

Subject: Important Update – Bravecto No Longer Available Through Us

Dear Puppy Owners,

We're writing to inform you of an important change regarding Bravecto, the parasite treatment many of you rely on.

MSD Animal Health, the registered importer and distributor of Bravecto in New Zealand, has recently decided to restrict the sale of this product to veterinary clinics only. This change is not due to any medical or regulatory reason (such as the presence of restricted ingredients), but rather a commercial decision aimed at funnelling all Bravecto sales through veterinary channels.

Unfortunately, this excludes long-standing, experienced providers like us. As many of you know, Becky brings over 40 years of experience working alongside vets, has represented Veterinary Pharmaceutical companies, holds a science degree, has been a nurse for a decade, and was even qualified to prescribe veterinary medicines in the UK. Yet under this new model, even skilled professionals outside of vet clinics are no longer permitted to supply Bravecto.

Interestingly, larger retailers such as Animates and Vet Stock will continue to sell Bravecto — not because they are exempt, but because they now pay to have a vet “available” to satisfy the new vet-only requirement. This same tactic is used by the importers of NexGard in New Zealand, which is why we've never been able to offer that product either.

This kind of move has been challenged overseas — particularly in the UK, where it has been deemed anti-competitive — but unfortunately, New Zealand's Commerce Commission currently considers it a low priority.

As a result, we are no longer able to source Bravecto for our clients, and we are disappointed to see another example of dollars overriding good sense and genuine expertise.

Thank you for your continued support and understanding.

Warm regards,

Becky & Vince

