

# BRAND GUIDELINES

2024



# In 1978,

four men, fueled by the belief that the veterinary community needed a company to service their unmet needs, each put in \$5,000, their industry-specific expertise and a huge dose of optimism to found such a company. This company's business would be dedicated to leading the industry in research and development of niche products and drug therapies that address overlooked areas of pet and animal health.

Pro Re Nata is a Latin phrase meaning as the circumstance arises. It has come to be used in prescription medicine as p.r.n. or as needed. This is how PRN® Pharmacal began and it is how we continue to view ourselves today. As true as it was in 1978, the veterinary community can be assured that PRN® Pharmacal will be here when needed to provide products that improve animal health and quality of life.

Under the highest quality and rigor of Current Good Manufacturing Practices (cGMP) and standards, we strive to provide a wide range of products for the enhancement of animal health in areas of veterinary medicine that are largely under-served. Our mission is to continually improve our products and services to meet the needs of the veterinary industry, and is driven by both our employee-ownership and a fundamental set of values.

**QUALITY COMES FIRST.**

**CONTINUOUS IMPROVEMENT.**

**OUR VETERINARY INDUSTRY CUSTOMERS ARE OUR PARTNERS.**

AS  
NEEDED

# WHEN NEEDED

## CONTENTS

LOGO TREATMENT & LIMITATIONS . . . . .	4
TYPOGRAPHY PRIMARY . . . . .	6
TYPOGRAPHY PRODUCT LABEL . . . . .	8
COLOR PALETTE & ICONOGRAPHY . . . . .	10
PHOTOGRAPHY STYLE . . . . .	12
<b>SUB-BRANDING STANDARDS . . . . .</b>	<b>14</b>
PHARMACEUTICALS . . . . .	18
NUTRITIONAL THERAPEUTICS . . . . .	30
NUTRITIONAL SUPPLEMENTS . . . . .	36
GASTROINTESTINAL SUPPORT . . . . .	42
PARASITE CONTROL . . . . .	46
SURGICAL & WOUND CARE . . . . .	50
CONTACT . . . . .	55



# LOGO TREATMENT & LIMITATIONS



## PRIMARY LOGO

Whenever possible, the PRN® Pharmacal logo is intended to be reproduced in full color.

PMS, CMYK and RGB logos are available for whatever color profile is needed.



## LOGO STAGING AREA

The logo must have an area of "clear space" that remains free from intrusion by other graphic elements. This staging area is the size of the unpperrcase "N" within the logo.



**THIS LOGO SHOULD BE DISPLAYED ON ALL PROMOTIONAL MATERIALS. THE PLACEMENT VARIES DEPENDING ON THE TYPE OF PIECE.**

## BLACK & WHITE LOGO

To be used on a light background. Use when color reproduction is not available.

**CMYK:** 0c 0m 0y 80k  
**RGB:** 88r 89g 91b  
**HEX #:** 58595b



## REVERSED LOGO

Use on dark colored backgrounds. Type and rule knocks out. (Purple box is shown for background color indication only and is not a containment device or part of the logo.)

**CMYK:** 0c 0m 0y 0k  
**RGB:** 255r 255g 255b  
**HEX #:** ffffff



## LOCKUP ALTERNATIVE

As an alternative, a horizontal logo lockup may be used when space requires.



## LOGO LIMITATIONS

### OLD LOGO

This logo is no longer to be used on any materials.



### INCORRECT COLORS

No alterations to logo colors should ever be made.



### INCORRECT LOCKUP

Logo lockup must always include "PHARMACAL."



### SMALLEST USE

Ideally, the logo should not be sized smaller than .5" in height.



**TYPOGRAPHY PRIMARY**

**MYRIAD**

Myriad Pro is our corporate typeface and should be used in all instances where typography is required. This typeface has several font weights and versatile in both digital native and print applications.

We use two weights of Myriad Pro: Roman and Bold.

### Myriad Pro Roman

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*("'|<?;/;

### Myriad Pro Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!@#\$%^&\*("'|<?;/;**

# PRO

# TYPOGRAPHY PRODUCT LABEL

Helvetica is our product label typeface and should be used where product label typography is required.

We use two weights of Helvetica: Black Condensed and Regular.

Helvetica Black Condensed is to be used on product label names only. Helvetica Regular is to be used on product label body copy.

