



ETHICAL AGENTS
VETERINARY MARKETING

EA NEWS

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Edited by:
Dennis Scott BVSc
MACVSc

EA Veterinary Marketing Ltd
54 Hobill Ave Wiri
PO Box 97-110 Manukau City
Manukau 2241

Ph 09-262-1388 Fax 09-262-1411
Freephone 0800 800-624
email info@ethicalagents.co.nz
website www.eavm.nz

Challenging Times

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We are currently living through one of the pivotal events in history; it will probably go down as one of the biggest events of this century.

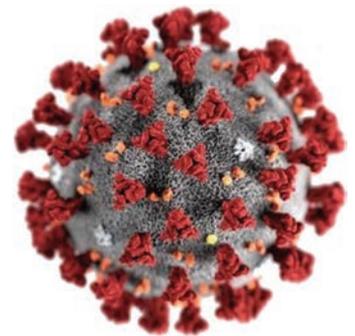
When we have a US president stating that keeping the death rate below 200,000 would mean the government is 'doing a pretty good job,' one wonders if that is realism or getting the excuses in early for the tardy early response, after all total world deaths after the first nine weeks of the outbreak were around 80,000.

To put it into perspective 35,000 people in the

United States die each year after developing drug-resistant infections. This will continue while we do expect the Covid 19 outbreak to eventually die down.

So called wet markets and cultures eating wild animals have been brought into question but the solution is not simple; both Western and 3rd World approaches have drawbacks.

While domesticated animals harbor microbes that can cause foodborne illnesses such as Salmonella, Campylobacter, and E. coli, wild animals harbor deadly microbes, including novel viruses



such as influenza, Ebola, and Nipah, that can spill over into domesticated animals and humans.

The world will recover - it always does, but for the next year or until a vaccine is developed, we can expect massive disruptions to life as we know it.

There will be a new normal once it all dies down.



Supply Lines

Veterinary supplies are deemed essential in NZ but there are issues with import.

Some overseas companies are shut down and air freight has quadrupled in price.

Local suppliers are ab-

sorbing heavy costs but clearly cannot absorb the lot.

It is the middleman that is at risk of being accused of price gouging but all are doing their best to support the profession.

Everyone is tightening their belts, including local pharmaceutical companies.

We hope clinics all survive financially and, more importantly, you all stay safe and well.

Laundry Sanitisers

The world of disinfection, being largely unregulated, has always been full of spurious claims and counter claims; these have been flowing freely in the backwash of the Covid 19 outbreak.

This has led to a lot of confusion with general public and even government departments around the world are not immune. We have streets being washed with disinfectants, even the pyramids in Egypt being 'sanitised'. Drones were used to spray disinfectant in aerosol form in streets in Indonesia with the active ingredient, benzalkonium chloride (BAC), being described by a government official as being like a soap. In fact it is a quaternary ammonium compound and as such is virtually the polar opposite of a soap, being cationic whereas soaps are anionic.

The terms cationic and anionic are great at switching minds to neutral but the concept is brutally simple, it is just positive and negative. Think anionic as A Negative ion then the converse cationic must be a positive ion, and one negates the other.

Anionic surfactants contain anionic functional groups at their head, such as sulphate, sulfonate, phosphate, and carboxylates. Carboxylates are the most common surfactants and comprise the carboxylate salts such as sodium stearate; these are our common soaps. Prom-

"The terms cationic and anionic are great at switching minds to neutral but the concept is brutally simple"

inent alkyl sulphates include ammonium lauryl sulphate, sodium lauryl sulphate, which are common laundry detergents.

Why is this important? It means the two cannot be used together as one inactivates the other. Maybe they were not actually mixing with soap in Indonesia but the important point is that they did not seem to know the difference, and this lack of knowledge is emphasized by the highly inefficient use of a rather low powered Quat simply to be seen to be doing something.

The other area this is relevant is in the area of disinfectant laundry rinses, many of which contain both soap powder and BAC, thus being totally ineffective as bactericides, without even considering the fact that the organic load in most laundry tubs would inactivate BAC anyway. There is a plethora of these products on the market and claims abound.

Can disinfectant chemicals be safely and effectively used in the daily laundry? Of course they can but mixing soaps and Quats will not work. Quaternary ammonium compounds are surfactants in their own right, the Indonesian official

got that bit right, and not only will they rapidly inactivate many microorganisms they also reduce surface tension so aid in cleansing.

Advance products such as SteriGENE contain a mixture, not only of two Quats and a biguanide but also surfactants to further reduce surface tension. The important factor is that these surfactants are not common soaps but cationic surfactants that will work in synergy with the other cationic active ingredients of SteriGENE. The result is a strong detergent action as well as antimicrobial activity.

