



## FOR IMMEDIATE RELEASE

### SAMAXIA LAUNCHES ANXIVET® IN THE UK AHEAD OF FIREWORK SEASON

Veterinary teams encouraged to help owners begin preparing before firework activity intensifies

Lincoln-based veterinary healthcare distributor Samaxia Ltd has launched **Anxivet®** in the UK, providing veterinary practices with a new nutritional option to support the emotional wellbeing of dogs and cats during periods of change or unfamiliar events.

The launch comes ahead of the main UK firework season, when unexpected noise, altered household routines and changes in owner behaviour can be challenging for some pets.

Samaxia is encouraging veterinary teams to start conversations with owners early, allowing time to put practical measures in place before firework activity increases around Halloween and Bonfire Night.

Preparation may include identifying a suitable safe space, gradually introducing background sound, reviewing walking and feeding routines, checking microchip details and discussing the individual animal's needs with the veterinary team. Owners whose pets have previously shown marked or escalating behavioural changes should be advised to seek veterinary guidance.

**Anxivet®** is a complementary feed for dogs and cats developed by French veterinary laboratory MP Labo. It contains **hydrolysed fish protein together with dried melon juice and flesh** and is formulated to support emotional wellbeing and adaptation to changes in everyday life.

The capsules can be given whole or opened and mixed with food, offering flexibility for different animals and owner preferences. **Anxivet®** is available in two strengths, 250mg and 500mg, enabling practices to recommend an appropriate format according to the animal's weight and the product feeding instructions.

**Sam Williamson**, founder and director of Samaxia Ltd, said:

*“Firework support should begin with preparation, not with the first unexpected bang. Veterinary teams are ideally placed to help owners think ahead, particularly when a pet has found previous firework seasons difficult.*

*“**Anxivet** gives practices an additional nutritional option to consider as part of a broader, individually tailored plan. That plan should also include appropriate environmental and behavioural measures, with further veterinary assessment where an animal’s response is severe or worsening.”*

Samaxia is the exclusive UK distributor for MP Labo, an independent French veterinary laboratory with more than 40 years’ experience developing products for dogs and cats.

**Anxivet®** is available to UK veterinary practices through Samaxia’s veterinary distribution network.

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## Notes to editors

### About Samaxia Ltd

Samaxia is a family-run veterinary healthcare distributor based in Lincoln. The company supplies high-quality, accessible pet healthcare products through the UK veterinary channel and is guided by its commitment to being “*Kind to Pets, People & Our Planet*”.

Samaxia is the **exclusive UK distributor for MP Labo** and supports veterinary practices with products, education and practical resources across ophthalmology, dermatology, digestive health, dental care, micronutrition and animal wellbeing.

Website: [www.samaxia.com](http://www.samaxia.com)

### Media enquiries

Sam Williamson

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**High-resolution product and lifestyle images are available on request.**

## Product information

**Anxivet®** is a complementary feed for dogs and cats and should be used in accordance with its packaging and feeding instructions. It is not a substitute for veterinary assessment, behavioural advice or prescribed treatment where these are required.

