



1/8/2015

For Immediate Release

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Nutramax Laboratories Veterinary Sciences, Inc., launches Dasuquin *ADVANCED*, the latest formulation from the industry leader in Joint Health support.

Nutramax Laboratories Veterinary Sciences, Inc., is pleased to introduce **DASUQUIN® *ADVANCED*** Joint Health Supplement for Dogs. **DASUQUIN *ADVANCED*** builds on the avocado/soybean unsaponifiables (ASU), glucosamine, and chondroitin sulfate combination in the #1 veterinarian recommended brand* **DASUQUIN®**. The enhanced formula of **DASUQUIN *ADVANCED*** adds *Boswellia serrata* extract (containing acetyl-11-keto-boswellic acid [AKBA]), NMXCC95™ *Curcumin longa* extract (containing curcuminoids), and alpha-lipoic acid to our already category-leading product. These advancements highlight our continuous focus on research, quality and commitment to improved joint health support.

Boswellia serrata extract and NMXCC95 *Curcumin longa* extract have been shown in cell culture research to provide superior inhibition of the inflammatory response when each was added to ASU/glucosamine/chondroitin sulfate. Alpha-lipoic acid plus ASU has also been noted to provide better inhibition of prostaglandin E₂ (PGE₂) production *in vitro* than ASU alone.

"We are proud of our new **DASUQUIN *ADVANCED*** formula," said Dr. Todd Henderson, President and CEO of Nutramax Laboratories Veterinary Sciences, Inc. "While original **DASUQUIN** is a superb product, we weren't content to stop there, but continued to look at other ingredients to enhance the formula."

DASUQUIN *ADVANCED* is available in chewable tablets in Small to Medium Dog and Large Dog strengths but, different from original **DASUQUIN**, is packaged in blisters in convenient dispensing cartons. Each dispensing carton contains blistered tablets and dispensing envelopes, and with a total of 640 tablets per package, it is non-internet friendly. Veterinarians can dispense tablets by the week, month, or other desired period of time to meet each client's needs. Additionally, the dispensing envelopes can be labeled with the clinic name for increased awareness. The packaging provides maximum flexibility to veterinarians and their clients while decreasing the product's appeal to online pet pharmacies.

For more information, visit dasuquinadvanced.com or call customer service at (888) 886-6442.



About Nutramax Laboratories Veterinary Sciences, Inc.:

Nutramax Laboratories Veterinary Sciences, Inc. develops and markets nutritional supplements backed by research for companion animals to help improve their quality of life. Small animal products include Dasuquin[®], the #1 veterinarian-recommended joint health supplement brand;^{*} the #1 veterinarian-recommended liver support brand Denamarin[®];[†] and products supporting urinary tract health, digestive health and skin/coat health plus overall wellness. To learn more, call (888) 886-6442 or visit nutramaxlabs.com.

^{*}Source: Among veterinary brands. Survey conducted in February 2014 of small animal veterinarians who recommended oral joint health supplements.

[†]Source: Survey conducted in February 2014 of small animal veterinarians who recommended liver support brands.

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