



## PRESS RELEASE FOR IMMEDIATE USE

### Dechra Veterinary Products Announces New Dermatology Partnership

Dechra Veterinary Products has signed an agreement with Premune, a European animal health company, to add Redonyl® Ultra, a new palatable, veterinary nutraceutical to support healthy skin function. Redonyl® Ultra will be a great addition to Dechra's existing topical dermatology portfolio of shampoos, sprays, wipes and mousses. Veterinarians will now have access to a patented nutraceutical they can use as part of their multi-modal approach for the management of healthy skin function in dogs with atopic dermatitis.



A multimodal approach is increasingly popular among veterinary professionals who are treating cases of atopic dermatitis to help control the clinical signs. Redonyl® Ultra contains palmitoylethanolamide (PEA). PEA is a naturally-occurring biomodulator with scientifically verified activity against the mechanisms that contribute to inflammation and pain. The PEA in Redonyl® Ultra is ultra-micronized to allow improved distribution and diffusion of PEA in the body. Due to the patents held on Redonyl® Ultra, no other animal health nutraceutical can contain micronized or ultra-micronized PEA.

Redonyl® Ultra will be available in two, convenient soft chew strengths, 100mg and 200mg, that can be used for dogs of all sizes. The chew formula is based on Dechra's existing hypoallergenic soft chew platform currently used in Phycos® HA and Phycos MAX HA. This formulation contains no wheat, chicken or beef and is flavored with a palatable hydrolyzed soy protein. Redonyl® Ultra will also carry the NASC Quality Seal from the National Animal Supplement Council. Dechra expects to have Redonyl® Ultra available for sale to veterinarians in May of this year.



Dechra's North American President, Mike Eldred, said, "Redonyl® Ultra is a great addition to Dechra's extensive Dermatology range that offers veterinarians the ability to have a multi-modal approach for control and maintenance of dermatological conditions."

Premune CEO, Viktor Karlsson, said "we are very excited to launch Redonyl® Ultra with Dechra in North America. Dechra has a strong focus on dermatology, and fully understands the US market. I strongly believe Dechra North America has what it takes to replicate the success that Redonyl® Ultra, and PEA, has seen in Europe."

Dechra's European division launched Redonyl® Ultra in May 2017 and have enjoyed a strong positive response from the veterinary community and pet owners. Premune has many other products in their animal health portfolio that will be evaluated by Dechra Veterinary Products for future launches.

*Dechra Veterinary Products, located in Overland Park, Kansas is the U.S. sales and marketing division of Dechra Pharmaceuticals PLC, a UK listed company dedicated to the animal healthcare market. Dechra Veterinary Products' companion animal portfolio focuses on endocrinology, dermatology, ophthalmology, anesthesia, fluid therapy, pain management and joint health support. Our brands include VETORYL® Capsules (trilostane), ZYCORTAL® Suspension (desoxycorticosterone pivalate injectable suspension), FELIMAZOLE®*

*(methimazole) Coated Tablets, ANIMAX® OINTMENT (nystatin, neomycin sulfate, thiostrepton, triamcinolone acetonide ointment), VETROPOLYCIN® (bacitracin-neomycin-polymyxin) Veterinary Ophthalmic Ointment and VETROPOLYCIN® HC (bacitracin-neomycin-polymyxin-hydrocortisone acetate 1%) Veterinary Ophthalmic Ointment, VETIVEX® line of parenteral fluids, and PHYCOX® joint health supplements. Dechra also offers a comprehensive line of topical veterinary products including MICONAHEX+Triz®, MALACETIC® and MAL-A-KET® brands, plus a number of injectable anesthetics, oral anti-infectives and NSAIDs. Dechra's equine portfolio includes OSPHOS® (clodronate injection), Orthokine® vet irap 10 and 60, Osteokine® (PRP), and EQUIDONE® (domperidone) Gel and PHYCOX® EQ joint health supplements. For more information, please visit [www.dechra-us.com](http://www.dechra-us.com) or call (866) 933-2472.*

*Redonyl® Ultra is a patented product of Innovet Italia Srl.*

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