The FDA announced an arrangement with the Australian Department of Agriculture & Water Resources recognizing each other's food safety systems as comparable to each other. This is the third time FDA has recognized a foreign food safety system as comparable, the first being New Zealand in 2012 and then Canada in 2016. *(Feedstuffs)*

**BRASSE CONSULTING, INC.
MANAGEMENT, REGULATORY, SALES FORCE and TECHNICAL SERVICES RECRUITING**

At Brasse Consulting we find the right person to fit your company's needs. We have an unequalled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

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 throughout the process

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

- John Mannhaupt at 972.243.4033
- Terry Fritz at 336.312.0667

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BRAKKE CONSULTING VIEWPOINT

The activity level in the OTC pet business continues accelerate as the internet and digital technologies change the how many firms interface with pet owners and veterinarians. Those that suggested a few years ago that the internet was going to change everything in the retail and services business seem to have been on target. Even the large retailers need to modify their in-store approaches plus purchase firms that have a growing internet presence in delivering products and services to pet owners.

The era of the small family business operating in a small geographical area is for the most part a thing of the past. In the past few days, I have visited two retail outlets to pick up two unique items and in both cases found out that the items were not in stock as advertised on their websites but could be ordered over the internet. So, I ordered them on the internet from competitive firms at lower prices.

As mentioned earlier in the newsletter it appears it is going to be an excellent parasite season in the US in 2017. The competition for market share is going to be fun to observe this year.

Have a great weekend!

Ron Brakke

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