

We breathe life into products for healthier pets and the well-being of families.

Trudell Animal Health has a proud history of innovation in animal respiratory health. Today, our products are getting more personal with the launch of a new design language that celebrates the playful nature of animals and our commitment to their lung health. We are passionate about respiratory care and helping avert the side effects of systemic medications so owners and pets can continue to live happy playful lives together.

A few of the changes on the product:

1. New colourful art helps personalize the three product lines to the pets and owners who will be using them.
2. Patient usage and training is enhanced with a call out to the use of the **Flow-Vu*** indicator and an included QR code that links to training videos, so patients always have a quick and easy reference.
3. Brighter valves not only enhance the appearance, but also make the Flow-Vu* indicator stand out even more so this critical feature can continue to help patients count breaths and ensure a secure mask seal



The new Lung-Heart logo will be used alongside the product logos as the unifying entity across the products. The Lung-Heart identifies and communicates our focus on respiratory care and our mission to positively impact the health and quality of life of our patients as leaders in lung health management.

Enclosed within this email are new photographs, logos, and instructional guidelines. Please update any product listings and marketing activities with the new content. Also included is a new pet owner brochure that can be used alongside the products.

I look forward to continuing to work with you on helping animals **breathe better** and **live better**.

Shae Sartori
Sales & Marketing Manager
ssartori@trudellmed.com

