



Cat Healthy Canada enters into protocol agreement with Merial Japan

Hamilton, ON September 9, 2016 – Cat Healthy Canada™ is pleased to announce they are entering into a formal licensing and trademark agreement with Merial, the animal health division of Sanofi, to use the Cat Healthy protocols in the Japanese market.

The only initiative of its kind in the world, Cat Healthy protocols were created by Canada's veterinary feline specialists to help more cats receive the healthcare they need to live longer, healthier lives. Together, all six of Canada's Board-Certified Feline Specialists, created protocols for proper cat care for both veterinary professionals and cat owners.

"Supported by the veterinary industry, the goal of this program is to improve the preventive healthcare that cats receive by giving veterinary clinics tools and resources and by educating cat owners about the preventive healthcare needs of their cat," said, Dr. Liz O'Brien, DVM, DABVP and one of the founders of Cat Healthy. "We are thrilled that now cats in Japan will also have greater opportunity to standardized, ongoing preventive care."

With a cat population of over ten million, Japan has a long-standing history of loving their feline friends. As in Canada, Japanese cat owners are interested in providing the best care for their pets, but are largely unaware of proper care due to the mysterious and subtle symptoms cats exhibit.

The newly translated Cat Healthy protocols and upcoming educational programs will help to improve the knowledge of veterinary professionals and cat owners alike and, most importantly, the lives of cats.

ABOUT CAT HEALTHY Cat Healthy is an initiative led by Dr. Elizabeth O'Brien with the active participation of all CDN DABVP feline specialists: including Dr. Susan Little, Dr. Elizabeth Ruelle, Dr. Margie Scherk, Dr. Kelly St. Denis and Dr. Diane McKelvey. Supported by the veterinary industry, Cat Healthy is designed to improve the quality and delivery of cat care.

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For more information about Cat Healthy contact:

Mazen Tannir
Account Director, Woodruff Sweitzer
647-833-5404
mtannir@woodruffswitzer.ca

