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January Digital Issue 2017

TVC

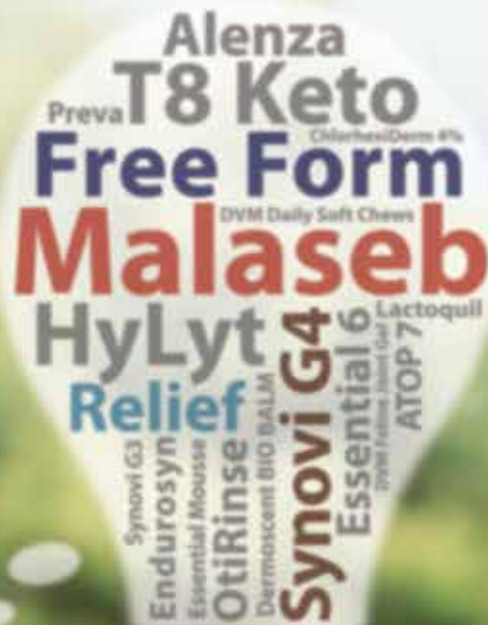
Digital magazine

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The Next Level

TVC Member/Owner Dr. Jennifer Mathis makes the case for more dentistry in veterinary practices





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Ready, Set, Grow

By Rich Morris



Think about businesses like human beings or animals. They have a lifetime. And while the average lifespan for a person has gone up, the average lifespan of a business has gone down – dramatically. Businesses used to last 100 years, being handed from one generation to the next. There was the startup, growth, maturity and decline. It used to be a nice, gradual process.

The way we do business, too, is changing. Few would argue that. But have you considered how quickly it's changing?

That's no longer the case. The slow curve has been replaced by a sharp ascent, then dive.

Consider Apple. In two years the company was able to wrestle music sales away from stores like Best Buy and dominate music sales with its iTunes library. Now music isn't part of its growth strategy. In 5 years the iPod was replaced by the iPhone.

In 12 years Waste Management wiped out nearly all independent waste haulers.

Do you remember when service stations used to have their own repair shops attached to them? You could

pump your gas at the same place you got your fluids drained or new wheels put on. Now those services have been specialized at repair shops, while the service stations themselves focus more on quick grocery items.

The way we do business, too, is changing. Few would argue that. But have you considered how quickly it's changing?

I invite to you attend our annual member meeting at the NAVC. We'll be looking at the latest trends affecting animal health, as well as introducing a new TVC Initiative to help you succeed in the marketplace. It's called Ready, Set, Grow. Each month we will have a different theme as to how to grow your business. Some topics will be familiar, and some will be new, like how to sell pet food online.

The bottom line is, TVC wants to help you work on your business in 2017, rather than in it.

Get a jump on dental health
and schedule dental cleanings
while boarding pets over
the holidays!



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ITEM ID	PRODUCT	SUGGESTED DVM PRICE PER UNIT	QUANTITY PURCHASED	QUANTITY OF FREE GOODS
CLE06130	Clenz-a-dent® Rawhide Chews, Small 30 ct	\$6.37		
CLE06230	Clenz-a-dent® Rawhide Chews, Med 30 ct	\$8.53		
CLE06330	Clenz-a-dent® Rawhide Chews, Large 30 ct	\$11.36		
CLE06415	Clenz-a-dent® Rawhide Chews, X-large 15 ct	\$9.76		
CLE06504	Clenz-a-dent® Dental Gel, 4 oz	\$5.05		
CLE06700	Clenz-a-dent® Mouth Rinse/Water Additive 8.4 oz	\$10.32		
CLE06800	Clenz-a-dent® ProDen PlaqueOff®, 40 gm	\$16.64		
FNORA001008	Clenz-a-dent® Chlorhexidine Rinse, 8 oz	\$8.09		



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TVC Partners with 12 new vendors!

Animal Pharmaceuticals - Full service veterinary pathology laboratory dedicated to quality, accuracy, expertise, competitive pricing and fast turnaround time. Our clients are located throughout the United States and include: veterinary clinics, specialty hospitals, laboratories, zoos, aquaria, research institutions, and universities.

