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## **Innovations for the management of age-related diseases in pets (e.g. chronic renal disease in cats)**

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### **Demand:**

Due to improved care and better veterinary treatment, the lifespan of pets is increasing. Therefore, more of them suffer from geriatric disorders. At the same time, the willingness of pet owners to invest in extensive support for their elderly pets is increasing – especially in industrial countries. According to estimates, about ten percent of all cats over seven years of age suffer from chronic renal (kidney) disease (CRD). Many of these pets, however, go undiagnosed due to the absence of symptoms and sensitive diagnostic tests early in the process. Up until now, there have been few products available to help effectively manage renal insufficiency.

### **Solution:**

With Renalzin<sup>®</sup>, a dietary feeding stuff for the support of the renal function of cats suffering from chronic renal disease, the Animal Health Division of Bayer HealthCare introduced its first product in the area of CRD to the market in September 2008. The reduction of phosphorus absorption of the kidneys through Renalzin<sup>®</sup> covers an important segment within the relief of kidneys. In the long term, other products in the sector of "geriatrics" are also in focus by Bayer researchers.

### **Implementation:**

The phosphorus binding agent lanthan carbonate is already being used in human medicine. Bayer Animal Health has formulated its lanthanum carbonate octahydrate into a paste for cats, now being sold by veterinarians as an OTC dietary feeding stuff for specific nutritional purposes. Bayer registered the agent lanthanum carbonate octahydrate in the EU as a feed additive for animals under the trade name of Lantharenol<sup>®</sup>. In autumn 2008, Renalzin<sup>®</sup> was introduced to the market in the United Kingdom, Ireland, Germany, Austria and Benelux. Launches in additional EU countries are planned for 2009.

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**Forward-Looking Statements**

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