
**Brakke Consulting's
Animal Health News & Notes for September 21, 2012**
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**BRAKKE CONSULTING
ANIMAL HEALTH INDUSTRY ROUNDTABLE
First Steps in Commercialization:
Market Research and Intellectual Property Issues
OCTOBER 10, 2012 - KANSAS CITY**

Following their successful inaugural roundtable in June, Brakke Consulting and Stinson Morrison Hecker LLP will hold the second Animal Health Breakfast Roundtable in Kansas City on October 10. The Roundtable will feature John Mannhaupt and Susan Warren, both from Brakke Consulting, who will lead discussions on resources for evaluating the animal health marketplace as well as intellectual property issues to consider for animal health products, including compounding and new uses for existing products.

The program will begin at 8 a.m. at 1201 Walnut Street, Suite 2900 in Kansas City. There is no charge, but you must register to attend. The deadline for online registration is October 5. To register online, go to <http://www.stinson.com/animalhealthoctober10registrationform/>.

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COMPANY NEWS RELEASES

> **Abaxis**, Inc. announced the launch of the VetScan Kidney Profile Plus Rotor exclusively for use on the VetScan VS2 Chemistry instrument. The new KPP rotor contains all critical chemistry analytes needed to diagnose and monitor kidney disease in canine, feline, and equine species. (*DailyMarket.com*)

> **Kinetic Technologies** announced the addition of two anti-itch products to their skin care arsenal. EquiShield IR Spray and EquiShield IR Shampoo are formulated with 1% Pramoxine and 1% Hydrocortisone with Colloidal Oatmeal. EquiShield IR Shampoo and Spray are safe for use on horses, dogs and cats. (*company press release*)

> **Harrisvaccines** announced USDA licensure of the company's swine flu vaccine, approved by the Department's Center for Veterinary Biologics (CVB) for disease caused by swine influenza virus (SIV) H3N2. The vaccine is the first to be licensed by the USDA CVB that utilizes RNA Particle Technology, which allows for the manufacture of vaccines without ever isolating a live virus from infected animals. Only a gene from an infected animal is required to prepare vaccines in as little as four weeks. (*PRNewswire*)

> The USDA announced that it has filed a complaint against **Santa Cruz Biotechnology, Inc.** The complaint lists more than 20 animal welfare violations stemming back to 2007, alleging the company failed to properly house, feed, handle and provide veterinary care for animals. (*Sacbee.com*)

> EUROPE **Ceva Santé Animale** introduced Cardalis (benazepril hydrochloride and spironolactone), a treatment for congestive heart failure caused by chronic degenerative valvular disease in dogs. The first active inhibits the angiotension-converting enzyme (ACE) while the spironolactone is an aldosterone antagonist, which inhibits aldosterone-induced fibrosis, so improving endothelial function. The product will be launch in Europe this fall. (*Animal Pharm*)

> JAPAN **Kitasato Daiichi Sankyo Vaccine**, a subsidiary of the Japanese multinational pharmaceutical business Daiichi Sankyo Company announced it will cease manufacturing veterinary vaccines at the end of 2013. The company is looking for another company to take over the animal business on. Kitasato Daiichi Sankyo Vaccine was established in April 2011 to develop, produce and distribute vaccines for both the human and animal health markets in Japan and overseas. (*Animal Pharm*)

> AUSTRALIA **Nexvet Biopharma** announced the completion of a seed round of financing following a significant investment by the Trans Tasman Commercialization Fund. This brings Nexvet's total seed funding to A\$2.5 million. (*company press release*)

ANIMAL HEALTH NEWS

> US - THERAPEUTIC PET FOOD The FDA released draft guidelines on how it plans to regulate compliance with federal requirements for the labeling and distribution of therapeutic dog and cat foods, and potentially take action against manufacturers. The FDA encourages comments on the compliance policy guide. Comment can be made through the federal register online at <https://www.federalregister.gov/articles/2012/09/10/2012-22231/draft-compliance-policy-guide-sec-690150-on-labeling-and-marketing-of-nutritional-products-intended#h-4> until Nov. 9. To view the compliance policy guide online, go to <http://www.gpo.gov/fdsys/pkg/FR-2012-09-10/pdf/2012-22231.pdf>. (*DVM360*)

BRAKKE CONSULTING VIEWPOINT

The news items the past two weeks continue to reflect the structural change occurring in the industry. We've had one of the largest proprietary branded product companies purchase one of the leading generic manufacturers. This could mean more aggressive branding of generic drugs by some firms. We've noted in our work that those companies building generic brands with heavy marketing support tended to be more successful than generics introduced based mainly on price. How could the evolving pharmacy and drug compounding policies be impacted by this consolidation? The announced intended purchase of a healthcare and parasiticide company by a firm new to the industry whose core business is providing private label generic products and the future becomes even more interesting. Stay tuned!

In this week's news, we see one company entering the vaccine market and another departing the vaccine market and looking for a purchaser for that part of their business. Vaccines represent the preventative side of animal health and we continue to believe have a bright future in the preventing versus treating disease. Also, we assume you saw the announcement of the next Animal Health Industry Roundtable Event in Kansas City on October 10th. We hope to see you there.

Have a great weekend!

Ron Brakke

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