Animal Reference Pathology - full service veterinary pathology laboratory dedicated to quality, accuracy, expertise, competitive pricing and fast turnaround time.

Darvall Vet - Prevent hypothermia before it happens. Now you can control anesthetized patients' body temperature from the moment of intubation.

Eko - The Eko Core Digital Stethoscope is crafted to provide superior audio quality, noise reduction, and enhanced sound. This groundbreaking yet simple tool features analog and digital capabilities, and can even be purchased as a digital attachment to your existing stethoscope.

Hot Dog Warmers - Patient warming breakthrough! No blowing air or circulating water...just safe, even warmth with Hot Dog's patented conductive fabric technology.

Integrated Laminate Solutions - LS designs and builds custom cabinetry that combines elegance and beauty with multiple storage solutions for ancillary equipment and delivery systems in the treatment room.

Office Max Printing - Everything from business cards to banners, presentations to promotional products. Order custom printing online or in-store. Same Day printing and pickup options are available on many items.

One Place Capital - Employee-owned, finance company focusing on the Veterinarian. We offer loans for the acquisition of capital equipment in your practice. Additionally, we can also provide financing for the soft costs associated with your equipment purchase, to include shipping, sales tax, training, and software.

Rapid Reference Lab - Comprehensive Reference Lab Testing, 60% savings over list price of two leading laboratories.

SunTech Medical - SunTech Medical provides you with the most advanced solutions for accurately assessing animal blood pressure. If most of your patients tend to be furry and have four legs, then you can benefit from a reliable way to measure blood pressure that is animal-specific, fast, simple and silent.

TMG Gas - Maximize your medical gas savings with TMG Gases! TMG Gases specializes in reliable medical gas service to the veterinary market and boasts the most extensive customer list in the industry.

Total Practice Solutions - Brokers specialize in the appraisal and sale of veterinary practice. We offer exit strategies, assistance with Lenders, associate buy-ins and business consulting

Veterinary Hospitals Managers Association - Enjoy a new membership discount at the Veterinary Hospital Managers Association.



Webinars



2017 Annual meeting

TVC's Annual Meeting will be hosted in conjunction with NAVC 2017! This exciting meeting will be 1 hour long with a fun 1 hour social/cocktail hour to follow. Please join us on February 4 from 11 am - 1 pm EST in the Jr. Ballroom F in the Rosen Center.

This is a required meeting for all members to attend. We will be voting on measures and need to meet a quorum. If you will not be in Orlando, you can still meet us online!

Join us from anywhere in the world online, or join us in person. Either way we need you to: [Register Here](#)

Promotions

Wedgewood Pharmacy is currently compounding these medications while they are on backorder from their manufacturers. Find pricing, more information and order online in the backorders tab of Order.WedgewoodPetRx.com.

Amikacin (as Sulfate) 250mg/ml Injection 2ml & 5ml
Aminopentamide 0.2mg Tiny Tabs
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Aminopentamide 0.5mg/ml Injection Solution 10ml
Aminophylline 100mg Capsules
Ammonium Chloride 400mg Capsules 100ct

[Ceva](#) – Buy 5 get 1 Free Clenz a Dent

[Purina](#) – Save 15% on OM diets

[Vetoquinol](#) – Dental Merchandizing Kit - Purchase \$250 ENZADENT® and or DENTAHEXTM products (mix and match), and receive a Dental Merchandizing Kit.

The Next Level

What you don't know

can hurt your veterinary practice, at least when it comes to the revenue you may be missing out on.

For eight years that missing piece for TVC Member/Owner Jennifer Mathis, DVM, Family Pet Veterinary Center Norwalk, Iowa, was dentistry. It hadn't been stressed in veterinary school, and hadn't been something she was interested in expanding into at first. But when she finally did start receiving training and an education in veterinary dentistry, the results in her practice were undeniable.

