



PRESS RELEASE FOR IMMEDIATE USE

Dechra Veterinary Products Announces New Dermatology Product

Dechra Veterinary Products is excited to announce Redonyl® Ultra Soft Chews are now available for immediate purchase. Redonyl Ultra is a palatable, veterinary nutraceutical to support healthy skin function in dogs with seasonal allergies. 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 to use as part of their multi-modal approach for the management of healthy skin function in dogs. A multimodal approach is increasingly popular among veterinary professionals who are seeing canine patients with seasonal allergies. Redonyl Ultra contains palmitoylethanolamide (PEA). It has been shown that PEA has a down regulating effect on mast cell degranulation in

canine skin and the release of several biological mediators involved in the development of unhealthy skin.

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 soft chew formula is based on Dechra's existing hypoallergenic soft chew platform currently used in Phycos® HA and Phycos MAX HA. For comparison, the size of the Redonyl Ultra soft chew is the same as the Phycos Small Bites. This formulation contains no wheat, chicken or beef and is flavored with a palatable hydrolyzed soy protein.

Redonyl Ultra will also carry the Quality Seal from the National Animal Supplement Council (NASC).



To order or schedule a lunch and learn, call your Dechra representative or Customer Support at (866) 683-0660.

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 or call (866) 933-2472.

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

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