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**Brakke Consulting's  
Animal Health News & Notes for April 22, 2016**  
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*Editor: Lynn Fondon DVM MBA*

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IN THE NEWS:

Brakke Consulting news  
[Pain Management Products report](#) now available  
[Transaction assistance](#)

earnings news  
[Boehringer Ingelheim](#)  
[Parnell](#)  
[Vetoquinol](#)

other news  
[Bayer](#)  
[BioTracking](#)  
[Boehringer Ingelheim Vetmedica](#)  
[eVetPractice](#)  
[Franck's Compounding Laboratory](#)  
[Geissler Companies](#)  
[Henry Schein](#)  
[Merck](#)  
[Oasmia Pharmaceutical](#)  
[Pharmag](#)  
[Timeless Veterinary Systems](#)  
[VetBiotek](#)  
[Wells Pharmacy](#)  
[Zoetis](#)  
[ZoMedica](#)

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**BRAKKE CONSULTING, INC.  
2016 PAIN MANAGEMENT PRODUCTS FOR DOGS AND CATS  
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
- 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
- 2016 survey of 300 small animal veterinarians regarding use of pain management products

**Pain Management Products for Dogs and Cats 2016** is now available for \$5,995. To order or for more information, contact project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email [Lfondon@brakkeconsulting.com](mailto:Lfondon@brakkeconsulting.com).

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

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## COMPANY EARNINGS RELEASES

- **Boehringer Ingelheim** reported results for the full year 2015. Animal Health sales were EUR 1,363 million (\$1,490 million), an increase of 21% compared to the prior year (+11% currency adjusted). (*company website*)
- **Vetoquinol** reported results for the first quarter of 2016. Sales were EUR 86 million (\$94 million), representing growth of 6% (+8% currency adjusted). (*company website*)
- **Parnell Pharmaceuticals Holdings Ltd** announced business results for the first quarter of 2016. Total revenues increased by 43% to \$2.2 million. (*Globenewswire*)

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## COMPANY NEWS RELEASES

- **Merck Animal Health** announced plans to acquire worldwide rights for the Whisper Veterinary Stethoscope System from **Geissler Companies**. The Whisper Veterinary Stethoscope System is a Bovine Respiratory Disease (BRD) detection system which incorporates an electronic stethoscope to capture a lung sound, then utilizes computer-aided proprietary analytics to evaluate the severity of the animal's lung condition so that the appropriate treatment regimen can be started. Financial details were not disclosed. (*Animal Pharm*)
- **Bayer Animal Health** announced a voluntary recall of its Tolfenpro Insecticide Ear Tags. The recall is based on early reports of eye irritation in cattle following use of the product. (*Animal Pharm*)
- **Boehringer Ingelheim Vetmedica** announced the opening of its new, 52,000 square foot state-of-the-art research center at the Iowa State University Research Park in Ames, Iowa. The \$22 million research center has the potential to accommodate more than 100 scientists conducting research in the five target areas for BIVI: swine, cattle, equine, canine and feline. (*NationalHogFarmer.com*)
- **Henry Schein** announced that Karen Prange, Senior Vice President at Boston Scientific Corporation, will join Henry Schein as Executive Vice President and Chief Executive Officer, Global Animal Health & Medical Group, a newly established senior executive role. Prange will report to Stanley Bergman, Schein's CEO and Chairman of the Board. (*PRNewswire*)
- **VetBiotek, Inc.** announced the launch of UltraOtic Rinse and UltraOtic Concentrate in an Ear Therapy Protocol for the management of otic conditions in dogs and cats. UltraOtic Rinse contains 0.2% MicroSilver; UltraOtic Concentrate contains 0.5% MicroSilver, 0.5% Climbazole and Ceramide III. (*company press release*)
- **BioTracking, Inc.** introduced the BioPRYNhfr-25 heifer blood pregnancy test. At 25 days post-breeding, BioPRYNhfr-25 is an early, accurate open detection for heifers. (*Vet Advantage*)
- **ZoMedica**, a Michigan-based company developing drugs for companion animals, announced it has entered into a formal amalgamation agreement with Wise Oakwood Ventures Inc., a capital pool company listed on the TSX Venture Exchange in Canada. The TSXV has granted

conditional acceptance of the Qualifying Transaction. The resulting company, to be named "Zomedica Pharmaceuticals Corp.," will be publicly listed on the TSXV. (NASDAQ.com)