"I was a one doctor practice, and in my first year, my dentistry portion of the business changed from 5 percent to 30 percent of my gross," she says.

What was good for her business was good for the health of her pet patients. Pet owners would volunteer to her how much more energetic and happier their pets were following dental procedures such as tooth extractions. By doing a thorough examination and using dental X-rays, in many cases Mathis uncovered hidden problems, and hidden pain.

"In 1998 they proved that pets have the same pain as people," she says. "We don't know why they don't show they have so much pain in the mouth. It might be survival of the fittest. Or that they don't know they can get help. But they will act a lot happier after being treated. At any given time, 50 percent of dogs have something going on beneath the gum line that's painful, and 70 percent of cats. If we do more Level One dentistry that incidence will go down."

Veterinary dentistry is also very engaging, hands-on work that Mathis found rewarding, calling it "the arts and crafts of veterinary medicine," she says. "Doing restorations and bonded sealants on teeth, making crowns, and sculpting with dental materials to create and restore teeth to their normal function, non invasive fracture repair with wires and acrylic, orthodontic appliance creation, shaping the fracture tip and filing the pulp for endodontics; you don't have to do all these things in general practice, but as you get into it and learn the

TVC Member/Owner Dr. Jennifer Mathis makes the case for more dentistry in veterinary practices



Dr. Jennifer Mathis

more advanced techniques, it is the arts and crafts of veterinary medicine."

Mathis says she was not alone in her hesitancy with incorporating dentistry into her practice.

"The veterinary schools in general did not teach much dentistry," she says. "You learned about how many teeth a dog has in anatomy, but you didn't learn how to extract a tooth well or evaluate radiographs. They didn't teach you the basic steps."

Fortunately, that's beginning to change.

"If you talk to people (consultants), the areas of veterinary medicine that you do the most of are dermatology, dentistry and parasitology," she says. "All practices see dermatology and parasitology everyday, but few practitioners do a lot of dentistry. Or, if they are doing dentistry, there are ways they can increase it."

Mathis offered several ways that veterinary practices could incorporate more dentistry into their practice.

Every pet, every year

Does your dentist say, "Let's wait until it gets bad to clean your teeth?" Of course not. Mathis says veterinarians should approach veterinary dentistry with the same philosophy. She advocates that every pet needs an anesthetic dental procedure every year – or in some cases more frequently. "Do more dentistry, you'll have healthier pets, and build the bond with your clients," she says. "We all know with much calculus a dental procedure is necessary, it's the ones with little build up that we cannot forget the fact that this is a preventable disease."

OraStrip

Mathis says using the simple test, OraStrip, can be the first step in determining if there are hidden problems. OraStrip tests for the presence of bacterial thiols that are present with advancing periodontal disease. It directly correlates with the loss of bone around teeth. Using its scale of 0-5,

a veterinarian can determine the likelihood of problems beneath the gum line. “With 1s, there might be something going on, but if it is between 2-5, you have at least an 82

Test scores can help you gauge the severity of infection. ²		
OraStrip [®] Test score	Probability of moderate to severe active periodontal disease	Probability of bone loss
2	82%	53%
3	97%	92%
4	100%	95%
5	100%	100%

99.1%
SENSITIVITY
IN DETECTING THOAT
THAT INDICATE ACTIVE
PERIODONTAL DISEASE
BENEATH THE GUMLINE

percent chance, if not a 100 percent chance, of having periodontal disease, and/or bone loss,” says Mathis. “OraStrip is an inexpensive test that you wipe along the gum lines. It costs about \$5. I sell it for \$15 in my office. In 10 seconds, I can see what the chances are that there is a problem in the mouth. It is also a visual take home test that reinforces the need to take action.”

