



For immediate release – June 30, 2010

## **BOREVE-D:**

### **VÉTOQUINOL IS PARTICIPATING IN A PROJECT TO RAISE AWARENESS OF THE NEED TO TREAT PAIN IN CATTLE**

June 30, 2010 (Lure, France) – Vétoquinol, in collaboration with two other veterinary laboratories, is participating in a project organised by the *Syndicat de l'Industrie du Médicament Vétérinaire* (SIMV) to raise awareness of the need to treat pain in cattle.

The treatment of pain in cattle is generally less well developed in France than in neighbouring countries. A committee of independent experts, composed of six practicing veterinarians and academic researchers, was formed to formulate a set of recommendations in this area. They issued 28 final recommendations, which have been made available to practicing veterinarians in the form of a guide, and to breeders on a dedicated website: [www.boreve.fr](http://www.boreve.fr).

The French cattle market is substantial: more than 19 million heads. Vétoquinol commercialises three significant products for the treatment of pain in this market: Tolfine<sup>®</sup>, Lurocaïne<sup>®</sup> and Calmagine<sup>®</sup>.

"Virtually all diseases in cattle are painful, and call for analgesic treatment," stated Matthieu Frechin, Managing Director of Vétoquinol. "Untreated pain reduces productivity. The goal of the Boreve-d project is to improve the well-being of animals, to promote the provision of medical care in an under-represented segment, and to enhance the relationship between veterinarians and breeders. This project fits in perfectly with our focused strategy."

#### **About Vétoquinol**

*Vétoquinol is an independent veterinary pharmaceutical laboratory serving both the companion and production animal markets. This family-owned group specialized exclusively in animal health is the 10<sup>th</sup> largest laboratory in the world, and more than 80% of Vétoquinol's revenues come from outside France.*

*Vétoquinol engages in the research and development, production and marketing of medical and non-medical products. Vétoquinol has positioned itself in the curative sector, and has developed expertise in three therapeutic fields: anti-infectives, pain/inflammation and cardiology/nephrology.*

*The Group currently distributes its products in more than one hundred countries throughout Europe, Americas and Asia/Pacific, with subsidiaries in 23 different countries and a network of 140 distributor partners. The Company has more than 1,550 employees worldwide.*

**For more information:** [www.vetoquinol.com](http://www.vetoquinol.com).

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