Can SteriGENE be used in washing machines? Absolutely, in fact it is a label claim. Do you just put it in the normal wash with detergent? This is not recommended as the detergent would be antagonistic to the antimicrobial actions of SteriGENE. SteriGENE has its own strong surfactant qualities so can be used alone as a disinfectant cleaner, and a highly effective one at that.

Ideal for in clinic use, a measure of SteriGENE is a normal laundry load, without adding detergent, will sanitise gowns, masks, lab coats, overalls etc. With a worldwide shortage of face masks in particular reusing cotton ones with the sanitising action of SteriGENE is a very viable option.



As he approached the queue for the 3rd time he said, "If you old geezers don't let me unlock the door, you'll never get in there."

Jumping the Queue

I was in a long queue at the supermarket at 7.45 am today that opened at 8 am for seniors only. A young man came to the parking lot and tried to cut in at the head of the queue, but an old lady beat

him back into the parking lot with her cane.

He returned and tried to cut in again but an old man punched him on the gut, then kicked him to the ground and rolled him away.

Make Your Own Mask

The main types of disposable face masks are the surgical masks but these are currently being retained, justifiably so, for the human hospital market in the face of Covid 19.

The other option is the respirator face mask which has actually been developed not for protection against viruses *per se*, but for protection against environmental contamination such as dust and smog.

The recommendation for these is to just wear it once and don't wash it as this will only enlarge the mask's pores, i.e. they are disposable and not reusable.

With the world-wide demand for disposable masks creating a shortage it is actually safer, easier and more environmentally friendly for clinics to make their own masks for PPE for staff.

There is a myriad of techniques on line and all are very simple. In the long run, as well as being more environmentally friendly to make a batch of simple fabric masks for clinic staff, it is a whole lot more economic as well, a strong driver in the tough economic times.

Face coverings made of fabric aren't intended to protect wearers from getting sick, but rather, to prevent them from spreading the

virus to others. This is an easy concept for veterinarians to grasp as the surgical mask is never intended to protect the wearer but rather the patient and the operating area.

In addition masks should be used only as an "additive" to social distancing, not a substitute

The biggest challenge of choosing a homemade mask material is to find a fabric that is dense enough to capture viral particles, but breathable enough that we can actually wear it.

Some items being touted online promise high filtration scores, but the material would be unwearable.

If light passes really easily through the fibres and you can almost see the fibres, it's not a good fabric.

If it's a denser weave of thicker material and light doesn't pass through it as much, that's the material you want to use

Examples of useful material are layers of 600-count pillowcases and fabric similar to flannel pyjamas. Folding the material a couple of times so that it is 4 ply is ideal.

It is a simple task then to fold a square of fabric, stitch down the ends and put a couple of ribbon ties, or better still a length of elas-

tic around the back of the head, (or the ears), and voila - an extremely serviceable mask is made.

Two or three masks per clinic staff member can easily and cheaply run up.

The masks can be utilised during the day and at the end of each day washed in a

machine or sat in a bath of Steri-GENE for 30 minutes.

Once dried out overnight they are ready to go again.

It is essential to use dry masks as when masks get wet, even from the moisture emitted when a person exhales, the fabric could be more likely to transmit virus.

"it is actually safer, easier and more environmentally friendly for clinics to make their own masks"



Problem Solving

Winston Peters with Shane Jones visited a Northland town and asked the locals what their needs were.

"We have two basic needs honourable Sir", replied the local mayor. "Firstly, we have a hospital but no doctor"

On hearing this, Jones brought out his phone.

After speaking for a while he told them that there'd be a doctor there tomorrow.

Winston then asked the mayor for the second problem...

..."secondly Sir, there is no mobile phone coverage anywhere in this area".

10 myths in drug therapy - from a talk by Mark Papich

In small animal therapeutics there are many controversies, outdated treatments, misconceptions, misleading advertising, and myths that persist. Data is now available to dispel many of these old thoughts and concepts.

1. You Can't Combine Antibiotics that are Bactericidal and Bacteriostatic.

When prescribing combinations of antibiotics, a frequent concern is that drug action may conflict because one is bactericidal and another is bacteriostatic. This recommendation is taken from a clinical study in children treated with penicillin and tetracycline published over 50 years ago. This study has not been repeated in other clinical situations. The distinction between bacteriostatic and bactericidal antibiotics is not important for selecting antimicrobial agents for treatment.

2. If you prescribe rifampin for treatment of methicillin-resistant Staphylococcus treatment, it must be combined with another antibiotic.