Intraoral radiographs

Does your clinic take full mouth radiographs on every pet? “Teeth can look beautiful, but then you look at the X-ray and you can see bone loss,” Mathis says. “When you examine



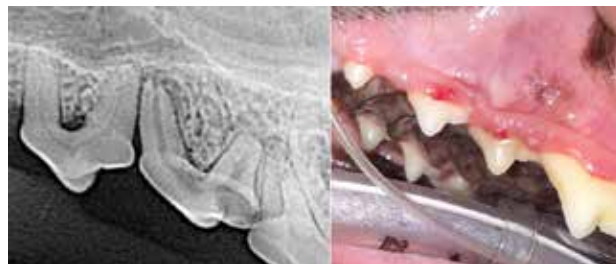
the mouth, it might look fine but you might have problems. Until you have dental X-rays, you don't know what you're missing.” Common radiographic findings one would find include retained tooth roots, tooth resorption, near jaw fractures, unerupted teeth, cysts, dead teeth, causes of nasal issues, and bone involvement with oral masses.

Mathis says veterinary practices reluctant to invest in the equipment should consider the long-term financial impact of being able to offer appropriate dental care versus not. Intraoral radiographs are now the standard of care and the lack of dental radiographs makes all dental

procedure practice liability cases indefensible, she says. Jokingly, she says, “For any practitioner not wanting to invest in digital intraoral radiology, I would provide the equipment for free and have the practice give me half of what they produced from what they find – two dental procedures per week easily pays much more than the equipment costs in a year and still earns the practice the other half of dental treatment income.”

Discolored teeth

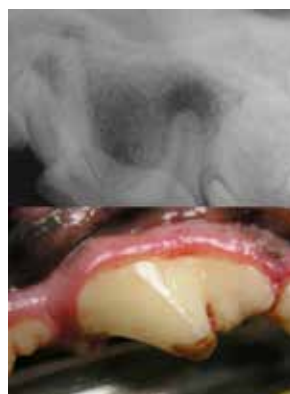
Ninety-three percent of discolored teeth have pulp necrosis (infection) and only 58 percent of those show radiographic signs. A vast majority of discolored teeth are non-vital (dead), eventually leading to infection. Treatment of non vital



teeth is always necessary as the necrotic pulp becomes a source of local (periapical, periodontitis, or osteomyelitis) or systemic infection (heart, liver, kidneys). These teeth already are, or soon will be, painful. This means that discolored teeth need attention. They need radiographs and then extraction or a root canal procedure. Watching and waiting is not in the pet's best interest and will only get worse.

Chipped teeth

A chipped tooth, or uncomplicated crown fracture, is commonplace on everyday exams, Mathis says. These fractures expose dentin.



She explains to her clients, “Dentin is porous like lava rock. When you pour water over lava rock, the water filters through. The saliva and bacteria of the mouth filter into the dentinal tubules and can progress to infection within the tooth.” Again,

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- **No injections** or messy pastes
- **One easy application** controls tapeworms, roundworms and hookworms†



Tapeworms



Roundworms



Hookworms



*Based on label comparison for intestinal parasites

†Reinfection due to exposure may require repeat dosing. Profender® can be reapplied after 30 days.

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this is where the need for dental X-rays comes in, Mathis says. “A broken tooth could be fine or it might mean infection into the roots,” she says. “If the pulp is involved, the only choices are root canal or extraction. Furthermore, as 40 percent of bone loss is needed before radiographs can detect change, a tooth without radiographic evidence of pulp involvement, needs a bonded sealant/restoration and follow up intraoral X-rays in six months, then every year.”

Gingival enlargement

Gingival growths in the mouth are common. The trouble is that many growths in the mouth that don't look like much



can really be a problem, Mathis says. This change, called gingival enlargement, cannot be identified as hyperplasia, pyogenic granuloma,

fibroma, ancanthomatous ameloblastoma, plasma cell tumor, or squamous cell carcinoma until histopathology returns, she says. The majority of these growths are reactive to disease or tumor based, thus finding gingival enlargement in the exam room requires further investigation.

Malocclusions

“Not every malocclusion is painful, but every animal has a right to a comfortable life,” says Mathis. The teeth should interdigitate and not contact the soft tissues of the mouth. Alignments causing crowding, turned teeth, contact with soft tissues or tooth neck are or will be painful. Untreated abnormal teeth



contact results in dead teeth, soft tissue trauma, lip entrapment, and/or periodontal disease. Finding these issues early in a patient's life will have huge benefits long term.