· **eVetPractice**, a cloud based Veterinary Practice Management solution, announced their newest integration with VPR Cloud, enabling eVetPractice users to access an up-to-date drug formulary directly within their practice management solution. The feature is the result of a collaborative effort between eVetPractice and VPR Cloud powered by **Timeless Veterinary Systems Inc.** (company press release)

· A jury in Palm Beach County, Florida, has awarded more than \$2 million in damages to the owners and insurers of polo ponies that died after receiving supplements manufactured by **Franck's Compounding Laboratory**. In 2009, 21 polo horses died after receiving a selenium, vitamin B, and potassium compound prepared by Franck's that contained toxic levels of selenium. Franck's Compounding Laboratory was purchased by **Wells Pharmacy Network** in 2012. (TheHorse.com)

· SWEDEN **Oasmia Pharmaceutical** announced it has completed a private placement of a convertible loan in the amount of 28 million Swedish kronor (\$3.4 million) to strengthen its working capital. The Company intends to use the proceeds from the Private Placements to strengthen the working capital as well as finance the continued operations and further development of additional human and veterinary products based on the XR-17 technology. (Globe Newswire)

· CHILE **Pharmaq**, a division of **Zoetis**, announced the launch in Chile of Alpha Ject LiVac SRS, a vaccine to control salmon rickettsial septicemia (SRS) syndrome. (Animal Pharm)

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### ANIMAL HEALTH NEWS

· US - RABIES The Arizona Department of Agriculture said a horse in Santa Cruz County has become the state's first case of rabies in a domesticated animal in nearly seven years. The horse was hospitalized but did not respond to treatment, and was later euthanized. (ABC15.com)

· US - CAGE-FREE EGG PRODUCTION Walmart announced it was aiming to phase out the sale of eggs from caged hens by 2025. Walmart, the largest grocer in the US with control of a quarter of the market, said it would require that egg suppliers adopt an industry standard for treatment of hens by 2025 and have their compliance monitored by a third party. (Vet Advantage - Feedstuffs)

· US - LABELING GUIDANCE The FDA released Final Guidance for Industry #231 – Distributor Labeling for New Animal Drugs. The full document can be read at [http://www.fda.gov/downloads/AnimalVeterinary/GuidanceComplianceEnforcement/GuidanceforIndustry/UCM461414.pdf?source=govdelivery&utm\\_medium=email&utm\\_source=govdelivery](http://www.fda.gov/downloads/AnimalVeterinary/GuidanceComplianceEnforcement/GuidanceforIndustry/UCM461414.pdf?source=govdelivery&utm_medium=email&utm_source=govdelivery) (FDA)

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### **BRASSE CONSULTING, INC. TRANSACTION ASSISTANCE**

Let Brasse Consulting provide assistance for all your transactions.

Brasse Consulting has been the finder of record, agent of record or consultant for a number of successfully completed projects. We assist with valuations and provide due diligence on confidential transactions as well as offering executive counsel on a number of potential

transactions.

Brakke Consulting has the experience, insight, ability and contacts to provide clients with the highest quality services in the animal health, pet, veterinary and specialty chemicals markets. Please contact any of our offices for a confidential consultation.

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## **BRAKKE CONSULTING VIEWPOINT**

This week's newsletter has several stories related to how digital technologies can and are aiding in the health and productivity of animals. In the past few years several digital devices being used in both food and companion animal health have entered the market, and there are dozens in development that will be entering the market in the next few years.

In several cases these diagnostic or medical devices will allow for earlier detection of ailments and alert the animal owner to a developing health issue. In the case of food animals, it allows for treatment before the disease becomes more severe and/or spreads to more animals in a herd or flock. In the case of companion animals, digital diagnostics allow pet owners or veterinarians to intervene earlier to correct a developing health issue. Having the ability to rapidly detect and monitor animal diseases in the palm of your hand is a big deal!

Have a great weekend!

*Ron Brakke*

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