Helvetica Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*(:"|<?/,;

**Helvetica Black Condensed**

**abcdefghijklmnopqrstvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789!@#\$%^&\*(:"|<?/,;**

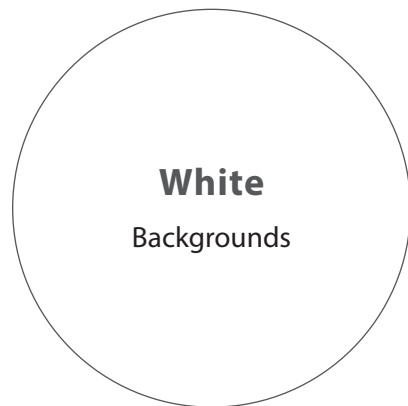
# HELVETICA



# COLOR PALETTE & ICONOGRAPHY

The look of PRN® Pharmacal is to portray a clean and clinical feeling. Backgrounds should always be primarily white with purple and grey type and accents. Minimal amounts of secondary color can be used to call-out information.

## PRIMARY COLORS



**CMYK:** 0c 0m 0y 0k  
**RGB:** 255r 255g 255b  
**HEX #:** fffffff



**PANTONE 2597**  
**CMYK:** 87c 100m 0y 0k  
**RGB:** 78r 47g 145b  
**HEX #:** 4e2f91



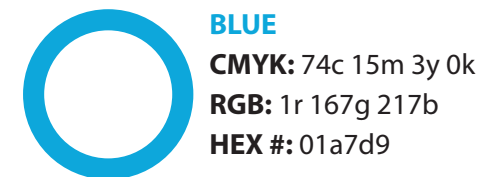
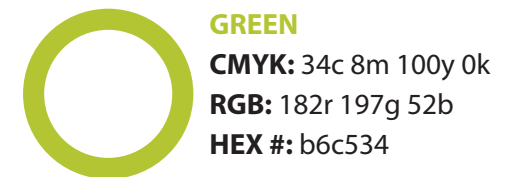
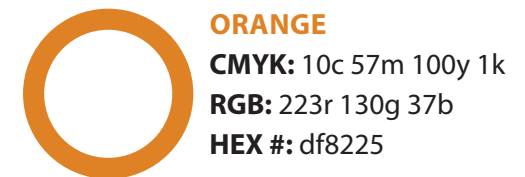
**PANTONE 877**  
**CMYK:** 49c 39m 39y 4k  
**RGB:** 136r 139g 140b  
**HEX #:** 898c8e

## Grey Tones - Headlines and accents

**CMYK:** 0c 0m 0y 40-80k



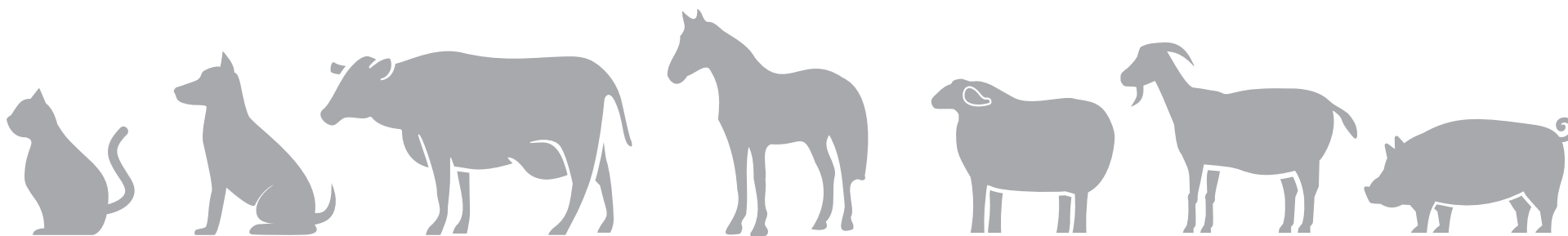
## SECONDARY COLORS



These are the recommended iconography to be used when referring to a product species use.

## Animal Iconography

CMYK: 0c 0m 0y 80k



# PHOTOGRAPHY STYLE

Isolated animals on white backgrounds. Professional studio photography with vibrant healthy animals.





# **SUB-BRANDING STANDARDS**



# SUB-BRANDING STANDARDS

There are many brands in the PRN® Pharmacal family. Please be sure that you use the correct logo and/or product photo for each.

For products newer than 12-18 months, properly identify trademarks as pending by using the symbol ™ and then later, upon registration, the symbol ®.

At both first and most prominent mention of the product, the trademark or registration mark and the generic name (if applicable) must be used.

Included pharmaceutical active ingredients must be at least 50% of the size of the product logo lockup.



