



**Press release
For immediate release
December 2010**

Janssen retains Vita Communications to raise profile of Cavalesse

Following the successful launch of Cavalesse, Janssen Animal Health has once again turned to the talents of Vita Communications to promote its natural skin supplement and topical gel which help maintain and support a healthy skin in horses prone to summer skin allergies, such as sweet itch.

With a plethora of experience in the equestrian and animal health sectors, Vita Communications will raise the profile of sweet itch and the benefits of Cavalesse amongst veterinary surgeons, veterinary nurses, equine professionals and horse owners via a hard-hitting media relations' campaign.

"Our expertise within the sector, understanding of Janssen's business and extensive knowledge of opportunities within the media will ensure that we maximise awareness of Cavalesse amongst its target audience," comments Jessica Henman, managing director at Vita Communications. "We look forward to working closely with Janssen over the coming months to achieve this goal."

Ends

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