

**Brakke Consulting's
US Flea Control & Heartworm Markets
December 2009**

Table of Contents

Executive Summary

Section I: Flea Control Products

- Flea Control Products: Products and Pricing
- Veterinary Channel Flea Products Sales Volume
- The OTC Market
- New and Developing Products

Section II: Heartworm Preventatives

- Heartworm Preventatives: Products and Pricing
- Heartworm Preventatives Sales Volume
- New and Developing Products

Section III: Multiparasite Products

- Multiparasite Products: Products and Pricing
- Multiparasite Products Sales Volume

Section IV: Advertising Budgets

Section V: Surveys

- 2009 Veterinary Survey
- 2008 Veterinary Survey

Appendices