



**Press release
For immediate release
September 2011**

Vita Communications to raise awareness of Elanco's companion animal brands

Vita Communications has been appointed by Elanco, the animal health division of Eli Lilly and Company, to raise awareness of its companion animal brands following Elanco's acquisition of Janssen Animal Health.

With a brief to highlight the benefits of the company's products which include Comfortis chewable tablets for dogs, the Duvaxyn range of equine vaccines and Domosedan Gel, the oromucosal gel for the reliable sedation of horses, Vita will be utilising its expertise within the sector and extensive knowledge of the veterinary channel to maximise opportunities within Elanco's target audience of pet owners, horse owners and veterinary professionals.

Ends

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