

Dr. Pol Signs Licensing Agreement with Swedencare

Dr. Jan Pol, the charismatic and celebrated veterinarian and star of Nat Geo WILD's #1 hit reality television series, "The Incredible Dr. Pol," has entered into a licensing agreement with Swedencare.

The agreement calls for Swedencare subsidiaries to develop a complete portfolio of dog and cat products with Dr. Pol's guidance to complete his existing branded portfolio of care and select nutritional supplements all which will feature the Dr. Pol brand imprint.

In "The Incredible Dr. Pol," viewers travel with Dr. Pol across rural Michigan as he tirelessly cares for family pets and livestock in need of his expertise and kindness. Now airing in its 19th season on Nat Geo WILD, the series continues to break ratings records for the network, and all previous seasons are available in the U.S. and internationally on Disney Plus! 2021 is a significant year for Dr. Pol as it marks a special milestone, his 50th anniversary in veterinary medicine.

A true television icon, Dr. Pol has been featured in dozens of major media outlets such as USA Today, PEOPLE, Parade Magazine, TV Guide, AARP, New York Daily News, Los Angeles Times, the Chicago Tribune, and top TV shows including The Doctors, Fox & Friends, Home & Family, ABC News, Adult Swim, Good Day LA, and many others.

Apart from his enormous contribution to the animal healthcare and veterinary community in general, Dr. Pol also continues to be active with his local philanthropic organizations 4-H and FFA (Future Farmers of America), non-profit charities that help teach young adults how to take proper care of animals.

"I am very excited to partner with Swedencare. We share a passion for animal healthcare and the value of pet owner education. I look forward to developing a wide range of high-quality pet healthcare products with this talented team, and for this wonderful opportunity to help educate pet parents on how to care for their pet, the importance of preventative care, and at-home treatments." says Dr. Pol.

"It's a fantastic achievement to be picked by Dr. Pol and his team to develop a wide range of premium quality products from the whole Swedencare group for the Dr. Pol brand. I am convinced that this project will be a success and that the ultimate winners are all the pet parent-fans of Dr. Pol that will be offered the best products, selected by Dr. Pol and produced, marketed and sold by Swedencare in a wide range of channels all over the world!", says Håkan Lagerberg, CEO, Swedencare AB (publ).

Given the breadth of the license agreement with Dr. Pol, the products will be sold in multiple channels such as the independent pet specialty market, farm/fleet/feed, veterinary hospitals and online. The products will also be featured on Dr. Pol's social media channels which have over 1 million followers worldwide. Swedencare's first priority will be making some products available immediately via direct-to-consumer and online and the first products are expected to start hitting the market late 2021.

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About Swedencare

Swedencare, a listed company on NASDAQ First North Growth Market, specializes in pet healthcare and produces, markets and sells premium products in the global and fast-growing market. The company has a wide range of strong brands and products within most therapy areas, including Animal Pharmaceuticals®, nutravet®, NutriScience, Pet MD®, Stratford®, VetWELL® as well as ProDen PlaqueOff® for oral health to dogs and cats. Swedencare's headquarter is in Malmö, Sweden with thirteen subsidiaries located in fourteen countries with products sold in approximately fifty markets. Swedencare's sales have increased significantly over the last few years with strong margins and profits.

Image Attachments

[DrPol 50](#)
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Attachments

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