



Boehringer Ingelheim

**Press release
For immediate release
X December 2012**

The Laminitis Revolution: unmissable viewing for owners struggling with laminitis

One of the country's leading experts in laminitis, the veterinary surgeon David Rendle from the Liphook Equine Hospital in Hampshire, is presenting a live online broadcast on how the veterinary profession's understanding of this debilitating and devastating disease has been completely revolutionised over the past five years. As a result of new research, owners battling with laminitis have a real opportunity to shape a positive future for their horse, avoiding further painful episodes.

“Historically laminitis has been viewed as solely a nutritional problem, frequently occurring as a result of horses grazing lush pasture,” explains David. “However, recent studies indicate that up to 90% of horses may develop laminitis due to an underlying hormonal disease such as Equine Cushing's Disease or Equine Metabolic Syndrome, and the ingestion of sugars, for example in lush pasture, may just be a trigger factor for laminitis in horses with these diseases.”

The online broadcast characterises Equine Cushing's Disease and Equine Metabolic Syndrome and offers practical tips and advice on the diagnosis, treatment and management required to help prevent laminitis in horses with these conditions. Central to this is the importance of testing all horses and ponies with laminitis for these hormonal diseases so that veterinary surgeons are fully informed about how to treat and manage the horse in the future.

“Unless the underlying cause of the laminitis is addressed, horses will continue to be at risk of painful recurrent episodes which is a significant welfare issue to the horse and extremely frustrating for owners. As our knowledge of the two hormonal diseases responsible for the majority of cases of laminitis improves, veterinary surgeons can offer

their clients more comprehensive advice on treatment options to prevent laminitis. For many owners who have struggled with this condition, this is an absolute relief and revelation.” continues David Rendle.

Taking place at 8.00pm on Wednesday 10 April, the online broadcast is part of the nationwide ‘Talk About Laminitis’ disease awareness initiative, supported by the British Horse Society, World Horse Welfare and Redwings. The broadcast is an absolute must for owners of laminitis prone horses looking to help prevent further suffering or irreversible damage to feet. The programme will run for one hour including an interactive Q&A session when you will be able to email in questions for David Rendle to answer live. To register to view the online programme, visit www.talkaboutlaminitis.co.uk.

Free laboratory fees

During the ‘Talk About Laminitis’ campaign, which runs from April until the end of June, Boehringer Ingelheim is offering free laboratory fees for the blood test used to detect Cushing’s disease. The initiative is aimed at raising the awareness of the underlying hormonal causes of laminitis, and is supported by Redwings, The British Horse Society and World Horse Welfare.

To participate in the free testing scheme, talk to your vet or visit www.talkaboutlaminitis.co.uk to download your free blood test voucher*. If your horse tests positive for Cushing’s, the disease can then be treated and managed appropriately. Early diagnosis and intervention are critical if the crippling changes seen in the feet caused by laminitis are to be avoided.

For further information, please contact your veterinary surgeon or visit www.talkaboutlaminitis.co.uk .

Ends

*** Free laboratory fees**

Produced by the makers of Prascend®. Further information available from Boehringer Ingelheim Vetmedica, Bracknell, Berkshire, RG12 8YS, UK. Date of preparation: Dec 2012, AHD7427. Use Medicines Responsibly (www.noah.co.uk/responsible)

*Free laboratory fees

**For further press information, please contact:
Jessica Henman at MG Communications on 01488 683862 or
email jess@mgcomms.co.uk**

Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 145 affiliates and more than 42,000 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine.

For Boehringer Ingelheim - and its employees - carrying a good share of social responsibility is an important component in its business culture. Both global commitments in social projects and properly caring for all its employees are included. Respect, equal opportunity, and the balance of career and family life form the basis for mutual cooperation. And, environmental protection and sustainability are always the main focus during any of Boehringer Ingelheim's undertakings.

In 2010, Boehringer Ingelheim posted net sales of about 12.6 billion euro while spending almost 24% of net sales in its largest business segment Prescription Medicines on research and development.

For more information please visit www.boehringer-ingelheim.com.