Home care

Home care is a way for veterinarians to stay connected with their clients. It can also be a profit center with the products you're able to sell through your clinic. Helping clients choose do-able home care gives the best outcome. Veterinarians can even invite clients to return for complimentary dental exams as every visit is another touch point for building the bond while increasing education and compliance.

Dentistry should be an important part of every practice, Mathis says. With the right approach, it can lead to better health, better quality of life, and a better bottom line. “I want veterinarians to learn what to do,” she says. “Our job is to be the patient advocate and help owners understand what's going on with their pet's health. This is all good medicine and good medicine happens to be good business.” ■

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- Targets bacteria and plaque and reduces tartar buildup
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DENTAL CHEWS:

GRINDERS™ Dental Chews are designed with busy pet owners in mind and with regular use as part of a dental health routine that can help reduce tarter, fight bad breath and improve patient compliance. Owners who are simply too busy to stop and brush their dog's teeth daily can always find time to treat their pet with a chew or two at mealttime.

Using GRINDERS™ also helps owners focus on the importance of their pet's oral health as a part of their overall health and wellness. If you are struggling to get patients to recognize the need for adequate dental care, having an affordable and convenient solution can improve adherence and make it easier for the pets in your care to get the regular maintenance care they need.

ACTIVE INGREDIENTS:

Natural Peppermint, Anise Seeds, Sodium Hexametaphosphate (HMP), Peppermint Flavor, ANM Complex Oral Care, Sodium Bicarbonate, Sodium Copper Chlorophyllin, Parsley Powder.

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Customers are willing to pay handsomely for convenience. Look at online retailer Amazon.com. The company has doubled its value in the past 17 months. For a public company, that only happens with significant performance or the development of opportunities that will very likely yield that improved financial return in the near future.

Amazon has revolutionized the art of convenience for customers to purchase almost anything and have it delivered next day almost anywhere. Their reliability combined with the 'free shipping' of Amazon Prime membership keeps customers coming back.

Veterinary practices should identify those factors in their service that are frustrating to their clients. Is it the fact that the customer's transport of their animal to the practice is difficult? Or is it difficult for them to visit the veterinary practice in the available hours of operation?

Creating convenience

How do veterinarians create value from convenience?

First, they need to get a little uncomfortable. Veterinary practices should identify those factors in their service that are frustrating to their clients. Is it the fact that the customer's transport of their animal to the practice is difficult? Or is it difficult for them to visit the veterinary practice in the available hours of operation? Do customers voice their frustration with a call fee, or office charge? Would they like to be able to reach a veterinarian via text message to help determine if they need to see get an immediate appointment or the next day?

All these issues can be resolved in a manner that would be valued by veterinary practice clients. Perhaps a veterinary practice may engage Ask. Vet to support their doctors by making a veterinarian available via text to clients at any time. What if the practice eliminated their office fee, in exchange for a one time annual fee like Amazon Prime membership? Extended hours, even one weekend per month, might help some clients to utilize services who cannot do so now.

Veterinary practices can create value by innovating convenience! ■



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- Dynamic image enhancer: Simply and easily adjust image sharpness
- Users can easily toggle between hardwired USB and wireless WiFi (additional charge)
- Image preference presets: Simplifies diagnostics
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- Resolution: Nyquist Limiting Frequency 33.3 lp/mm
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- Cable lengths: 3', 6', 9'
- Connection: USB and WiFi (additional charge)
- 28 lp/mm actual resolution



Schick Elite Digital Dental X-ray Sensor

- Users can easily toggle between hardwired USB and wireless WiFi (additional charge)
- Multiple cable lengths suit the needs of every size practice
- Sensor sizes: 0, 1, 2
- Cable lengths: 18" (WiFi only); 3', 6', 9'
- Connection: USB and WiFi (additional charge)
- 16 lp/mm actual resolution



