



News release

New feed additive for the management of Chronic Renal Disease

Bayer Animal Health launches Renalzin® for Cats

Phosphate binder helps combat leading cause of feline morbidity and mortality

<Bayer Location>, September 26, 2008 – Bayer HealthCare’s Animal Health division is set to unveil an innovative new feed additive for the management of feline renal disease with the launch of Renalzin®, a product option proven to support kidney function in ageing cats. Renalzin® will be available in Germany, the United Kingdom, Benelux and Austria starting October this year, with other European countries and Japan ready for launch over the coming months. The easy-to-administer supplement could enhance the management of Chronic Renal Disease (CRD), the leading cause of morbidity and mortality, especially in older cats¹.

One-third of all cats over 15 years suffer from chronic renal disease² but it often remains undetected until the cat falls suddenly ill, by which stage 85% of kidney function may have already been lost³. Researchers believe that an estimated 10% of all cats above 7 years of age actually suffer from CRD. The symptoms may be subtle and non-specific, and diagnosis is complicated by the fact that changes in laboratory values occur relatively late in the disease.

Dr. Dennis Chew, veterinary urology and nephrology specialist at the Ohio State University: “Most veterinarians understand that CRD affects many cats especially as they age and is a leading cause of death. CRD is difficult to identify in early stages – early intervention with treatment can prevent progression of CRD to those with more serious kidney deficits. Restriction of dietary phosphorus intake is known to be a pivotal beneficial step in the stabilization of CRD. Renalzin® provides a well-tolerated, palatable liquid formulation of a dietary phosphate binder that prevents phosphorus absorption across the intestine – a beneficial effect is gained when added to the cat’s normal diet or to a veterinary renal diet”.

The main ingredient of Renalzin[®] is Bayer-registered Lantharenol[®] (lanthanum carbonate)⁴, a phosphate binder derived from the latest research in renal failure in human medicine. It is taken with meals and binds to dietary phosphate within the gastrointestinal tract, preventing absorption of phosphorus from the gastrointestinal tract into the bloodstream. In this way it reduces the burden of elevated phosphorus and helps to protect the kidneys.

The innovative CRD product contains two additional ingredients – kaolin and vitamin E. Kaolin is a toxin binder which helps to reduce the absorption of toxins from the gastrointestinal tract. Vitamin E is known to reduce free radicals, improving immunity and protecting the integrity of cell membranes.

Clinical studies demonstrate that Renalzin[®] causes significant decreases in phosphate digestibility (absorption) in cats that are on both high and lower phosphate diets⁵. Studies have also shown that Renalzin[®] causes a decrease in serum phosphate levels in cats with standard maintenance diets non-restricted in phosphorus⁶. Finally, a clinical trial in feline CRD patients revealed that taking Renalzin[®] resulted in improvements in general clinical examination parameters as assessed by their veterinarians over a two month period in cats on a normal diet⁶.

Margaret Fairhurst, Head of Global Marketing at Bayer Animal Health: “Due to better care and better veterinary treatment the lifespan of cats is increasing. With an 80-year track record we at Bayer Animal Health have developed scientific excellence in the veterinary field second to none and have helped to create treatments and applications that have shaped the animal health industry. Renalzin[®] is the latest innovative solution, helping to maintain cat health.”

Renalzin[®] comes in a pump applicator that is very easy to use: one pump meters out 1 ml, and 2 ml is the recommended daily dose applied to and/or mixed with the cat's food. It can be given once or twice daily depending on the cat's feeding regimen.

About Bayer HealthCare

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading innovative companies in the health care and medical products industry. The company combines the activities of the Animal Health, Consumer Care, Diabetes Care, and Pharmaceuticals

divisions. The company's pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide.

With sales of EUR 956 million (2007), the Animal Health Division is one of the world's leading manufacturers of veterinary drugs. The division produces and markets more than 100 different veterinary drugs and care products for livestock and companion animals.

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Forward-Looking Statements

This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in our annual and interim reports to the Frankfurt Stock Exchange and in our reports filed with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to confirm them to future events or developments.

References

- 1 Lulich JP, O'Brien TD, Osbourne CA, Polzin DJ. Feline renal failure: questions, answers, questions. *Cd Cont Ed Pract Vet* 1992, 14(2): 127 – 151.
- 2 Polzin DJ, Osbourne CA, Adams LG, Lulich JP. Medical management of feline chronic renal failure. In, Bonagura JD, Kirk RW (eds). *Current Veterinarian Therapy X1*. Philadelphia, PA, Saunders, 1992: 848-853.
- 3 Grauer GF. Early detection of renal damage and disease in dogs and cats. *Vet Clin Small Animal* 2005, 35: 581-596.
- 4 http://en.wikipedia.org/wiki/Lanthanum_carbonate.
- 5 Schmidt B, Spiecker-Hauser U, Gropp J. Effect of Lantharenol® on apparent phosphorus absorption from a conventional feline maintenance diet and a renal diet for cats. *Proc Soc Nutr Physiol* (2008) 17, in press.
- 6 Data submitted for publication.