The reason for combination treatment for Staphylococcus infections in dogs is ostensibly to reduce emergence of resistance. However, there are no clinical studies in veterinary medicine that have demonstrated greater emergence of resistance from monotherapy with rifampin compared to combination therapy in dogs. The recommendation stems from use of rifampicin for long-term treatment (e.g. tuberculosis) and may not apply for short term treatment of Staphylococcus.

3. Administration of antibiotics causes drug resistance.

The effect of antibiotic administration to small animals on drug resistance requires additional on-

going investigation and surveillance. This is a controversial subject with strong opinions. It is inaccurate to suggest that administration of antibiotics causes bacterial resistance. However, antibiotic administration – if not active enough to eliminate resistant isolates – can select for these resistant strains, which can multiply and flourish.

4. Cox-2 selective drugs are better than other NSAIDs.

The nonsteroidal anti-inflammatory drugs (NSAIDs) all have as their most common adverse effect, gastrointestinal (GI) toxicity. Coxibs were developed for dogs and cats with an assumption that they would have a better safety profile than older NSAIDs. An evaluation of adverse drug reaction reports, and freedom of information (FOI) summaries from the FDA, reveals that the Coxib drugs do not have a better safety or efficacy profile than traditional agents.

5. Every patient with gastrointestinal clinical signs needs proton pump inhibitors, histamine H-2 blockers and/or sucralfate.

Small animals (and horses) are often prescribed either a proton pump inhibitor (PPI) such as omeprazole, a histamine H-2 receptor blocker, such as famotidine, or sucralfate. Sometimes they receive two or all three of these medications. The well-intentioned rationale for this practice is usually to “protect” the gastrointestinal tract from ulcers. However, there are indications that perhaps these medications are over-prescribed. This was discussed thoroughly in a recent ACVIM consensus paper (Marks, et al. JVIM 2018; 32 (6):1823-40). The analysis shows

that these agents are less effective than previously thought, over-prescribed, and can potentially cause harm.

6. Protein binding drug interactions occur when two highly-protein bound drugs are administered concurrently.

Protein-binding displacement reactions are rare and undocumented in veterinary medicine. Interactions that involve displacement of protein-bound drugs are therefore rare unless there is severe hypoproteinemia or the drug is so highly protein bound that it occupies most of the binding sites. The activity of a drug in plasma is dependent on the concentration of free (unbound) drug in plasma, not necessarily the free fraction. Although protein binding displacements and interactions may affect the free fraction, they rarely affect the free concentration.

7. Generic drugs are less effective than proprietary drugs.

It is a common misconception that generic drugs are inferior or less effective than proprietary drugs. In order for a generic drug to be approved by regulatory authorities, it must meet criteria for bioequivalence and it is difficult to meet the statistical threshold for acceptance. If the plasma concentration of two forms of the drug are equal, there is an assumption that they will produce similar efficacy and risk of adverse events.

8. It is unsafe to administer many drugs to paediatric patients.

Actually, for some drugs the dose may need to be increased in paediatric patients compared to adult animals. Neonates have a higher percentage of body water and young animals often have higher

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10 myths in drug therapy - from a talk by Mark Papich

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clearance rates. This may translate to a need for a higher dose. Animals mature quickly compared to people, and for most species, by the time they reach 6 weeks of age (approximately) they are pharmacologically mature and can be treated as adults. Avoid unsafe drugs in puppies such as fluoroquinolones and tetracyclines.

9. It is risky to administer drugs to geriatric patients.

Unfortunately, there is practically nothing available to guide veterinarians on drug administration to older animals compared to younger adults. Recommendations published in clinical reviews are dispo-

sition probably is different in aged animals. However, old age is not a disease. Unless organ function is compromised, (kidney disease, liver disease), old animal can be treated the same as younger patients, as long as considerations are made for differences in body composition and weight.

10. It is risky to administer drugs to patients with elevations in liver enzymes.

Liver enzymes alone are not a sensitive predictor of capability to metabolize drugs. While elevated enzymes may be indicative of liver disease, changes in these enzymes do not predict drug metabolism.

These notes are from a talk given by Mark Papich, one of the world's leading veterinary pharmacologists and headline speaker at the CVE and Pharmacology Chapter combined symposium in Melbourne in March.



Google Pizza

Caller: Is this Gordon's Pizza?

Google: No sir, it's Google Pizza.

Caller: I must have dialed a wrong number. Sorry.

Google: No sir, Google bought Gordon's Pizza last month.

Caller: OK. I would like to order a pizza.

Google: Do you want your usual, sir?

