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For more information contact:
Lynn Fondon, lfondon@brakkeconsulting.com, 972.243.4033

New report profiles the US small animal pain management market

(April 9, 2010) A new study from Brakke Consulting takes an in-depth look at pain management products for dogs and cats.

"The pain management market has been one of the fastest growing areas in animal health, with a variety of new active ingredients and novel formulations in the past 15 years," said Lynn Fondon, senior consultant of Brakke Consulting. "Sales of small animal analgesics have increased 20-fold since the introduction of Rimadyl, the first of the new-generation NSAIDs, in 1996."

The study, **Pain Management Products for Dogs and Cats**, profiles the veterinary market for analgesics, both veterinary and human products, as well as nutritional supplements and therapeutic diets for joint support. The report includes an overview of pain management in veterinary medicine, leading product sales and pricing, and a discussion of new and developing products. The report also includes a survey of small animal veterinarians.

"Our veterinary survey found that veterinarians are largely satisfied with the available products for dogs, but feel there is a need for safer analgesics for cats, particularly those that can be used long-term," comments Dr. Fondon.

The report – published annually by Brakke for the past 7 years – gathered information from a variety of sources, including published information, industry interviews and a survey of nearly 200 small animal veterinarians.

The **2010 Pain Management Products for Dogs and Cats** report is available from Brakke Consulting for \$5,500. For more information, interested companies should contact lfondon@brakkeconsulting.com.

About Brakke Consulting

Brakke Consulting is the leading consulting firm specializing in the animal health and nutrition markets. It is located at 2735 Villa Creek, Dallas, TX, (972) 243-4033, www.brakkeconsulting.com