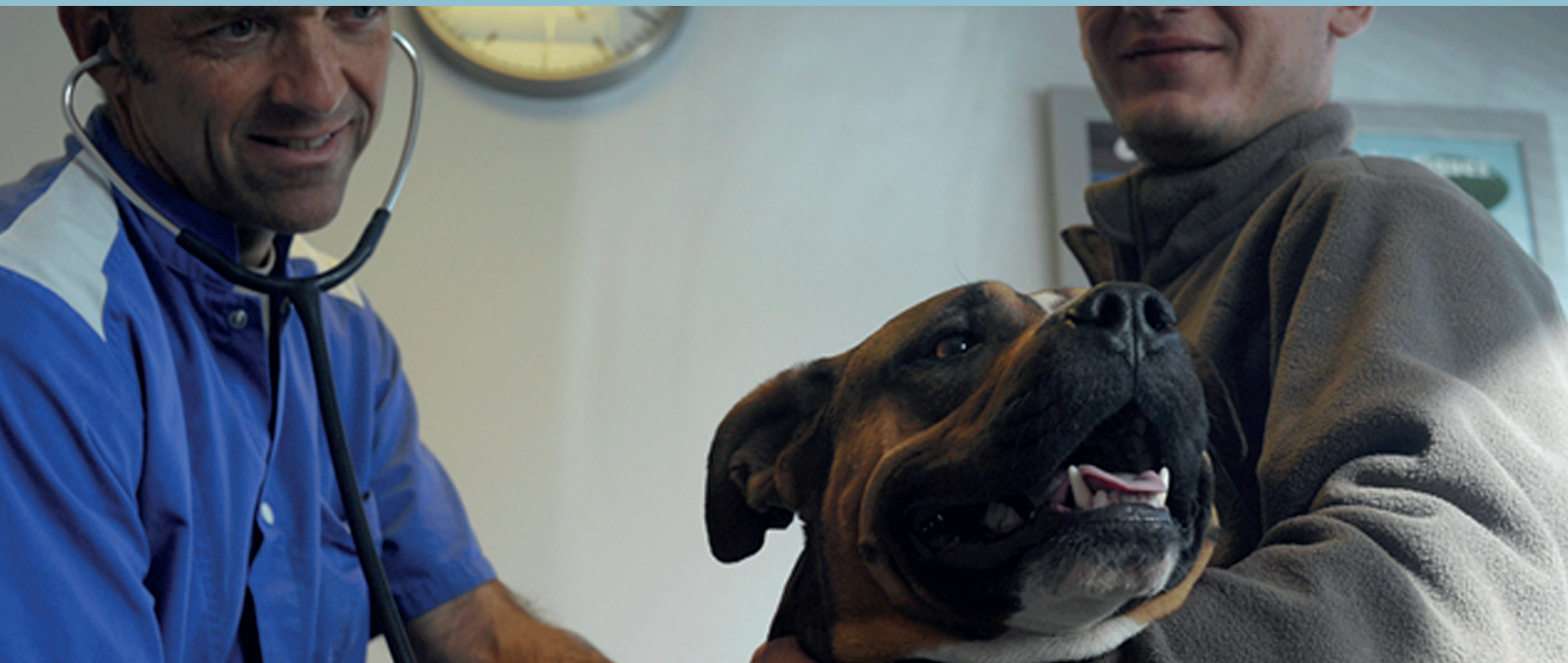


Vet aquadent® wins the 2017-2018 World Branding Awards



DENTAL WATER ADDITIVES
FRANCE - 2017/2018

Vet aquadent®: 2017-2018 Brand of the Year

Vet aquadent® has received the 2017-2018 World Brand Awards. The best brand within the dental water additive category.

1. About the World Brand Forum.

The World Branding Forum (WBF) is a global, non-profit organization dedicated to advancing branding standards for the good of the branding community as well as consumers. This includes those who work in the branding, design, marketing, advertising, public relations and communications disciplines worldwide. The WBF produces, manages and support a wide range of programs covering research, development, education, recognition, networking and outreach.

For more information visit brandingforum.org

2. About the World Branding Awards

The prestigious World Branding Awards is the premier awards of the World Branding Forum. The Awards celebrates the achievement of some of the greatest brands around the globe. Uniquely, winners are judged through three streams: brand valuation, consumer market research, and public online voting. Each brand is named "Brand of the Year" in their respective categories.

For more information, visit awards.brandingforum.org.

3. Vet aquaDent® by Virbac

Vet aquadent® is a consumer friendly product allowing pet owners to provide a daily oral care to their dogs and cat with a simple gesture.

Vet aquadent® is a water additive for dogs and cat that can be easily diluted in the water and while the pet drinks, Vet aquadent® acts in the mouth with a gentle anti-plaque action, freshening breath at the same time. When used daily, combined with a proper dental chew or teeth brushing, it allows an optimal dental hygiene fighting bad breath and formation of plaque and tartar.

4. Vet aquaDent®: Brand of the Year

This year the World Brand Forum hosted an award all dedicate to animals: World Branding Awards Animalis Edition, supported by an advisory council made up of luminaries from the world of pet and animal care: such as Dr. Susanna Santhiram-Hofherr (Austria/Malasya), Chair Animalis Advisory council; Dr. Patricia Shuen (Hong Kong), Dr. Manfred Hochleithner (Austria), Dr. Hélaine Haltrecht (Canada).

Over 800 brands from 35 countries were nominated for the 2017-2018 Animalis Edition in multiple categories and more than 60.000 consumers from around the world participated during the voting period. 92 Brands from 35 countries were awarded.

Virbac with Vet aquadent® has been recognized the best brand within the pet water additive category.

We are very proud of this recognition as it reflects our dedication for developing great products easy to use for pet owners and our leadership position in dentistry with a range of product dedicated to dogs and cat oral hygiene.

Key figures

- Consumer public voting: 62.000
- 2017-2018 First Pet Edition
- 5th edition of World Branding Awards
- Over 800 brands from 35 countries nominated

