

## **Jaguar Animal Health, Inc. Launches First Product, Neonorm™ Calf, at World Dairy Expo**

September 29, 2014 2:15 PM ET

### **ANIMART Named First Commercial Partner**

September 29, 2014 08:30 AM Eastern Daylight Time

SAN FRANCISCO--([BUSINESS WIRE](#))--Today, Jaguar Animal Health, Inc. (“Jaguar”), an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals, announced the planned launch of its first commercial product, Neonorm™ Calf, at the upcoming World Dairy Expo in Madison, Wisconsin, September 30 – October 4, 2014. Neonorm™ Calf, a non-prescription product, is the latest advance in neonatal calf care that improves gut health by promoting normal stool care and rapidly reducing dehydration and the time to recovery. Jaguar is launching the product, which has been clinically tested in controlled studies in preweaned dairy calves with scours, in partnership with ANIMART, Inc. (“ANIMART”), a Wisconsin-based supplier of animal health products and veterinary supplies for dairy and livestock producers. Additionally, in conjunction with the launch of Neonorm™ Calf, Jaguar recently hired the first of several planned sales representatives to spearhead a focused direct sales effort intended to provide continuity for the education and scientific promotion of Neonorm™ Calf and to complement ANIMART’s efforts in the six-state “Midwest” territory.

“Jaguar believes that ANIMART’s regional leadership, combined with the impact of their recently hosted continuing education program to highlight calf care, for certified veterinary technicians, will increase the effectiveness of our outreach efforts.”

According to Ian Parker, Jaguar’s Vice President of Commercial Development, “The Neonorm™ Calf launch at the World Dairy Expo is a key milestone achievement for Jaguar. This is a meeting where global opinion leaders in the dairy industry including veterinarians, dairy producers and industry partners convene to evaluate cutting-edge research in the field and modern technologies. As scours causes significant financial loss to the dairy industry, this meeting represents an important opportunity for Jaguar to communicate the positive health and economic benefits of our product to the dairy community.”

“Additionally,” Parker noted, “Jaguar believes that ANIMART’s regional leadership, combined with the impact of their recently hosted continuing education program to highlight calf care, for certified veterinary technicians, will increase the effectiveness of our outreach efforts.”

Jaguar indicated the regional Neonorm™ Calf launch will focus on several key dairy states, including Wisconsin, Minnesota and Iowa. The product has been tested by leading researchers at Cornell University, the results of which will be submitted for publication and presentation in scientific peer reviewed journals and select veterinary congresses.

Jaguar anticipates that its national launch of Neonorm™ Calf will occur by the end of 2014. Further testing of Neonorm™ Calf involving 1,300 calves is ongoing at the following leading veterinary academic institutions: Cornell University, Tufts University and the University of California at Davis.

### **About Neonorm™ Calf**

Neonorm™ Calf is an enteric-coated tablet designed to be orally administered to preweaned dairy calves twice daily for three days. It has been formulated and clinically tested to specifically address the normalization of stool formation and ion and water flow in the intestinal lumen of newborn dairy calves. The product acts locally in the gut and is minimally absorbed systemically. It does not alter gastrointestinal motility, and to date, has shown no significant effects on normally functioning intestinal ion channels and electrolyte or fluid transport, nor shown any side effects different from placebo. As a result, stool formation is normalized in a short period of time, weight loss is mitigated, supportive care costs and rehydration therapies such as oral rehydration solution, or ORS, are reduced. Neonorm has not been evaluated by the FDA for use in animals.

## **About Jaguar Animal Health, Inc.**

Jaguar Animal Health, Inc. is an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals. Canalevia™ is Jaguar's lead prescription drug product candidate for the treatment of various forms of watery diarrhea in dogs. Neonorm™ Calf is the company's lead non-prescription product. Canalevia™ is a canine-specific formulation of crofelemer, an active pharmaceutical ingredient isolated and purified from the *Croton lechleri* tree. Neonorm is a botanical extract derived from the *Croton lechleri* tree. Canalevia™ and Neonorm™ are distinct products that act at the same last step in a physiological pathway generally present in mammals. Jaguar has filed eight investigational new animal drug applications, or INADs, with the FDA and intends to develop species-specific formulations of Neonorm in six additional target species.

## **FORWARD LOOKING STATEMENTS**

Certain statements in this press release constitute "forward-looking statements." These include statements regarding the planned regional and national launch of Neonorm™ Calf, the effectiveness of Jaguar's partnership with certain third-party distributors and the availability and timing of data from Jaguar's field studies. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expect," "plan," "aim," "anticipate," "could," "intend," "target," "project," "contemplate," "believe," "estimate," "predict," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this release are only predictions. Jaguar has based these forward-looking statements largely on our current expectations and projections about future events and financial trends that Jaguar believes may affect our business, financial condition and results of operations. These forward-looking statements speak only as of the date of this release and are subject to a number of risks, uncertainties and assumptions, some of which cannot be predicted or quantified and some of which are beyond our control, such as whether or not Jaguar's third-party distributor will meet its expectations, and whether or not Jaguar is able to complete the field studies as anticipated. Except as required by applicable law, Jaguar does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise.

**For more information, please visit [www.jaguaranimalhealth.com](http://www.jaguaranimalhealth.com).**

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