**PHARMACEUTICALS**  
**NATURAL THERAPEUTICS**  
**NATURAL SUPPLEMENTS**  
**GASTROINTESTINAL SUPPORT**  
**PARASITE CONTROL**  
**SURGICAL WOUND CARE**  
**ANIMAL WELLNESS**

**SUB-BRANDING STANDARDS**

# PHARMACEUTICALS

PRN® Pharmacal pharmaceutical products include a variety of solutions designed to make animals' lives easier and healthier, from the management of skin irritation to the treatment of separation anxiety to urinary incontinence solutions.

**PROIN ER**<sup>™</sup>  
*(phenylpropanolamine hydrochloride  
extended-release tablets)*

**Reconcile**<sup>®</sup>  
*(fluoxetine hydrochloride)*

**ReBalance**<sup>®</sup>  
Antiprotozoal Oral Suspension  
*(sulfadiazine and pyrimethamine)*

**PROIN**<sup>®</sup>  
*(phenylpropanolamine hydrochloride)*

**KBROVET-CA1**<sup>®</sup>  
*(potassium bromide  
chewable tablets)*

**Sē•Qual**<sup>™</sup>  
PRODUCTS  
By PRN<sup>™</sup> Pharmacal

# PHARMACEUTICALS

## PROIN ER™

(phenylpropanolamine hydrochloride extended-release tablets)

### PRIMARY LOGO

**PROIN ER™**  
(phenylpropanolamine hydrochloride  
extended-release tablets)

.5" **PROIN ER™**  
(phenylpropanolamine hydrochloride  
extended-release tablets)

Small logo representation.

### LOGO STAGING AREA



#### ABBREVIATED PRODUCT DESCRIPTION:

FDA-approved PROIN ER™ (phenylpropanolamine hydrochloride extended-release tablets) is for the control of urinary incontinence due to urethral sphincter hypotonus in dogs.

#### FULL PRODUCT DESCRIPTION:

Indicated for the control of urinary incontinence due to urethral sphincter hypotonus in dogs, with the same proven efficacy as PROIN® (phenylpropanolamine hydrochloride), the patented extended-release technology provides a controlled release mechanism for achieving steady absorption and once-a-day dosing.

**SIZES:** Available in 30 and 90-count bottles

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

**PROIN®** 

(phenylpropanolamine hydrochloride)

PRIMARY LOGO

**PROIN®**

(phenylpropanolamine hydrochloride)

.5"

**PROIN®**

(phenylpropanolamine hydrochloride)

Small logo representation.

LOGO STAGING AREA



**ABBREVIATED PRODUCT DESCRIPTION:**

PROIN® (phenylpropanolamine hydrochloride) controls urinary incontinence due to urethral sphincter hypotonus in dogs.

**FULL PRODUCT DESCRIPTION:**

FDA-approved PROIN® (phenylpropanolamine hydrochloride) is for the control urinary incontinence due to urethral sphincter hypotonus in dogs. Flavored tablets are scored for precise dosing.

**SIZES:** Available in 60 and 180-count bottles

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

# PHARMACEUTICALS

## KBroVet<sup>®</sup>-CA1 (potassium bromide chewable tablets)

### PRIMARY LOGO

**KBROVET-CA1**  
(potassium bromide  
chewable tablets)

.5" **KBROVET-CA1**  
(potassium bromide  
chewable tablets)

Small logo representation.

### LOGO STAGING AREA



#### ABBREVIATED PRODUCT DESCRIPTION:

KBroVet<sup>®</sup>-CA1 (potassium bromide chewable tablets) is for the control of idiopathic epilepsy in dogs.

#### FULL PRODUCT DESCRIPTION:

Flavored KBroVet<sup>®</sup>-CA1 (potassium bromide chewable tablets) are indicated for the control of seizures associated with idiopathic epilepsy in dogs. Conditionally approved by FDA pending a full demonstration of effectiveness under application number 141-544.

**SIZES:** Available in 60 and 180-count bottles

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

# Reconcile®

(fluoxetine hydrochloride)

## PRIMARY LOGO



Small logo representation.

## LOGO STAGING AREA



**ABBREVIATED PRODUCT DESCRIPTION:** Reconcile® (fluoxetine hydrochloride) is indicated for the treatment of canine separation anxiety in conjunction with a behavioral modification plan.

**FULL PRODUCT DESCRIPTION:** Reconcile® (fluoxetine hydrochloride) is indicated for the treatment of canine separation anxiety in conjunction with a behavior modification plan. Flavored chewable tablets for ease of dosing and pet acceptance.

