



VMX 2019: New Product Gallery

As VMX 2019 attendees walked through the expansive VMX Expo Hall, they were able to see and experience new products and services being offered by exhibitors. One of the NAVC's highly anticipated features inside the Expo Hall was the VMX New Product Gallery.

Always a big hit, the gallery featured cutting-edge and inspiring advances in diagnostics, treatments, and other solutions for more effective pet care.

Chosen by a select committee, the products in the gallery were launched recently or will launch soon.

Which of these innovations will strike a chord with you? We're delighted to present these 2019 honorees:

■ ADAPTIL® Junior by Ceva Animal Health

Clinically proven to help puppies with training and socialization, reducing crying at night, and fear of being alone, ADAPTIL® Junior helps puppies develop into well-balanced adults.

■ Calming Care Calming Probiotic Supplement by Purina® Pro Plan® Veterinary Supplements

Purina® Pro Plan® Veterinary Supplements Calming Care, which contains the probiotic strain *Bifidobacterium longum* (BL999), helps dogs maintain calm behavior.

■ CENTRAGARD™ (eprinomectin and praziquantel transdermal solution) by Boehringer Ingelheim

CENTRAGARD is the only transdermal heartworm disease preventive that also treats and controls hookworms, roundworms, and tapeworms in cats and kittens as young as 7 weeks of age.

■ C.E.T.® VEGGIEDENT® FR3SH® Tartar Control Chews for Dogs by Virbac

C.E.T.® VEGGIEDENT® FR3SH® Tartar Control Chews for Dogs promotes fresh breath; it also supports proper digestion with a prebiotic that promotes a healthy gut flora.

■ doctorVet+ by SOUND®

doctorVet+, the first therapy laser that fully integrates into your practice, makes viewing, reporting, and sharing laser treatment info as commonplace as sharing DR images.



■ GlobalVetLink Platform by GlobalVetLink

With the new GVL Platform and App, veterinarians have one comprehensive solution for all animal species health certificates, client communications, and information management.

■ Hill's® Prescription Diet® Gastrointestinal Biome by Hill's Pet Nutrition

The groundbreaking ActivBiome+™ Technology is a proprietary blend of active fibers shown to work synergistically to nourish and activate the pet's unique gut microbiome.

■ Hill's to Home by Hill's Pet Nutrition

With Hill's to Home, you can offer home delivery that makes it easy for clients to follow your nutrition recommendation while also building your business.

■ ICAP® V6

DICOM for ENDOSCOPY AND SURGERY by Endoscopy Support Services, Inc.

With iCap®, you can capture images and video directly onto a computer hard drive or a network location from any external video source, then easily annotate images and catalog them by an identity.



■ **Critical Care Liquid Diets by Royal Canin®**

Liquid product specially formulated for the needs of hospitalized or convalescing patients requiring assisted enteral nutrition. The ICU product offer also has a cap specifically designed for easy tube feeding.

■ **IVERHART MAX® Soft Chew (ivermectin/pyrantel pamoate/praziquantel) by Virbac**

IVERHART MAX® Soft Chew (ivermectin/pyrantel pamoate/praziquantel) is the only ivermectin-based, bacon-flavored soft chew indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and for the treatment and control of roundworms, hookworms, and tapeworms.

■ **Mirataz® (mirtazapine transdermal ointment) by Kindred Biosciences, Inc.**

Mirataz® (mirtazapine transdermal ointment) is the first and only FDA-approved transdermal medication for the management of weight loss in cats. It is applied topically as a 1.5-inch ribbon of ointment on the inner pinna of the cat's ear once daily for 14 days.

■ **Multifunction Satiety + Hydrolyzed Protein by Royal Canin®**

Introducing ROYAL CANIN VETERINARY DIET® Multifunction Satiety + Hydrolyzed Protein, the *first* and *only* hydrolyzed protein diet for cats and dogs that's also formulated for safe weight loss. It fully meets the nutritional requirements of overweight cats and dogs with cutaneous adverse food reactions.

■ **Nobivac® EDGE™ Lepto₄ by Merck Animal Health**

The first and only 0.5-ml leptospirosis vaccine to help prevent mortality and urinary shedding for dogs of all sizes, new Novibac EDGE™ 0.5-ml vaccine formulations include Nobivac EDGE™ DAPPv Nobivac EDGE™ and DAPPv+L₄.

■ **pH•notix™ by Vetoquinol USA**

pH•notix™ is a pH-neutral, oil-free, triple-action formula that acts fast to remove cerumen and debris in cats and dogs. It is fast acting for hospital use and gentle and easy for routine home use.

■ **Putney Is Now Part of Dechra by Dechra Veterinary Products**

Dechra is pleased to announce that former Putney anti-infective and carprofen products will be transitioning from Putney labels to Dechra's new trade name and trade dress.

■ **Redonyl® Ultra Soft Chews (ultra-micronized palmitoylethanolamide [PEA]) by Dechra Veterinary Products**

Redonyl® Ultra Soft Chews (ultra-micronized palmitoylethanolamide [PEA]) provide a concentrated source of PEA for allergic patients.

■ **Semintra® (telmisartan oral solution) 10 mg/mL by Boehringer Ingelheim**

The *first*, and *only*, FDA-approved angiotensin receptor blocker (ARB) for the control of systemic feline hypertension. Semintra® is safe for long-term administration with once-daily dosing after 14 days.

■ **Vetradent™ Powder Water Additive by Dechra Veterinary Products**

Vetradent™ Powder Water Additive, like all Vetradent products, features Biotrate™ Technology, which works against oral bacteria to reduce the growth of tartar by breaking down the biofilm where bacteria live. Other products in the line include Vetradent Dental Spray and Dental Wipes. **TVP**



- 20+ years of veterinary-specific experience
- Customized for individual animal needs
- Quick turnaround time – shipped same or next business day



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