



News Release

The most complete and innovative endectocide in one spot on:

Bayer Animal Health launches all-in-one parasiticide for cats and dogs in Thailand

Comprehensive “spot-on” remedy against most common internal and external parasites

Bangkok, June 30, 2009 – Keeping their animals healthy and safe is a top priority for most pet owners. However their four-legged friends do not always appreciate the attention and submit to veterinary treatment only reluctantly. Therefore, the Animal Health Division of Bayer Thai Co., Ltd. today announced the launch of its new all-in-one parasiticide for dogs and cats as one of the innovative pet products in the market. “With its easy and efficient control of an exceptionally broad spectrum of internal and external parasites our endectocide offers the most complete parasite solution in an easy to use topical formulation,” explains Dr. Gyorgy Polgar, Head of the Animal Health Division, Bayer Thai Co., Ltd., at the launching ceremony held at the Queen Sirikit National Convention Center.

The liquid product containing imidacloprid and moxidectin is easily applied onto the animal’s neck or back. From there the active ingredients spread uniformly over the pet’s body and through the skin into the animal protecting it from uninvited guests for several weeks. The product thereby offers prevention and treatment for an array of endo- and ectoparasites prevalent in Thailand including fleas, ear mites, sarcoptes, demodex, biting lice, and common intestinal nematodes such as hookworm, roundworm and whipworm. It is also effective in the treatment of gastrointestinal worms in various life stages and can be used as a heartworm preventative in a single treatment.

“One of the many challenges we face in veterinary medicine is developing products that are effective against a range of parasites – including the most difficult ones to treat – that are also well tolerated by the animal under treatment. Then, thinking about

how best we can promote compliance, particularly with pet owners, by making our products easy to administer,” added Dr. Polgar.

“With more and more people in Thailand turning to pet ownership there is a growing concern among veterinary professionals about parasites and so called zoonotic diseases that can spread from the animals to their owners. Many pet owners fail to realize that the most seemingly innocuous parasites, such as fleas and worms, can pose more serious health risks to their pets as well as the rest of the family,” explained Dr. Yaowalark Sukthana, Head of the Department of Protozoology, Mahidol University’s Faculty of Tropical Medicine.

The zoonotic disease Toxocariasis for instance is caused by roundworm, a parasite common in the intestines of dogs and cats. Young children are most likely to come into close contact with soil or sand that contains dog or cat faeces and in which toxocara infective eggs are shed. As they are less likely to wash their hands after playing outdoors or with pets, they can catch the disease through ingesting infected roundworm eggs which may then develop into health-threatening larvae. Toxocariasis can manifest as mild irritation or a fever, but can also cause serious health disorders such as enlargement of the liver and swollen lymph nodes. The most severe cases can lead to impaired vision, even blindness.

In Thailand, the total value of the Animal Health market is around 17 billion baht and the companion animal segment represents about 9% of the total market or 1.5 billion baht. The share of the endectocide market values around 80 million baht in which the spot on form is the fastest growing opportunity in this segment. The new Bayer innovative product was introduced in Thailand as the first among the Southeast Asian countries after Australia in 2004. Available from the vet in 3 pipette packs, with pipettes varying in size from 0.4 ml to 4.0 ml for differing pet weights, the product is convenient to treat the pet by monthly and makes regular parasite control easily for vets and pet owners.

About Bayer HealthCare

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world’s leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Bayer Schering Pharma, Consumer Care and Medical Care divisions. Bayer

HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at www.bayerhealthcare.com.

With a turnover of EUR963 million (2008) Bayer HealthCare's Animal Health Division is one of the world's leading manufacturers of veterinary drugs. The division manufactures and markets more than 100 different veterinary drugs and care products for livestock and companion animals.

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