



Samaxia
INSPIRED FOR HEALTH

Samaxia Featured in the First Edition of VetEdge EXTRA

Lincoln UK: Family-run veterinary business recognised for innovation, sustainability and supporting modern veterinary practice

KIND TO PETS, PEOPLE & OUR PLANET

A family-run UK business supporting modern veterinary practice

At Samaxia, we believe veterinary products should support more than clinical outcomes alone. They should also support the people using them every day, the pets receiving them, and the planet we all share.

Founded by Samantha Williamson following more than 25 years in the veterinary and pharmaceutical sectors, Samaxia was created with a clear purpose: to bring innovative, practical and more sustainable solutions to veterinary teams across the UK.

Today, Sam works alongside her son Max Williamson and sister Sue Parkinson, helping ensure the business remains grounded in strong



carefully chooses supplier partners who share the same commitment to delivering products developed with efficacy, practicality, safety and

Samaxia Ltd is proud to be featured in the inaugural edition of **VetEdge EXTRA**, highlighting the company's continued commitment to supporting UK veterinary practices with innovative, practical and more sustainable solutions.

Founded by **Samantha Williamson** following more than 25 years within the veterinary and pharmaceutical sectors, **Samaxia** was created with a clear vision: **to support pets, veterinary professionals and the wider planet through thoughtfully selected veterinary products designed around modern practice needs.**

Today, Sam works alongside her son Max Williamson and sister Sue Parkinson, helping ensure Samaxia remains grounded in strong customer relationships, personal service and family values whilst continuing to grow across the UK veterinary sector.

The feature within *VetEdge EXTRA* showcases Samaxia's expanding partnership with French veterinary laboratory MP Labo, bringing a growing portfolio of innovative non-prescription veterinary support products to practices across the UK via wholesalers including MWI Animal Health, NVS and Covetrus.

The article highlights several well-recognised products within the Samaxia and MP Labo portfolio, including:

- Sensiderm®
- Honeyderm®
- Lacri+®
- Buccaclean®
- Ultradiar®
- K for Cat®
- Hepa+ MP®

Together, these products support veterinary teams across dermatology, ophthalmology, digestion and microbiome support, dental care, nutritional support and everyday patient care.

The feature also shines a spotlight on the recent launch of SANI-99™ For Vets, an innovative powder-to-solution veterinary disinfectant system developed specifically for modern veterinary environments.

Designed with efficacy, sustainability and user safety in mind, SANI-99™ For Vets offers practices:

- **DEFRA-approved** disinfection
- Contact times from as little as 10 seconds
- Simple and consistent preparation
- Reduced storage and transport demands
- Fragrance-free formulation
- A more sustainable approach to everyday infection control

Unlike many traditional disinfectants, **SANI-99™ For Vets** uses compact powder sachets mixed into water to create ready-to-use disinfectant solution, helping reduce unnecessary transportation of liquid, minimise plastic waste and simplify practice workflows.

Samantha Williamson, Director of Samaxia Ltd, commented: ***“To be featured in the very first edition of VetEdge EXTRA is something we are genuinely proud of as an independent family-run business.*”**

From the beginning, Samaxia has always been about more than simply supplying products. We want to support veterinary teams with practical solutions that consider pets, people and the planet together.

It's incredibly special to see our family story, our partnerships and our growing product portfolio recognised in this way, and we're hugely grateful to all the veterinary professionals, customers, wholesalers and partners who continue to support our journey."

As Samaxia continues to grow, the company remains focused on supporting veterinary practices with innovative products, strong customer relationships and practical solutions designed around the realities of modern veterinary care.

The full feature can be viewed here:

<https://indd.adobe.com/view/a19b2d11-e7c3-4fa9-a508-306a7f44d891>

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