**SIZES:** Available in 30 and 90-count bottles

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

## KBroVet® Oral Solution

(potassium bromide oral solution)



**ABBREVIATED PRODUCT DESCRIPTION:**  
KBroVet® oral solution containing potassium bromide.

**FULL PRODUCT DESCRIPTION:**  
Butterscotch vanilla flavored KBroVet® oral solution containing potassium bromide for dogs.

**SIZE:** Available in 10 fl oz bottle

**ADVERTISING AND MARKETING OF THIS PRODUCT IS STRICTLY PROHIBITED UNLESS GRANTED PERMISSION BY PRN® PHARMACAL.**

## Vetadryl®

(diphenhydramine HCl tablets)



**ABBREVIATED PRODUCT DESCRIPTION:**  
Vetadryl® (diphenhydramine HCl) aids in the management of various conditions in both cats and dogs

**FULL PRODUCT DESCRIPTION:**  
Vetadryl® (diphenhydramine HCl) has been used as an aid in the management of allergies, insect bites, motion sickness, travel anxiety, and other conditions for both cats and dogs. Scored, proprietary chicken-liver flavored tablets.

**SIZES:** Available in 250-count bottles

# ReBalance<sup>®</sup> Antiprotozoal Oral Suspension

(sulfadiazine and pyrimethamine)



**ABBREVIATED PRODUCT DESCRIPTION:**

FDA-approved ReBalance<sup>®</sup> Antiprotozoal Oral Suspension (sulfadiazine and pyrimethamine) is for the treatment of horses with equine protozoal myeloencephalitis (EPM) caused by *Sarcocystis neurona*.

**FULL PRODUCT DESCRIPTION:**

ReBalance<sup>®</sup> Antiprotozoal Oral Suspension (sulfadiazine and pyrimethamine), when administered under labeled conditions, is an FDA-approved, safe and effective treatment for horses with equine protozoal myeloencephalitis (EPM) caused by *Sarcocystis neurona*.

**SIZE:** Available in 1 qt bottle

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

# Sē•Qual™

## PRODUCTS

### By PRN™ Pharmacal

With the Sē•Qual™ product line of generic drugs from PRN Pharmacal, veterinarians can now rely on brand-name quality and service in a much more cost-effective way. Confidently stock your clinic and provide your clients with the pharmaceuticals they need and trust.

# Sē•Qual Products

## REGULATORY RATIO:

The "S" in Se•Qual should be half the size of the "F" in the Firocoxib product name.

### PRIMARY GENERIC PRODUCT LOGO

**Sē•Qual**<sup>TM</sup>  
 PRODUCTS  
 By PRN<sup>TM</sup> Pharmacal

.5" **Sē•Qual**<sup>TM</sup>  
 PRODUCTS  
 By PRN<sup>TM</sup> Pharmacal

Small logo representation.

### LOGO STAGING AREA



### SECONDARY GENERIC PRODUCT LOGO

**Sē•Qual**<sup>TM</sup>  
 PRODUCTS  
 By PRN<sup>TM</sup> Pharmacal

.5" **Sē•Qual**<sup>TM</sup>  
 PRODUCTS  
 By PRN<sup>TM</sup> Pharmacal

Small logo representation.

### LOGO STAGING AREA



## Firocoxib Chewable Tablets for Dogs

(coxib-class non-steroidal anti-inflammatory drug)

### PRIMARY CANINE LOGOTYPE

## Firocoxib Chewable Tablets for Dogs

.5" **Firocoxib  
Chewable Tablets  
for Dogs**

Small logo representation.

### LOGO STAGING AREA

**Firocoxib  
Chewable Tablets  
for Dogs**



### ABBREVIATED PRODUCT DESCRIPTION:

Firocoxib Chewable Tablets for Dogs are administered for the control of pain and inflammation associated with osteoarthritis and for the control of postoperative pain and inflammation associated with soft-tissue and orthopedic surgery in dogs.

### FULL PRODUCT DESCRIPTION:

The active ingredient firocoxib is a cyclooxygenase-inhibiting (COXIB) class non-steroidal anti-inflammatory (NSAID) formulated to deliver dogs consistent, all-day control of pain and inflammation associated with osteoarthritis.

**SIZES:** Available in 60-count bottles

# Firocoxib Tablets for Horses

(non-steroidal anti-inflammatory drug)

## PRIMARY EQUINE LOGOTYPE

**Firocoxib  
Tablets  
for Horses**

.5" **Firocoxib  
Tablets  
for Horses**

Small logo representation.