Caller: My usual? You know me?

Google: According to our caller ID data sheet, the last 12 times you called you ordered an extra-large pizza with three cheeses, sausage, pepperoni, mushrooms and meatballs on a thick crust.

Caller: OK! That's what I want ...

Google: May I suggest that this time you order a pizza with ricotta, arugula, sun-dried tomatoes and olives on a whole wheat gluten-free thin crust?

Caller: What? I detest vegetables!

Google: Your cholesterol is not good, sir.

Caller: How the hell do you know!

Google: Well, we cross-referenced your home phone number with your medical records. We have the result of your blood tests for the last 7 years.

Caller: Okay, but I do not want your rotten vegetable pizza! I already take medication for my cholesterol.

Google: Excuse me sir, but you have not taken your medication regularly. According to our database, you only purchased a box of 30 cholesterol tablets once, at Drug RX Network, 4 months ago.

Caller: I bought more from another drugstore.

Google: That doesn't show on your credit card statement.

Caller: I paid in cash.

Google: But you did not withdraw enough cash according to your bank statement.

Caller: I have other sources of cash.

Google: That doesn't show on your last tax return unless you bought them using an undeclared income source, which is against the law.

Caller: WHAT THE HELL!!!

Google: I'm sorry, sir, we use such information only with the sole intention of helping you.

Caller: Enough already! I'm sick to death of Google, Facebook, Twitter, WhatsApp and all the others. I'm going to an island without internet, cable TV, where there is no mobile phone service and no one to watch me or spy on me.

Google: I understand sir, but you need to renew your passport first. It expired 6 weeks ago...

Singing Happy Birthday

One of the biggest gripes from the general public is about the quality of messaging. It is important for messages to be simple and easily understood but, now and then, an oversimplification can actually obscure the content of the message.

Hand washing has been hammered home time and again in all the talking about Covid 19, wash your hands, wash your hands, wash your hands and excellent advice it is too.

However oversimplification can be seen in the message about hand washing taking 20 seconds. The message, to show how non-demanding the task is, is that 20 seconds is about how long it takes to sing the Happy Birthday jingle.

This has been enthusiastically espoused to such a degree that on social media people have come up with other options such as the popular toddlers' ditty "Baby Shark."

While this may be encouraging what is being missed is the quality of the washing; merely rubbing the palms together for 20 seconds, or even one minute, does not ensure good handwashing.

Handwashing technique cartoons abound and we are talking hand washing, not a surgical scrub, here. If the simple technique is followed,

between fingers, roll hands over and between fingers other side for each hand, inside fingers, tips against palms, thumbs then back of hands, the whole process takes about 20 seconds.

In this way the hands are washed

thoroughly, by concentrating on the method not the song.

Maybe stressing the technique and asserting that it only takes 20 seconds, would lead to more efficient hand washing and stop the world being awash with little jingles



Risk Aversion

Donald Trump goes on a fact-finding visit to Israel. While he is on a tour of Jerusalem, he suffers a heart attack and dies.

The undertaker tells the American diplomats accompanying him, 'You can have him shipped home for \$50,000, or you can bury him here, in the Holy Land for just \$100.'

The American diplomats go into a corner to discuss for a few minutes. They return with their answer to the undertaker and tell him they want Donald Trump shipped home.

The undertaker is puzzled and asks, 'Why would you spend \$50,000 to ship him home, when it

would be wonderful to be buried here and you would spend only \$100?

The American diplomats reply, 'Long ago a man died here, was buried here, and three days later he rose from the dead. We just can't take the risk.'

Altering the Language

Major world events are ones that end up with their own nomenclature by which they are universally known.

A century ago it was the Great War (there was nothing great about it, it was horrific) followed by the Spanish Flu, which was devastating. There were many others last century and this century..

‘Covid 19’ is a term that did not exist three months ago but will go down in history as defining an epoch.

Along with that is the terminology that goes with it. While terms such as ‘disease modelling’ and ‘flattening the curve’ are very basic common phrases to anyone with a modicum of knowledge of epidemiology they were not concepts to which the general population were accustomed.

There is also replacement therapy, with ‘social distancing’ now taking over from ‘personal space’.

