LAUNCH OF RAWHIDE CHEWS, ANTIBIOTIC TABLETS

Dechra Veterinary Products recently announced the launch of PhycoDent Rawhide Chews for canine patients. PhycoDent Chews are designed not only for pet dental health, but also to support joint health. The chewing action helps reduce plaque buildup, while sodium hexametaphosphate, a sequestering agent, helps reduce tartar (calculus). Also, Dechra Veterinary Products has received FDA-CVM approval for amoxicillin trihydrate and clavulanate potassium tablets, which will join the existing Dechra anti-infective portfolio. Please contact your Dechra representative or distributor representative for further details on availability.

NEW DIETS FOR DOGS & CATS WITH KIDNEY DISEASE

Blue Buffalo Company has announced the launch of KS Kidney Support for Dogs and KM Kidney + Mobility Support for Cats. Formulated by veterinarians and PhD animal nutritionists to help manage kidney disease, both new products feature controlled levels of proteins, phosporus, and sodium. In addition, both KS and KM formulas are clinically proven to produce a calcium oxalate relative supersaturation of < 3, and clinically proven to produce an average urine pH of 6.5 to 7.5. For more information, visit bluevetdiets.com.

NEW JERSEY VETERINARIAN TO RECEIVE MERITORIOUS SERVICE AWARD

Jorge Guerrero, DVM, MSc, PhD, Diplomate ACVM & EVPC (ret), is the recipient of the 2016 Meritorious Service Award from the World Small Animal Veterinary Association (WSAVA). Passionate about veterinary education, Dr. Guerrero was the visionary behind the development of the Latin American Veterinary Conference and is a past board member of the Southern European Veterinary Conference. A Peruvian veterinarian residing in Pennington, New Jersey, Dr. Guerrero was awarded the Distinguished Veterinary Parasitologist Award from the American Association of Veterinary Parasitologists and, in 2007, he became the first Latin American president of the North American Veterinary Community.

NEW BITE-RESISTANT DIGITAL SENSOR FOR DENTAL IMAGING

Midmark Animal Health has introduced the new VetPro OptiMax Digital Sensor System, which offers resistance to bite damage—4 times more than the standard sensor. The new sensor is available in 2 sizes to best accommodate patient needs and examination requirements. The patented complementary metal-oxide semiconductor (CMOS) technology is designed to deliver enhanced image quality, including soft tissue visualization and crown and root definition, while its rounded corners provide easier positioning in tight spaces for better capture of roots. For more information, call 1-800-MIDMARK or visit midmarkanimalhealth.com.

NEW SUPPORT FOR CHANGING HEARTWORM PROTOCOL

A new study addresses the fight against the rising incidence of heartworm infection in dogs. New data from Phase 2 of a CEVA Animal Health sponsored investigation, led by John McCall, MS, PhD, shows that blocking transmission from dogs to mosquitoes, and from mosquitoes to dogs, using repellents/insecticides and macrocyclic lactone preventives is part of a multi-modal approach. Ceva Animal Health will continue its extensive campaign to educate the veterinarian community on this groundbreaking research. See more details at fightheartwormnow.com.

HELP YOUR CAT’S HEALTH & HELP BEST FRIENDS BY USING ENISYL-F CHEWS!

Vetoquinol USA will donate $1.00* to Best Friends Animal Society for every bag of Enisyl-F Chews purchased through veterinarians nationwide from 9/1/16–12/31/16. Enisyl-F – the most trusted name in L-Lysine therapy. Convenient size. Cats love the taste.

*Up to $15,000
NEW EDITION OF THE MERCK VETERINARY MANUAL
Merck and Co, Inc has introduced the 11th edition of the Merck Veterinary Manual for animal health reference. Utilized by veterinarians, veterinary students, veterinary technicians, and other animal health professionals since 1955, the comprehensive reference has been updated and covers all species and disorders of veterinary interest worldwide. Nearly 400 veterinary experts from academia, government, research organizations, and specialty practices, from more than 20 countries, contributed to this edition. Published as a not-for-profit service for the animal health profession, the 11th edition costs $65.00 and can be purchased at leading book retailers or ordered by calling 1-877-762-2974 or by visiting merckbooks.com.

