

New Website for Cat Caregivers

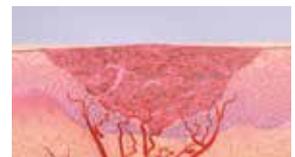
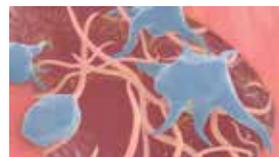
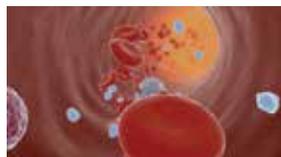
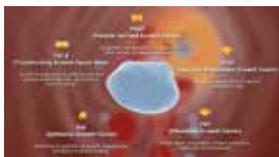
The American Association of Feline Practitioners (AAFP) has launched “The Cat Community” at catfriendly.com. Powered by feline veterinarians, catfriendly.com provides cat caregivers with reliable and valuable educational information. Cat caregivers will be able to learn about their cat’s innate behaviors, the importance of routine veterinary care, and how to take great care of their cat, as well as answer many of their most pressing questions. Veterinary professionals can use the website as a client resource. The site also features a “Find a Veterinarian or Practice” search database so cat caregivers can locate an AAFP member veterinarian or Cat Friendly Practice in their area.

■ Visit catfriendly.com to learn more!

NEW ANIMATION FOR PLATELET-RICH PLASMA THERAPY

Companion Animal Health has pioneered a first-in-class medical animation overviewing platelet biology and the effects of platelet-rich plasma (PRP). This animation provides the viewer with a biologic background into this groundbreaking therapy, following the steps of PRP processing to injection, resulting in tissue healing and repair. Educational for both veterinary professionals and pet owners alike, this animation brings to life this clinically effective therapy in a simplified manner.

■ View the animation by visiting www.LiteCureInfo.com/HowDoesPRPWork.



MAKER OF HEARTGARD PLUS TO DONATE \$100K TO VETERAN-FOCUSED NONPROFIT

Merial, the maker of HEARTGARD Plus, announced a new partnership with Warrior Canine Connection, a Washington DC-based nonprofit that offers assistance to service members and veterans affected by the invisible wounds of war by providing them with highly skilled service dogs. As part of the partnership, Merial will donate \$100,000 to support Warrior Canine Connection's work and the rehabilitating power of the human-animal bond. In doing so, Merial hopes to enhance the health of service members and veterans and raise awareness of canine heartworm disease prevention.

■ Learn more at warriorcanineconnection.org and heartgard.com.



Specialist Justin Lansford,
US Army (Ret)



Sergeant Matt Moores,
US Marine Corps (Ret)



Sergeant Trent Aisner, US Army (Ret)

NEW EDITOR FOR *THE MERCK VETERINARY MANUAL*

Merck and Co, Inc has announced that Scott Line, DVM, PhD, DACVB, has been named Editor-in-Chief of *The Merck Veterinary Manual*, the company's renowned animal health reference. Dr. Line graduated summa cum laude from Ohio State University, where he also received his doctor of veterinary medicine degree.

He later earned a PhD in animal behavior from the University of California at Davis, where he also served as a resident at the School of Veterinary Medicine. *The Merck Veterinary Manual* has been trusted by veterinarians, veterinary students, veterinary technicians, and other animal health professionals since 1955. The 11th edition was published in the summer of 2016 and contains contributions from nearly 400 veterinary experts.



■ It can be ordered at merckbooks.com, by calling **1-877-762-2974**, or at navc.com/bookstore.

NEW ADVISORY BOARD TO ADVANCE THERAPEUTIC NUTRITION

Blue Buffalo has announced the formation of an ongoing Veterinary Advisory Board to provide input on natural, therapeutic nutritional advances that will be most valued by veterinarians and their clients. The diverse group of independent advisors will also focus on Blue Buffalo-sponsored scientific research and evidence-based treatments. This ongoing collaborative effort will provide all veterinary clinics with important information and solutions to enable them to better serve and recommend research-backed, natural dietary solutions for their patients.



■ To learn more, visit bluebuffalo.com/about-us/whats-new-at-blue.

Introducing Spark!

Your Veterinary News, Your Veterinary Life

The newest addition to the NAVC publishing group, Spark! is an online video channel providing weekly programming for veterinary professionals, including coverage of breaking news, industry trends, and lifestyle stories within the veterinary community. Spark! will help veterinarians build a better practice by discussing topics such as marketing strategies and successful practice models for the future, as well as providing updates on new products, mergers, and animal health news. Spark! will also be featuring uplifting, inspirational and wellness-focused stories to help bring balance to your working life.



- Be sure to like NAVC on Facebook to catch all of Spark!'s new content, and check out the latest videos now by visiting [NAVCCOM/Spark](https://www.navc.com/spark).