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Industry NEWS

Global pet wearable market expected to see significant growth

According to the latest market study released by Technavio, the global pet wearable market is expected to grow at a CAGR of more than 16% during the forecast period. According to Abhishek Sharma, a lead analyst at Technavio for M2M and connected devices research, "The reduced price of sensors embedded in pet wearables is a major factor responsible for significant market growth during the forecast period." The report categorizes the global pet wearable market into three major technology segments. The global pet wearable market by radio-frequency identification (RFID) technology is expected to grow at a CAGR of more than 15%. The rising trend of adopting pet RFID tags in pet tracking is the factor propelling the market growth. The global pet wearable market by GPS technology is expected to grow at a CAGR of close to 19%. GPS technology has great accuracy in identifying real-time location of a pet. The global pet wearable market by other technologies is expected to grow at a CAGR of more than 14%.

AVMA creates reputation management resources

Two new tools — a cyberbullying hotline and a reputation management service — are now available through the AVMA's online reputation management resources, according to a Bovine Veterinarian report. With 20 percent of AVMA members reporting they have experienced cyberbullying and false reviews, the House of Delegates (HOD) and Board of Directors (BOD) prioritized adding additional tools to help member veterinarians combat the emotional and financial damage caused by online detractors. The 24/7 DVM Cyberbullying Hotline, answered by experienced crisis management consultants, is now available to members being cyberbullied and in need of immediate assistance. This service includes 30 minutes of free consultation to AVMA members. Additional consultation time is available at a substantially discounted member rate. Members also may take advantage of DVM Reputation Guard through the AVMA Member Advantage Program. DVM Reputation Guard is a subscription-based service that uses powerful analytic tools to gather data from social media, traditional media and other online sources.

FDA names Dr. Steven M. Solomon as new leader of CVM

The U.S. Food and Drug Administration announced the selection of Steven M. Solomon, DVM, as the new leader of the agency's Center for Veterinary Medicine (CVM). Dr. Solomon will assume the directorship in January 2017 from Tracey Forfa, J.D., who is currently serving as the Acting Director. Dr. Solomon practiced large animal veterinary medicine for 10 years before joining the agency in 1990 as a Veterinary Medical Officer. He has steadily progressed through key positions in the agency and rose to the position of Deputy Associate Commissioner for Regulatory Affairs in FDA's Office of Regulatory Affairs (ORA) in 2013.

Free online tools available to promote feline wellness

According to *AAHA NEWStat*, Partners for Healthy Pets (PHP), an alliance of 100+ veterinary associations, veterinary colleges, and animal health companies focused on preventive care led by AAHA and the American Veterinary Medical Association (AVMA), is offering free, downloadable tools to help practices maintain or develop a strong emphasis on felines. The Feline-Friendly Practice series includes two web conferences and a series of videos to assist the practice team in minimizing stress for cats and clients. "Becoming a Cat Friendly Practice" is a one-hour web conference presented by Elizabeth J. Collieran, DVM. The webcast offers strategies to lessen the stress of the veterinary visit and create a more cat-friendly practice. Visit http://www.partnersforhealthy-pets.org/practice_feline.aspx?utm_medium=Blog&utm_source=FelineFriend&utm_campaign=PHPPartnerComm&utm_term=Dec2016&utm_content=Feline

Mars to acquire VCA

Mars, Incorporated and VCA Inc. announced that they have entered an agreement under which Mars will acquire all of the outstanding shares of VCA for \$93 per share, or a total value of approximately \$9.1 billion, including \$1.4 billion in outstanding debt. The agreement has been unanimously approved by the boards of directors of both companies. VCA joins Mars Petcare, one of the world's leading pet care providers. "The transaction reaffirms Mars' commitment to the pet care industry and the veterinary profession, and once completed will help drive Mars Petcare's purpose to create A Better World for Pets," according to a release.

Topical Solution profender® (emodepside/praziquantel)

For the treatment and control of hookworm, roundworm, and tapeworm infections in cats and kittens that are at least 8 weeks of age and weigh at least 2.2 pounds (1 kg).

