

NEW REJENSA™ JOINT CARE CHEWS

AN INNOVATIVE MOLECULE MEANS AN INNOVATIVE APPROACH TO JOINT CARE



BY LISA DIXON

New **Rejensa** joint care chews for dogs contain a patented molecule called N-butyryl glucosamine (GlcNBu), or **Gluco Blu**, an improved form of glucosamine which is clinically proven to show results in as little as 16 days with daily use. In a recent blinded crossover study that evaluated quality of life, dogs given **Rejensa** for 16 days experienced significant improvement in joint health, while those given a leading glucosamine product did not.

The Story of Gluco Blu

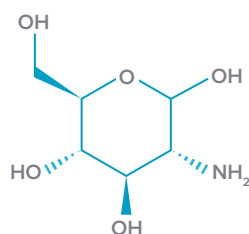
Gluco Blu was invented by Tassos Anastassiades, MD, PhD, a clinician scientist and professor emeritus of medicine at Queen's University School of Medicine in Canada. He served as head of the Division of Rheumatology and provided local and national leadership in arthritis clinical care and research for many years.

Dr. Anastassiades' laboratory research is in connective tissue metabolism with an emphasis on repairing damaged cartilage and bone. He was able to chemically modify glucosamine N-acetyl groups, using the butyrylated derivative, to produce what we now call **Gluco Blu** (N-butyryl glucosamine). This new glucosamine analogue demonstrated pronounced protective effects on the bones of animal models that exhibited destructive arthritis and osteoporosis, while exhibiting very low toxicity.

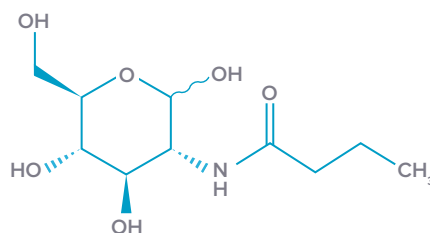
Through numerous studies and clinical trials, Dr. Anastassiades was able to demonstrate his theories on this revolutionary new molecule. Phibro Animal Health also completed a set of rigorous follow-up studies of its own, available for veterinary professionals at **Rejensa.com**.

Rejensa's new molecule, Gluco Blu, makes all the difference

Regular Glucosamine



New Gluco Blu Molecule



The increasing need for effective joint care

Joint care health is a growing concern for a broad spectrum of canine patients – not just aging dogs. In fact, according to research done by Phibro Animal Health, the makers of **Rejensa**, highly active dogs, obese dogs, and specific breeds predisposed to joint issues are all candidates for joint care.

According to the Veterinary Teaching Academy, seven of the most popular breeds of dogs¹ are also the most inclined to experience joint problems at some point in life: Labrador Retrievers, German Shepherds, Golden Retrievers, Rottweilers, Bulldogs, Boxers, and Poodles.¹

The Rejensa advantage

This once-a-day chew was designed to be a highly palatable treat for the canine patient and can be given at any

time without introducing gastrointestinal effects. **Rejensa** joint care chews can be used either in conjunction with prescription medications or as a standalone supplement for joint health.

Benefits of Rejensa joint care chews

- No loading dose
- Comes as a tasty chew that dogs love
- See the benefits in as little as 16 days!
- Elegant packaging – one size fits all
- New digital campaign to drive clients to your clinic!

Which dogs are good candidates for Rejensa joint care chews?

- All active lifestyle or obese pets
- "At risk" breeds – start them early before issues arise
- Pets exhibiting signs of mobility issues
- Dogs using an NSAID, as part of multimodal therapy
- Dogs already taking inferior joint supplements

Rejensa joint care chews are carried and sold exclusively by Patterson Veterinary to ensure market accountability. The joint care market is large and still growing, with treatments including laser therapy, NSAID use, X-rays, CT scans, diet and supplements. We believe veterinarians should be the primary source for joint care and treatment. The potential in this market is enormous, and no one is better suited to manage the relationship between client and patient than veterinarians. ■

About the author

Lisa Dixon is an industry executive and pet enthusiast.

References

1. <https://veterinaryteachingacademy.com/which-dog-breeds-are-most-susceptible-to-joint-problems/>