March 1, 2018

FOR IMMEDIATE RELEASE

Contact: Bob Rehurek

Phone: 507-650-7204

Cell Phone: 651-269-0565

Email: [brehurek@aurorapharmaceutical.com](mailto:brehurek@aurorapharmaceutical.com)

**Aurora Pharmaceutical receives FDA approval on 150 mL packaged Altren™, an altrenogest oral progestin solution for horses**

**MARCH 16, 2018, Northfield, MN** – Aurora Pharmaceutical, LLC, a veterinary pharmaceutical product development, manufacturing and marketing company headquartered in Northfield, MN, announced today that the FDA has approved the packaging of **Altren™ (altrenogest) Solution 0.22% (2.2 mg/ml)** in a convenient and highly competitive **150 mL bottle**. Altren™ Solution 0.22% contains the same active ingredient and dosing regimen as Regu-Mate®.

The new 150 mL bottle of Altren™ Solution 0.22% is designed to effectively treat a single mature mare (administered orally at 1 mL per 110 pounds body weight (0.044 mg/kg) once daily for 15 consecutive days) for the suppression of estrus in mares. By effectively suppressing estrus allows for a more predictable breeding cycle following drug removal.

“The new packaging is a direct result of our distribution and veterinary partners requesting a more convenient product presentation that benefits practices that treat individual horses,” says Bob Rehurek, Director Sales and Marketing at Aurora. “With the new 150 mL bottle, veterinarians can conveniently and cost-effectively treat a single horse without purchasing a much larger bottle of the product. Additionally, we feel that more effective therapy will result from this new ‘individualized approach’ to estrus therapy because a veterinarian can instruct a horse owner how to administer the oral dose daily and insure the horse is treated for the full duration of the prescribed therapy. That was something our veterinary partners were concerned about in the past.”

Altren™ is available in 1,000 mL and new 150 mL plastic bottles with dosing caps. For more information on Altren™ (altrenogest) Solution 0.22%, consult your veterinarian or contact Aurora Pharmaceutical Customer Service at 1-888-215-1256 or on-line at [www.aurorapharmaceutical.com](http://www.aurorapharmaceutical.com).

™Altren is a Trademark of Aurora Pharmaceutical, LLC

®Regu-Mate is a Registered Trademark of Merck Animal Health

|  |
| --- |
| ad000007 08/2017 |