Brief Summary:

Before using PROFENDER Topical Solution, please consult the product insert, a summary of which follows:

CAUTION:

Federal law (U.S.A.) restricts this drug to use by or on the order of a licensed veterinarian.

Product Description:

PROFENDER Topical Solution is a ready-to-use solution, packaged in single unit dosing applicator tubes for topical treatment of cats. Emodepside, a semi-synthetic molecule is a cyclic depsipeptide. Praziquantel is an isoquinoline cestocide.

INDICATIONS:

PROFENDER Topical Solution is indicated for the treatment and control of hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults, and fourth stage larvae), roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), and tapeworm infections caused by *Dipylidium caninum* (adults) and *Taenia taeniformis* (adults) in cats.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children.

To prevent accidental ingestion of the product, children should not come in contact with the application site for twenty-four (24) hours while the product is being absorbed. Pregnant women, or women who may become pregnant, should avoid direct contact with, or wear disposable gloves when applying, this product. Studies performed in rats and rabbits suggest that emodepside may interfere with fetal development in those species.

PROFENDER Topical Solution may be irritating to skin and eyes. Reactions such as facial, tongue and hand swelling have been reported in humans in rare instances. Avoid contact with the application area while it is wet and wash hands thoroughly with soap and warm water after handling. People with known hypersensitivity to butylhydroxyanisole, emodepside or praziquantel should administer the product with caution. If the product accidentally gets into eyes, flush thoroughly with water. May be harmful if swallowed. In case of accidental ingestion or if skin or eye irritation occurs, call a poison control center or physician for treatment advice.

For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. For medical emergencies or to report an adverse reaction, call 1-800-422-9874.

PRECAUTIONS:

Safe use of this product has not been evaluated in cats less than 8 weeks of age or weighing less than 2.2 lbs (1 kg), in cats used for breeding, during pregnancy or in lactating queens. The effectiveness of this product when used before bathing has not been evaluated.

Use with caution in sick or debilitated cats. Oral ingestion or exposure should be avoided. Use with caution in heartworm positive cats.

ADVERSE REACTIONS:

In a controlled, double-masked field safety study in which owners administered PROFENDER Topical Solution, the most common adverse reactions reported by the cat owners included licking, excessive grooming, scratching treatment site, salivation, lethargy, alopecia, agitation/nervousness and vomiting.

POST APPROVAL:

The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency in cats: Application site reaction (hair loss, dermatitis, pyoderma, edema, and erythema), hypersalivation, lethargy/depression, vomiting, ataxia, anorexia, trembling/twitching, diarrhea, mydriasis, fever, hyperactivity/nervousness. In some cases, death has been reported as an outcome of the adverse events listed. For a complete listing of adverse reactions for Profender Topical Solution reported to the CVM see: <http://www.fda.gov/ADREports>.

The listing includes Adverse Events reported to CVM for products, such as Profender, that contain the combined active ingredients emodepside and praziquantel. Listings by active ingredient may represent more than one brand name.

ANIMAL SAFETY:

In a field study, PROFENDER Topical Solution was used in cats receiving other frequently used products including: analgesics, anti-fungals, non-steroidal anti-inflammatories, anthelmintics, antimicrobials, flea and tick products, sedatives, anesthetics, cardiac medications, anxiolytics, hormonal treatments, steroids, otic and ophthalmic preparations, and vaccines.

General Safety Study in Kittens: PROFENDER Topical Solution was topically applied at 0X (vehicle control), 1X, 3X and 5X the maximum dose to 48 healthy 8-week-old kittens every two weeks for six doses. One 5X kitten experienced salivation and tremors and another 5X kitten experienced salivation on the day of dosing. A third 5X kitten experienced tremors the day after dosing. Three cats vomited within 24 hours of dosing, one each in vehicle control, 3X and 5X groups.

Profender is protected by the following U.S. Patents: 5 514 773 and other patents pending.

Made in Germany

NADA 141-275, Approved by FDA

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