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Ceva Joins Fear Free™ Initiative As Inaugural Industry Sponsor

Lenexa, Kansas – December 2, 2014 – Ceva today announced its commitment to Fear Free,™ an innovative initiative developed by “America’s Veterinarian” Dr. Marty Becker to in his words, “take the pet out of petrified and get pets back into practices.” The multi-year agreement aligns with Ceva’s leadership role and expertise in the area of pet behavior.

“Ceva has long been a leader in behavior research using pheromones and in educating both veterinarians and pet owners that there are solutions to behavioral problems in pets. This includes addressing the fear and stress the pet may experience when visiting the veterinarian. In a Fear Free practice, pets go from living room to exam room and back home surrounded by pheromones. I am thrilled and grateful for their leadership in recognizing the potential of Fear Free as the inaugural sponsor,” said Dr. Becker.

The Fear Free initiative will be expanded by Dr. Becker with leading board-certified veterinary experts in partnership with additional industry sponsors, partners and an advisory board. Fear Free’s innovative programs will educate and certify veterinary professionals in the creation and delivery of Fear Free visits to Fear Free practices. In addition, the programs will educate pet parents on the value and advantages of a Fear Free visit for the health and well-being of their pets.

The initiative is extremely important because fear and stress stem from the fact that pets and people don't speak the same language. Because our pets can't tell us they are under stress, they behave in ways that we consider "bad" - when in fact the pet is acting out because it is afraid.

According to the Bayer Veterinary Care Usage Study III: Feline Findings, simply getting a cat to the veterinary clinic is among the top obstacles to regular veterinary care. Fifty-eight percent of cat owners report their cats hate going to the veterinarian. In fact, for thirty-eight percent of owners, just thinking about bringing their cats to the clinic was stressful enough. Once at the clinic, more than half of cat owners are less than completely satisfied with waiting room comfort, yet twenty-four percent of the clinics surveyed have yet to implement changes, and an additional thirty-five percent of the clinics have no intention of addressing these issues.¹

“Helping veterinarians and pet parents together solve behavioral problems in pets is at the core of what we do. The Fear Free initiative is a great complement to the Ceva Behavior Advocate Program. We are pleased to now lead the profession in support of this very important initiative to take the fear out of visiting the veterinarian, at a time when solutions are needed to reverse the decline in veterinary visits,” said Dr. Karen Padgett, Chief Operating Officer, Ceva Animal Health Companion Animal Business Unit.



In Fear Free practices, taking the fear out of visiting the veterinarian will become a priority, with veterinarians and technicians will treat the pet's physical wellbeing as well as their emotional wellbeing.

What a Fear Free Visit Is

Fear Free visits start at home with the pet owner long before the visit. Pheromones can be used to calm the pet in the carrier and during the car ride. At the veterinary office, quiet sounds and lots of treats can all make the pet feel more comfortable. Separate waiting rooms, and pheromones used throughout the hospital also continue to relax and reassure pets that they are in a safe place.

"In my practice I spray one pant leg with Adaptil® and the other with Feliway® before I enter the exam room. I mention this to the pet parent so they know that I am actively working to help ease any stress associated with their pet's visit/exam. I also encourage all hospital teams to 'set the mood' in exam rooms by using warm towels sprayed with Feliway on the exam table for cats and plugging in Feliway diffusers to establish that Fear Free area within the exam room," said Dr. Becker.

Another great tip is to wipe down the cat carrier with Feliway wipes or spray Adaptil on a bandana to place on a dog before leaving the hospital. These simple and practical tips go a long way in establishing Fear Free visits for pets and pet parents.

About Feliway

Feliway is a synthetic copy of the feline facial pheromone used by cats to mark their territory as safe and secure. Feliway creates a state of familiarity and wellbeing for cats at home, while transporting the pet to the veterinary hospital, or at the clinic. Feliway is available in a Professional 219 mL spray for use in clinics, in a smaller 20 mL size for use in the home or during travel, in a room diffuser and in individually packaged convenient wipes.

About Adaptil

Adaptil is a synthetic copy of a comforting hormone emitted by a bitch after giving birth. These pheromones help comfort and reassure puppies. This pheromone can be detected by dogs of all ages and signals a calm and confident presence. Dogs take in the pheromone through nerve bundles around the nose. The brain interprets the presence of pheromones as a reason to be calmer and more relaxed. Adaptil is available in a room diffuser, spray, collar and wipes.

For more information about Feliway or Adaptil, contact Ceva Animal Health at 1-800-999-0297.

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About Ceva Animal Health

Ceva Animal Health's key products include the Vectra® line of parasiticides, pheromone products Adaptil® Feliway® and ConfidenceEQ®, Meloxidyl® and Altresyn® (altrenogest). Ceva recently acquired Sogeval Animal Health, adding more than 300 products including DOUXO® dermatology products and TRP-TRI-Cox™. The company's North American headquarters is in Lenexa, Kansas. Visit www.ceva.us.

About Dr. Marty Becker

Dr. Marty Becker, "America's Veterinarian," has spent his life working toward better health for pets and the people who love them. Dr. Becker was the resident veterinary contributor on "Good Morning America" for 17 years. He is currently a member of the Board of Directors of the American Humane Association as well as its Chief Veterinary Correspondent, a founding member of Core Team Oz for "The Dr. Oz Show," and a member of the Dr. Oz Medical Advisory. He has written 22 books that have sold more than 7 million copies, including three New York Times best-sellers — one of which is the fastest-selling pet book of all time, "Chicken Soup for the Pet-Lovers Soul." He practices, when his schedule allows, at Lakewood Animal Hospital and North Idaho Animal Hospital in north Idaho because he loves veterinary medicine, pets and the people who care for them. Visit www.drmartybecker.com.

¹Bayer Veterinary Care Usage Study III: Feline Findings © 2012 Bayer Healthcare.