

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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Neogen launches Prozap® Fly-Die Ultra™ equine spray

LEXINGTON, Ky., May 14, 2018 — Neogen has added to its line of effective Prozap® equine fly protection products with Fly-Die Ultra™ — a hard-hitting, long-lasting, sweat-proof formula.

Prozap Fly-Die Ultra protects horses from stable flies, horn flies, house flies, horse flies, deer flies, face flies, gnats, ticks, lice and mosquitoes, including those that may transmit the West Nile virus. This sweat- and water-resistant formula binds to the hair shaft providing up to 14 days of protection — even after heavy workouts and rain.

“In the pasture, on the trail, or in the show pen, Prozap Fly-Die Ultra protects your horse rain or shine,” said Neogen’s Katherine Goodpaster. “But, the Fly-Die Ultra formula really distinguishes itself when horses get wet, and other products wash off. The new product’s sweat- and water-resistant formula provides protection during heavy workouts, even in hot, humid weather.”

Fly-Die Ultra contains 0.2% permethrin, 0.1% pyrethrins and 0.5% MGK 264.

Neogen’s premium fly protection products combine chemical and non-chemical defense against flies and other health-inhibiting insects for horses and foals and their premises. Neogen’s complete line of equine fly sprays are high quality and versatile, offering both water- and oil-based options to control flies, lice, fleas, ticks, mosquitoes and gnats. The combination of pyrethrin, permethrin, and vapoena as active ingredients provides horse owners a versatile offering to best suit the needs of their horse.

For more information, contact Neogen at 859/254-1221 or visit animalsafety.neogen.com.

Neogen Corporation (Nasdaq: NEOG) develops and markets products dedicated to food and animal safety. The company’s Food Safety Division markets culture media and diagnostic test kits to detect foodborne bacteria, natural toxins, food allergens, drug residues, plant diseases and sanitation concerns. Neogen’s Animal Safety Division is a leader in the development of animal genomics along with the manufacturing and distribution of a variety of animal healthcare products, including diagnostics, pharmaceuticals, veterinary instruments, wound care and disinfectants.



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