## LOGO STAGING AREA



### ABBREVIATED PRODUCT DESCRIPTION:

Firocoxib Tablets for Horses are administered once daily for up to 14 days for the control of pain and inflammation associated with osteoarthritis in horses.

### FULL PRODUCT DESCRIPTION:

The active ingredient firocoxib is a cyclooxygenase-inhibiting (COXIB) class non-steroidal anti-inflammatory (NSAID) formulated to deliver horses consistent, all-day control of pain and inflammation associated with osteoarthritis.

**SIZE:** Available in a 60-count bottle

When the drug name is included in promotional messaging, the appropriate prescribing information must also be included.

**SUB-BRANDING STANDARDS**

# NUTRITIONAL THERAPEUTICS

From joint health to urinary tract health to stress relief, PRN® Pharmacal nutritional therapeutics are designed to be great-tasting so they're easy to take and start working quickly.



# NUTRITIONAL THERAPEUTICS

## Duralactin®

Multiple products

### ABBREVIATED PRODUCT DESCRIPTION:

Duralactin® is a family of joint health supplements with formulations for dogs, cats and horses.

### FULL PRODUCT DESCRIPTION:

Duralactin® is a joint health supplement consisting of the following products: soft chews and chewable tablets for dogs; soft chews and paste for cats; and pellets for horses.





# NUTRITIONAL THERAPEUTICS

## CitraVet®

Potassium Citrate Supplement



**ABBREVIATED PRODUCT DESCRIPTION:**  
CitraVet® is a urine pH management solution in a liver-flavored chewable tablet for dogs and cats containing potassium citrate.

**FULL PRODUCT DESCRIPTION:**  
As part of a maintenance program for dogs and cats that require urine pH management, potassium citrate can increase urine alkalinity in the bladder. CitraVet® tablets are flavored and double-scored for ease of dosing.

**SIZE:** Available in 60-count bottle

## CranMate®

Cranberry Supplement



**ABBREVIATED PRODUCT DESCRIPTION:**  
CranMate® is a chewable cranberry extract supplement to support urinary tract health for dogs and cats.

**FULL PRODUCT DESCRIPTION:**  
Using a patented extraction process that eliminates unwanted sugar and made with American Cranberry extract rich in Type-A proanthocyanidins (PACs) and antioxidants, CranMate® flavored tablets are formulated specifically to support the urinary tract health of dogs and cats.

**SIZE:** Available in 60-count bottle

# CoproBan®

Coprophagia Deterrent



## **ABBREVIATED PRODUCT DESCRIPTION:**

CoproBan® coprophagia deterrent is an easy-to-use roast beef flavored soft chew to assist in the breakdown of fiber, rendering the taste and texture of the stool unpleasant to eat.

## **FULL PRODUCT DESCRIPTION:**

CoproBan® coprophagia deterrent is an easy-to-use roast beef flavored soft chew. It is formulated with MSG and cellulose to assist in the breakdown of fiber, rendering the taste and texture of the stool unpleasant to eat. CoproBan® may be fed to cats to discourage dogs from raiding the litter box.

**SIZE:** Available in 40-count bottle

**SUB-BRANDING STANDARDS**

# NUTRITIONAL SUPPLEMENTS

PRN® Pharmacal makes a variety of nutritional supplements for pets and livestock that can compensate for the important vitamins and minerals that may be missing from their diet and hindering their development.



# NUTRITIONAL SUPPLEMENTS

## Calsorb™

Calcium Nutritional Supplement



### ABBREVIATED PRODUCT DESCRIPTION:

Calsorb™ is an oral supplement to support healthy calcium levels in dogs.

### FULL PRODUCT DESCRIPTION:

Calsorb™ is a gel-based nutritional supplement that provides an oral alternative when an IV is not feasible to maintain healthy calcium levels in dogs through a simple-to-administer, clear dosing syringe.

**SIZE:** Available in 12mL syringe

## OPTIMA 365™

Essential Fatty Acids Nutritional Supplement



**ABBREVIATED PRODUCT DESCRIPTION:**  
OPTIMA 365™ is a combination of Omega-3, Omega-6 and Omega-9 essential and non-essential fatty acids, plus vitamins and minerals to support overall pet health in dogs and cats.

### FULL PRODUCT DESCRIPTION:

OPTIMA 365™ is a combination of fatty acids, amino acids, vitamins and minerals. This flavored (chicken/fish combination) nutritional dietary addition provides a low-calorie liquid supplement that supports overall health in dogs and cats. With no artificial colors or flavors and a 1:1 ratio of Omega-6 to Omega-3 essential fatty acids, the formulation of ingredients promotes a healthy skin and coat, as well as the reduction of non-seasonal shedding.

