



Nothing missing from this concept.

Luitpold experienced a double-digit increase in sales on a 15-year-old product line.

Something missing?
Incomplete joint treatments can leave you hanging.

Only Adequan® i.m. (POLYSULFATED GLYCOSAMINOGLUCAN) is a complete treatment—proven to relieve symptoms, protect cartilage structure AND treat the causes of non-infectious equine degenerative joint disease.

Equine degenerative joint disease (EJD) is very complex. When it comes to treatment, relieving some of the symptoms is just part of the picture. A complete medication treats the entire cycle of the disease by protecting the cartilage structure, lubricating the joint and treating the underlying causes. Adequan® i.m.—a disease modifying drug—is the only treatment that does all these things. While other products can get you part way there, only FDA-approved Adequan® i.m. is clinically proven to take treatment further—it's the only complete treatment available.

Here's how it works:

- Adequan® i.m. relieves pain.
- Adequan® i.m. blocks the enzymes that damage joints.
- Adequan® i.m. improves joint lubrication.
- Adequan® i.m. protects cartilage structure and inhibits further degeneration.

For complete treatment, count on the only medication proven to do more—count on Adequan® i.m. The other guys? They just leave you up in the air.

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There's Only One!SM
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There are no known contraindications to the use of intramuscular PSGAG in horses. Studies have not been conducted to establish safety in breeding horses. Adequan® i.m. Brand Polysulfated Glycosaminoglycan (PSGAG). Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Each 10ml contains 500 mg Polysulfated Glycosaminoglycan. Brief Summary Indications: For the intramuscular treatment of non-infectious degenerative and/or traumatic joint dysfunction and associated lameness of the carpal and hock joints in horses. **WARNING:** Not for use in horses intended for food. Storage and Administration: The recommended dose is 500 mg every 3 days for 28 days continuously. LUITPOLD PHARMACEUTICALS, INC. Animal Health Division, Sileby, NY 11801. Adequan® is a registered trademark of Luitpold Pharmaceuticals, Inc. See product package insert for full prescribing information.

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Company | Luitpold Animal Health

Challenge

Luitpold needed to create a brand campaign to continue to raise awareness and interest for Adequan® i.m., positioning the brand as a leading product for treating equine degenerative joint disease in competitive horses in a variety of disciplines.

Solution

LePoidevin Marketing developed the ad campaign to show that “something is missing” when using other products, namely the proper active ingredient and efficacy found in Adequan i.m. To capture this concept, actual equine competitors were recruited to represent their discipline. The photos, done in studio, lead to striking ads that stood out in publications.

Results

Luitpold experienced a double-digit increase in sales over the previous year on a 15-year-old mature product line.



Advancing your position.
LePoidevinMarketing.com | 262-754-9550