A SURGE IN PAIN MANAGEMENT

by Will Schwing, KVP International

“The global veterinary pain management market is projected to reach USD 1.66 billion by 2023, at a CAGR of 8.0%. One of the largest contributors to this growth is pain management devices, including Pulsed Electromagnetic Frequency devices, also known as PEMF.

First approved by the FDA for the healing of nonunion fractures in 1979, PEMF therapy was initially developed for rehabilitative use on animals. While the implementation of electricity has been investigated for use with osteogenesis for some time, it wasn’t until exploration into the frequency of the Earth’s magnetic poles, and the subsequent refinement of that frequency, did early pioneers discover the reparative function of PEMF therapy.

Since that time, PEMF has been approved by the FDA for the following:
• 1998: FDA approved for urinary incontinence and muscle stimulation
• 2004: FDA approved for cervical fusion patients at high-risk of non-fusion
• 2006: FDA approved for treatment of depression and anxiety
• 2011: FDA approved for treatment of brain cancer

While over 7,000 clinic trials have been performed to study the effects of PEMF therapy, a 2010 study performed at the University of Bologna, Italy and published by the European Society of Veterinary Orthopedics and Traumatology found, “The majority of the dogs improved with PEMF treatment with respect to their baseline lameness and pain values, and this was already obvious at half therapy. The benefits were maintained for medium-long time without using anti-inflammatory drugs....PEMF is a non-invasive remedy, lacking in adverse effect, easy to employ, and useful for controlling pain and inflammation associated with osteoarthritis.”

HOW DOES PEMF WORK, AND WHAT ARE THE BENEFITS?
The mechanics of PEMF therapy are relatively simple: a frequency is administered directly to a site, which triggers the release of nitric oxide, reducing inflammation and increasing healthy blood flow. How does this happen? PEMF therapy is a non-pharmaceutical vasodilator, delivering healthy blood flow to the desired area, targeting relief on a cellular level, penetrating the body to affect muscles and bones by increasing the healthy flow of ions across the cell wall.

THE KVP CURA SOLUTION:
The KVP Cura Patch is the strongest and longest lasting PEMF device for small animals. While the frequency of PEMF therapy is the same, the KVP Cura Patch can administer that frequency further and longer than any other. Imagine that we’re all tuned to the same radio station, but the KVP Cura Patch plays louder, and longer. Additionally, the fit and functionality of the KVP Cura Garment means treatment can be administered anytime, for comfort and more dependable application.

While the leading competitor requires the patient to remain still while treatment is administered, the KVP Cura System allows patients to move freely, and because of our patented technology our PEMF therapy can penetrate 2x times further – covering every patient, from mice to mastiffs. Additionally, the KVP Cura System is rechargeable, delivering up to 300 hours of treatment.

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<thead>
<tr>
<th>LEADING COMPETITOR</th>
<th>THE KVP CURA SYSTEM</th>
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<tr>
<td>PATIENT MOBILITY</td>
<td>Requires immobility</td>
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<tr>
<td>EFFECTIVENESS</td>
<td>3 inches</td>
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<tr>
<td>TREATMENT TIME</td>
<td>37.5 hours</td>
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<tr>
<td>RECHARGEABLE</td>
<td>No</td>
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*PEMF therapy in the treatment of canine osteoarthritis: preliminary results S. Pinna, DVM, PhD, A.M. Tribuliani, DVM, E. Pizzuti, DVM, A. Venturini, DVM Clinical Veterinary Department, Alma Mater Studiorum, University of Bologna, Ozzano Emilia (Bologna), Italy