NEW LOW FAT GI DIET FOR DOGS
Dogs with compromised fat absorption have 2 new dietary options: Purina Pro Plan Veterinary Diets EN Gastroenteric Low Fat Canine dry and canned formulas. The new EN Low Fat Dry Formula is the lowest fat (g/100 kcal) GI therapeutic canine diet available, yet it maintains a moderate caloric density of 327 kcal/cup and a high total digestibility of 87.8% to promote nutrient absorption. In addition, both new EN diets contain the prebiotic soluble fiber inulin, which nourishes beneficial bacteria in the GI tract, and antioxidant vitamins A and E to support a healthy immune system, including a high level of vitamin E to help reduce oxidative stress. More information about Purina Pro Plan Veterinary Diets can be found at PurinaProPlanVets.com.

HEARTWORM PREVENTION, DIAGNOSIS, AND TREATMENT DETAILED AT 15TH TRIENNIAL SYMPOSIUM
Changes in climate, heartworm vectors, diagnostic challenges, prevention practices, and treatment protocols all were cited during the 2016 American Heartworm Society (AHS) Triennial Symposium as reasons the persistence of heartworm disease continues to confound veterinarians, researchers, and pharmaceutical companies. During the symposium, which took place in New Orleans in September, 2013–2016 AHS president Dr. Stephen Jones of Moncks Corner, South Carolina, turned over leadership of the AHS board to new president Dr. Christopher Rehm of Mobile, Alabama (see the Today’s Veterinary Practice interview with Dr. Rehm in the September/October 2016 issue). For more information visit heartwormsociety.org.

VIDEO SERIES ILLUSTRATES BOND BETWEEN SERVICE DOGS, OWNERS
Elanco Animal Health has launched its Celebrate the Bond video series that lets viewers share the experience of two individuals embarking on life-changing relationships. The documentary series, which can be viewed at celebratethebond.com, chronicles the growing connection between two Canine Assistants dogs—Spirit and Ringer—and their recipients, Sean and Tim. The video series was developed collaboratively by Elanco and Canine Assistants, a nonprofit organization that provides service dogs to people with physical disabilities and special needs.

RESOURCE FOR NEUTERING PROTOCOLS
Veterinarians can now reference newly updated and expanded professional guidelines that encompass all aspects of the spay–neuter process. The Association of Shelter Veterinarians 2016 Veterinary Medical Care Guidelines for Spay–Neuter Programs were recently published, thanks to the work of a 20-member task force of veterinarians with expertise in spay–neuter practices, anesthesiology, surgery, and small animal internal medicine. These guidelines are available at avmajournals.avma.org/doi/pdf/10.2460/javma.249.2.165.
NEW HERO VETERINARIAN AND HERO VETERINARY TECHNICIAN NAMED
Zoetis once again sponsored the Hero Veterinarian and Hero Veterinary Technician Awards at the American Humane Hero Dog Awards’ 6th annual gala in Beverly Hills, California. Zoetis helped establish the awards in 2014 to honor the exceptional people behind the animals we all love. The recipient of the American Humane Hero Veterinarian Award was Dr. Natalie Isaza of the University of Florida College of Veterinary Medicine, and the recipient of the Hero Veterinary Technician Award was Kim Knap of the University of Illinois Veterinary Teaching Hospital. Learn more at herovetawards.org.

NEW TREATS FOR CATS & DOGS ON THERAPEUTIC DIETS
Cats and dogs on therapeutic diets deserve a treat, says Royal Canin, who has unveiled Royal Canin Treats, a veterinary-exclusive line of treats designed to support special dietary needs. Many pet owners don’t realize treats may compromise the benefit of certain diets prescribed by their veterinarian, so Royal Canin created this line of treats to provide new options to reward pets. The new line of treats are also safe and effective, backed by science that pet owners can trust. Additional information is available online at royalcanin.com/treats.

13TH VET TECH SPECIALTY RECOGNIZED BY NAVTA
The National Association of Veterinary Technicians in America (NAVTA) announced the 13th veterinary technician specialty academy of the veterinary technology profession. The Academy of Veterinary Ophthalmic Technicians (AVOT) has been recognized as an official specialty by NAVTA. The AVOT joins the existing 12 NAVTA recognized veterinary technician specialties. For more information about NAVTA and the veterinary technician specialties, visit navta.net.