



## News Release

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### **Bayer launches New Health Treatment for Dogs in China**

#### **Top parasite control for dogs becomes available for the first time**

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**Beijing, July 14, 2009** – Bayer (Sichuan) Animal Health, a subsidiary of Germany-based Bayer HealthCare AG., one of the world's leading research-based suppliers of veterinary solutions, announced today the launch of one of its top parasite treatments for dogs, Advantix<sup>®</sup>, in China. Advantix<sup>®</sup> will be available by prescription only from veterinarians and is unique as it kills fleas, ticks and lice, and repels mosquitoes and sand flies. This will give Chinese dog owners a new preventative therapy to help keep their pets healthy and happy.

Dr. Alexander Jahn, Head of Region International of Bayer Animal Health said "We have been successfully supplying our customers all over the world with a wide range of innovative, scientifically proven, effective and safe veterinary solutions for more than 90 years, China is a key market for Bayer Animal Health, it is one of the fastest-growing markets worldwide. We see great opportunities for this prospering country."

"As a leading healthcare company we are dedicated to finding innovative and safe solutions that promote the health and welling of Humans and Animals in China", added Mr. Liam Condon, Managing Director of Bayer HealthCare China.

With pet ownership in China surging over recent years, there is now a greater emphasis on keeping pets in optimal health and preventing the spread of disease from animal to animal and also to humans. Tens of millions of Chinese households have a dog. In Beijing alone, there are more than 800,000 registered pet dogs, and dog ownership is growing at around 8% per year. Bayer (Sichuan) Animal Health is launching Advantix<sup>®</sup> in response to the growing demand for professional pet healthcare and to ensure that Chinese dog owners have access to the highest quality parasite control products available.

“After many successful years in the Chinese livestock and nutrition segment, it is a great pleasure for us to now also provide Chinese pet owners with quality products of the highest standard to improve the health and welfare of their four-legged friends,” stressed Mr. He Qian, Head of Bayer (Sichuan) Animal Health. “Advantix<sup>®</sup> is one of Bayer Animal Health’s most popular products worldwide. With its unique ability to both repel and kill biting insects and ticks commonly afflicting dogs, Advantix<sup>®</sup> sets a new standard in parasite protection for dogs.”

Dogs are at a high risk of contracting a number of debilitating and life-threatening diseases when a biting insect transfers disease pathogens to the animal. Scientists often refer to them as Canine Vector Borne Diseases (CVBD). In some cases, CVBD can be transferred to humans. The repel and kill action of Advantix<sup>®</sup> provides that the parasites have less opportunities to actually bite the dog.

Prof. Lin Degui, a leading veterinary expert from the China Agriculture University said, “Many households in China are raising pet dogs nowadays. Dogs are more likely to get ecto-parasitic infections, particularly in summer. It is critical that dog owners not only protect the health of their dog, but prevent the spread of disease. A treatment such as Advantix<sup>®</sup> will help to effectively and easily do so.

To celebrate the launch of Advantix<sup>®</sup>, Bayer (Sichuan) Animal Health also announced that it will be donating Advantix<sup>®</sup> to the China Small Animal Protection Association (CSAPA) for the free treatment of stray dogs at their shelters, aiming to encourage adoption and to raise the awareness of stray dog problems in the society.

At today’s donation ceremony, famous Chinese actress Zhao Ziqi brought her pet dog along and encouraged people to adopt stray dogs: “I’ve lived with my pet dog Tony for many years, who has become my best friend and beloved one,” Zhao said. “I am delighted to learn about this new canine health treatment, Advantix<sup>®</sup>. I hope that more high quality products will become available to dog owners in China. In addition, as a social responsible Chinese citizen, we should consider adopting stray dogs and giving them a home.”

Advantix<sup>®</sup> is a spot on treatment available in different dosage according to the weight of the dog. The treatment is applied every four weeks directly to the skin on the back of the dog. It provides a dog with ongoing protection, even after swimming or bathing. Advantix<sup>®</sup> will be available in China through veterinarians starting from July 2009.

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## **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](http://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.

### Contact:

#### **Kerstin Nacken**

Bayer Animal Health  
Global Communications  
Tel: +49 2173 38 4019  
Email: [kerstin.nacken@bayerhealthcare.com](mailto:kerstin.nacken@bayerhealthcare.com)

#### **Lin Yan**

Bayer Healthcare Co. Ltd.  
Senior Manager Corporate Communication  
Tel: +86 10 5921 8399  
Email: [yan.lin@bayerhealthcare.com](mailto:yan.lin@bayerhealthcare.com)

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