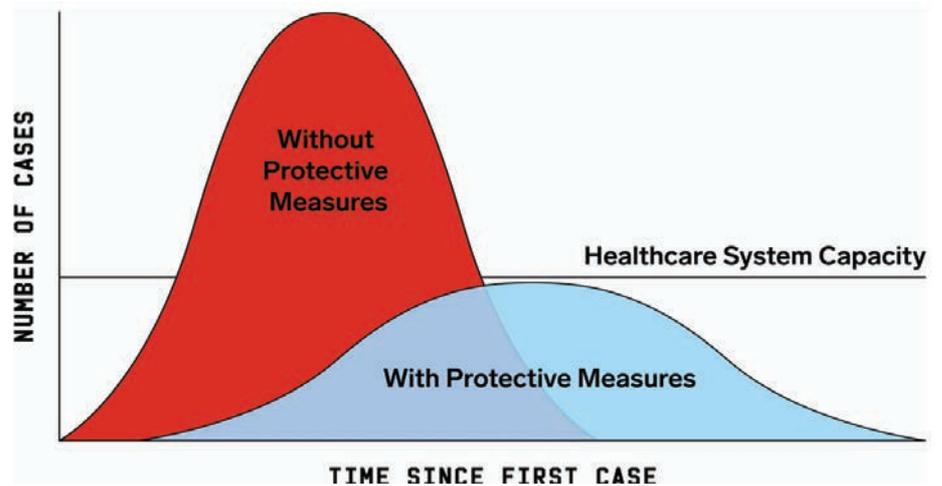
Of course there always has to be an acronym and the latest additions to the alphabet soup are the terms BAU, WFH and, especially PPE.

These are all now part of the common lexicon which has exploded with the rise in computer technology over the last few decades.

The term ‘covidots’ to describe those flouting the lockdown laws may well catch on as it is extremely apt.

There will be others as modern language is alive and adapts, and the enormity of recent events is amply demonstrated by the effects on vocabulary.

Already the Concise Oxford Dictionary, normally updated four times a year, has come out with a significant update outside the usual publication cycle incorporating much of this terminology and mentions ‘infodemic’ as describing misinformation about the outbreak.



Godzone

In times of adversity human nature turns to humour.

Social media has been abuzz with Covid jokes, predominantly concerning the lock down and laughing at ourselves and our mores.

Here are our top 10:

10) For the third time this week I am buying booze for the next two weeks.

9) So technically showing up at a bank in a mask and gloves is OK now?

8) I am having a quarantine party this week, nobody is invited.

7) Half of us are going to come out of this quarantine period as amaz-

ing cooks, the other half are going to come out with a drinking problem.

6) Some people are not shaking hands because of this corona virus thing. I'm not shaking hands because of a lack of toilet paper.

5) Thoughts and prayers are going out to all the married men who have been telling their wives I will do that when I have the time.

4) The year is 2050. John has just used the last roll of toilet paper his parents bought in 2020.

3) Today we are 7 days into the lock down and it is really upsetting me to see my wife standing at the living room window gazing aim-

lessly into space with tears running down her cheeks.

Don't get me wrong, I empathise with her. I've considered letting her in many times. But rules are rules.

2) Pollution levels dropping at record breaking rates. Less cars on the roads, less cruise ships in our seas, less planes in the sky. Same amount of cows. But please, tell me farming is the problem.

And at the top:

1) God has been seen recently in New Zealand. When asked what he was doing there he replied, "Just working from home bro."



COVID-19 THREE STEP PROTECTION PLAN

STEP 1

HAND HYGIENE

With water = Use MediHex-4 375ml pump pack.
Approved 4% Chlorhexidine hand scrub.

Without water = Use SteriGEL hand sanitiser.
70% ethyl Alcohol with Aloe Vera.
Keeps your hands protected and softer.



STEP 2

SURFACES

Ready to use SteriGENE spray:
Safe for use on plastics, metals and rubber. Safe for humans. 100% biodegradable. SteriGENE is a high level hospital grade disinfectant that has trial data to back up claims.

SteriGENE Wipes:
Easy and convenient for quick use in small areas. Perfect for phones, keyboards, pens, eftpos machines and desks.



STEP 3

THE WIDER ENVIRONMENT

SteriGENE Concentrate:
Dilute with water and mop floors, walls, bathrooms, showers, high touch areas. Once diluted will remain active for 6 months.

Airstel - Disinfection fogger:
A total release disinfectant bomb to fumigate on a monthly or bi-monthly basis. Perfect for use in shops, halls, meeting rooms, cafeterias, communal areas where groups gather.



The Oragene 3 step COVID-19 plan is a comprehensive system based on proven and licensed products that you can trust.

SteriGENE's government approvals include:

New Zealand: MPI C31, C32, C33, C37, C39, C41, Asure Quality

Australia: Therapeutic Goods Administration (TGA) as a high grade hospital disinfectant



For more information or to order contact us on:
EM: info@orageneglobal.com
WB: www.orageneglobal.com