**SIZES:** Available in 16 fl oz and 1 gal bottles

# Liqui-Tinic® 4X



Iron/Vitamin Nutritional Supplement

**ABBREVIATED PRODUCT DESCRIPTION:**

Liqui-Tinic® 4X provides B-complex vitamin to correct nutritional deficiencies in a variety of animals.

**FULL PRODUCT DESCRIPTION:**

Liqui-Tinic® is a liquid, liver-flavored nutritional supplement for oral use in cattle, swine, horses, dogs, and cats that supplies iron and B-complex vitamins in support of overall health and well-being.

**SIZES:** Available in 2 fl oz and 1 gal bottles



# STAT®



High Calorie Nutritional Supplement

**ABBREVIATED PRODUCT DESCRIPTION:**

STAT® is a concentrated high-calorie liquid supplement to help restore hydration and nutrient levels in animals.

**FULL PRODUCT DESCRIPTION:**

At 150 calories per ounce, STAT®, a vanilla-flavored dietary supplement, provides additional nutrition to animals that may be under stress. Either administered “as is” to animals with decreased appetite or top-dressed over the animal’s normal diet, the product will help maintain nutrient balances in convalescing, underweight, lactating and working animals for their overall health.

**SIZE:** Available in 16 fl oz bottle



# NUTRITIONAL SUPPLEMENTS

## CMPK Bolus & Drench

Livestock Mineral/Vitamin Supplement



### ABBREVIATED PRODUCT DESCRIPTION:

CMPK slow release bolus and high potency drench plus provide readily absorbed vitamins and macrominerals to livestock requiring nutritional supplementation.

### FULL PRODUCT DESCRIPTION:

Either in specially formulated slow release bolus or as a liquid drench, this supplement includes all major macrominerals required for overall wellness of healthy livestock that may have nutritional deficiencies or may benefit from meeting additional dietary needs.

### SIZES:

CMPK Slow Release Bolus available in 50 ct jar

CMPK Drench Plus™ available in 1 gal bottle

## Magna Gel™

Magnesium Livestock Supplement



### ABBREVIATED PRODUCT DESCRIPTION:

Magna Gel™ is an oral nutritional supplement that supports cattle suffering from conditions related to magnesium deficiency.

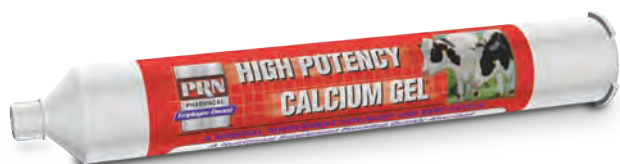
### FULL PRODUCT DESCRIPTION:

Intended for beef and dairy cattle, Magna Gel™ is an easy-to-administer tube and acts as a nutritional supplement to supply additional magnesium and calcium for those animals in need.

**SIZE:** Available in 300mL tube

## High Potency Calcium Gel®

Calcium Livestock Supplement



**ABBREVIATED PRODUCT DESCRIPTION:** High Potency Calcium Gel® supports cattle that may have additional calcium dietary needs.

**FULL PRODUCT DESCRIPTION:** High Potency Calcium Gel® is a nutritional supplement gel formulated to be quickly absorbed and comes in an easy-to-use tube for administration before and after calving or during times when cattle may need additional calcium.

**SIZE:** Available in 300mL tube

## Hi-Energy Supplement®

High Calorie Livestock Supplement



**ABBREVIATED PRODUCT DESCRIPTION:** Hi-Energy Supplement® supports livestock with additional energy requirements due to growth, trauma or stress.

**FULL PRODUCT DESCRIPTION:** Hi-Energy Supplement® is formulated with amino acids, B-complex vitamins, poultry liver, iron and propylene glycol. This oral gel in easy-to-administer tube can provide additional calories to meet heightened nutritional needs (2,200 kcal/kg). Supports cattle, goats, swine, and sheep.

**SIZE:** Available in 300mL tube

**SUB-BRANDING STANDARDS**

# **GASTROINTESTINAL SUPPORT**

PRN® Pharmacal makes a full line of products that helps support the gastrointestinal health of animals from kittens to horses. All easy to dose and deliver so animals can get back to normal quickly.



