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Up To Scratch!
Bayer's New Feline Dewormer is 2006 Best New Veterinary Product for Pets

LONDON, UK: A high-tech wormer for cats was named the best new veterinary product for pets at an award ceremony in London's Docklands tonight. Bayer's **Profender** gets around the need to give worming pills to cats. All that's needed is a single spot of liquid on the back of the neck instead.

Anyone who's ever tried to pill a cat knows that's a big step forward for feline-kind; far less stressful for the animal and for the owner.

The award was one of eleven presented at the first Animal Health Industry Excellence Awards, organised by the Animal Pharm business news magazine and hosted by television vet Trude Mostue. The judging panel were briefed to identify the best new technologies and tools in veterinary medicine as well as outstanding contributions and great performance in business.

To choose the best new veterinary product for pets, the judges looked for evidence of the product's effectiveness and how that benefited pets and pet owners, as well as whether the product addressed an unmet need in the world of veterinary medicine. Profender combines a new active ingredient, emodepside, with a second, well-established one, praziquantel. The award was sponsored by KLIFOVET AG, Munich, Germany.

"The step forward lies in the topical application of the product," noted judge and former head of Pfizer Animal Health, Pedro Lichtinger. "Current products for roundworm or tapeworm are all oral and so they can be difficult to use. This makes deworming cats easy for the owner, the clinician and the cat."

Fellow judge, veterinarian Mark Johnson agreed. “A spot-on broad spectrum wormer for cats offers real advantages in the prevention of worms in cats, which otherwise have to be given oral medication – notoriously difficult to do!”

Animal Pharm, published by Informa Healthcare, is a business-to-business news service and magazine for the veterinary pharmaceutical, vaccine, diagnostic and equipment industries.

NOTES FOR EDITORS:

For more information about the Animal Pharm Awards:

www.animalpharmawards.com

www.bayerhealthcare.com