

**February 16, 2011**

**Thorne Research is proud to announce the launch of Thorne Vet!**

Thorne Research is proud to announce the launch of Thorne Vet, dedicated to serving the needs of the companion pet and equine markets. The Thorne Vet line of 50 integrative and holistic animal health products is available through leading practitioners across the United States and from Thorne Research at [www.thornevet.com](http://www.thornevet.com).

Products available through Thorne Vet include advanced specialty formulations of antioxidants and essential fatty acids; products to support metabolic, cardiovascular, neurological, liver, musculoskeletal, gastrointestinal, immune, and ocular health; and products to reduce stress and anxiety, improve sleep, and support general health. The ingredients in Thorne Vet products are backed by extensive clinical research and the products are manufactured in Thorne's advanced, state-of-the-art facility.

Kathi Head, ND, director of product development at Thorne Research, has been named director of Thorne Vet. She is also editor-in-chief of the peer-reviewed journal *Alternative Medicine Review*. Nancy Scanlan, DVM, MSFP, CVA, and executive director of the American Holistic Veterinary Medical Association, and Joyce C. Harman, DVM, MRCVS, and president of the Homeopathic Medical Society of the State of Pennsylvania, have been named co-medical directors of Thorne Vet. The Thorne Vet advisory board consists of many of the leading practitioners in integrative and holistic veterinary research and clinical practice. See [Who We Are, Why We Care](#)

"With an outstanding range of formulas and our collaboration with renowned leaders in veterinary and naturopathic medicine, Thorne Vet is ideally positioned to meet the rapidly expanding demand for high quality, pure products for the veterinary market with ingredients that are backed by strong medical research and clinical data," said Paul Jacobson, CEO of Thorne Research.

According to a recent report in *Veterinary Practice News*, consumers spent \$1.3 billion on veterinary supplements in 2007. The industry is experiencing 15-18 percent growth each year, with annual revenue of \$1.8 billion projected by 2012.

"The growth in demand for natural products that will improve animal health is being driven by both animal owners and veterinarians, including a growing number of integrative and holistic veterinary practices in the U.S. Increasingly, both owners and veterinarians are demanding that animal health products be manufactured using the highest quality standards and that the ingredients be backed by medical research. Thorne Vet was founded based on these two important goals," said Dr. Scanlan.

Thorne Vet will also include a range of support services for veterinary customers, including a monthly newsletter highlighting recent clinical advances in integrative medicine.