# GASTROINTESTINAL SUPPORT

## Endosorb®



Multiple products

### ABBREVIATED PRODUCT DESCRIPTION:

Endosorb® anti-diarrheal products are formulated to stabilize stool consistency and soothe the gastrointestinal tract.

### FULL PRODUCT DESCRIPTION:

A low-cost treatment that supports intestinal function, Endosorb® products are formulated to stabilize stool consistency and soothe the gastrointestinal tract. Formulated with a proven attapulgite, this adsorbent anti-diarrheal demulcent helps animals that may require improvement of stool viscosity.

### SIZES:

Endosorb® Bolus available in 50 ct jar

Endosorb® Tablets available in 500 ct bottle

Endosorb® Suspension available in 4 oz and 1 gal bottles



## GastroMate®



Digestive Health Supplement



### ABBREVIATED PRODUCT DESCRIPTION:

GastroMate® is an oral probiotic supplement for puppies and dogs to help intestinal health and overall function of the GI tract.

### FULL PRODUCT DESCRIPTION:

GastroMate® is a live, direct-fed microbial gel that contains billions of live (viable) naturally occurring microorganisms, pasteurized spray dried egg product, vitamins, and antioxidants. Includes easily digestible protein and soluble, dietary fiber, as well as naturally occurring sweetened salmon/pork flavoring for easier acceptance by dogs.

**SIZE:** Available in 12mL syringe

# Pet-Ema™

Single Use Enema



## ABBREVIATED PRODUCT DESCRIPTION:

Pet-Ema™ aids in maintaining a healthy lower bowel function.

## FULL PRODUCT DESCRIPTION:

Pet-Ema™ is a disposable single use enema for dogs and cats. Rectally administered gel includes lubricant, laxative and stool softener.

## SIZES:

Pet-Ema® available in 12mL syringe

Feline Pet-Ema® available in 6mL syringe

# ProZyme®

Enzyme Replacement Supplement



## ABBREVIATED PRODUCT DESCRIPTION:

ProZyme® is a plant-derived enzyme supplement that supports the breakdown of food and reinforces the dog's or cat's own digestive system.

## FULL PRODUCT DESCRIPTION:

Unlike most enzyme supplements for dogs or cats, ProZyme® does not come from whole raw porcine pancreas. It is an all-natural combination of plant-origin enzymes (including cellulase) in an odorless, palatable powder that can be mixed in with a pet's food to provide improved digestive health resulting in overall nutritional benefits.

**SIZES:** Available in 3 oz, 7 oz, 1 lb bottles

**SUB-BRANDING STANDARDS**

# PARASITE CONTROL

Animal pests can deliver skin irritation and spread deadly diseases. PRN® Pharmacal's line of control products can protect animals from bites and infection and alleviate the impact of pests on the human world as well.



# PARASITE CONTROL

## Vet-Kem®

Multiple products



### ABBREVIATED PRODUCT DESCRIPTION:

Vet-Kem® products are EPA-registered protection from dangerous parasites for your home and family.

### FULL PRODUCT DESCRIPTION:

Trusted by veterinarians as a parasite control brand-of-choice for over 30 years, Vet-Kem® products are EPA-registered and can help protect your home and family from parasitic pests, including those that carry disease. As part of a complete protection program, products are color-coded for recognizable use on yard, in homes or for pet companions.

# Mycodex®

Multiple products



## ABBREVIATED PRODUCT DESCRIPTION:

Mycodex® parasiticides offer long-lasting, continuous protection for dogs and cats.

## FULL PRODUCT DESCRIPTION:

Mycodex® combines the adult flea killing power of pyrethrins with the long-lasting egg-killing power of PRECOR® Insect Growth Regulator. This highly effective combination of ingredients provides quick relief from biting fleas and continuous killing of flea eggs laid on the animal, breaking the flea life cycle.

**SUB-BRANDING STANDARDS**

# **SURGICAL & WOUND CARE**

An animal's life isn't always easy. For those times when bites, cuts, procedures, and more create wounds on their skin, PRN® Pharmacal has products that treat, soothe and protect, keeping out causes of infection so wounds can heal and animals can get back to living pain-free.



# SURGICAL & WOUND CARE

## Monomend®

Multiple products



### PRODUCT DESCRIPTION:

With over 20 years in the U.S. veterinary market and building on the tradition of the 100-year B. Braun legacy, VPL sutures provide cost savings over other manufacturers without compromising quality or clinical performance. With unparalleled needle sharpness and monofilament options for all indications, VPL sutures provide smooth passage through tissue improving wound healing times and post-surgical inflammation.

## NY-STA®

Monofilament Non-Absorbable Suture



### ABBREVIATED PRODUCT DESCRIPTION:

NY-STA® is a monofilament, non-absorbable suture.

### FULL PRODUCT DESCRIPTION:

NY-STA® is a monofilament, non-absorbable suture for anything from general soft tissue to hernia repair.

## PRO-STA® FLX

Monofilament Non-Absorbable Suture



### ABBREVIATED PRODUCT DESCRIPTION:

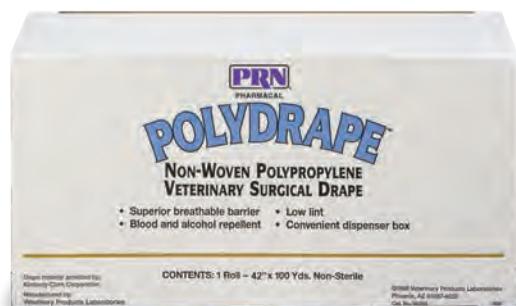
PRO-STA® FLX is a monofilament, non-absorbable suture.

### FULL PRODUCT DESCRIPTION:

PRO-STA® FLX is a monofilament, non-absorbable suture for procedures like skin grafts, ear crops, cardiovascular surgery and more.

# Polydrape™

Surgical Drape



## ABBREVIATED PRODUCT DESCRIPTION:

Poldrape™ is an alcohol-repellent, low-lint, surgical drape that helps reduce surgical field contamination.

## FULL PRODUCT DESCRIPTION:

A proprietary, advanced 3-layer veterinary surgical drape that has auto-clavable properties (do not “flash” autoclave), Poldrape™ Surgical Drape has excellent breathability. The 3-layer structure readily allows gases and vapors to pass through. May also be sterilized using ethylene oxide procedure.

# Hexa-Caine™ Spray



Topical Anti-Itch Application



## ABBREVIATED PRODUCT DESCRIPTION:

Hexa-Caine™ is a topical anti-itch spray for dogs, cats and horses that includes a wound licking deterrent.

## FULL PRODUCT DESCRIPTION:

Hexa-Caine™ topical anti-itch spray uses a combination of ingredients to provide quick, soothing relief associated with minor skin irritation for dogs, cats and horses.

**SIZE:** Available in 4 oz spray bottle

## Argon Medical Intracath

Catheters



**ABBREVIATED PRODUCT DESCRIPTION:** Argon Medical Intracath Catheters are made of Vialon™ Biomaterial with unique, self-contained, through-the-needle introducer system and wire stylet for rapid catheterization and minimal touch contamination.

**FULL PRODUCT DESCRIPTION:** Argon Medical Intracath Catheters are made of Vialon™ Biomaterial with unique, self-contained, through-the-needle introducer system and wire stylet, allowing for rapid catheterization. The removable sheath minimizes touch contamination, and the stainless steel stylet assists in advancing catheter into the vein.



For additional information or answers to questions not addressed in these Brand Standards, please contact:

[info@prnpharmaceutical.com](mailto:info@prnpharmaceutical.com)

---

[prnpharmaceutical.com](http://prnpharmaceutical.com)

**800.874.9764**

**8809 Ely Road, Pensacola, FL 32514**

Calsorb™, Hexa-Caine™, High Potency CMPK Drench Plus™, Environmental Control™, Magna Gel™, OPTIMA 365™, Polydrape™, and PROIN ER™ are trademarks of Pegasus Laboratories, Inc. CitraVet®, CorproBan®, CranMate®, Duralactin®, Endosorb®, GastroMate®, Hi-Energy Supplement®, High Potency Calcium Gel®, K-BroVet®-CA1, Liqui-Tinic®, Monomend®, Mycodex All-In-One®, NY-STĀ®, Paramite®, Pet-Ema®, Polymend®, PRN®, PROIN®, PRO-STĀ®, ReBalance®, Reconcile®, Se-Qual™, STAT®, and Vetadryl® are registered trademarks of Pegasus Laboratories, Inc. Vet-Kem® and Vet-Kem® design are U.S.A. registered trademarks of Pegasus Laboratories, Inc. Aesculap® is a registered trademark of Aesculap, Inc. Intracath™ is a trademark of Argon Medical Devices. Bitrex® is a registered trademark of McFarland Smith and is used under license. ProZyme® is a registered trademark of PBI-Gordon Corporation. MicroLactin® is a registered trademark of Stolle Milk Biologics, Inc. 3/24 617885

