



**FOR IMMEDIATE RELEASE**

## **WORLD'S FIRST HORSE INHALER FOR EQUINE ASTHMA "SADDLES UP" WITH TERRACYCLE FOR RECYCLING PROGRAM**

*Veterinarians and Horse Owners Can Now Recycle Used  
Aservo™ EquiHaler™ by Boehringer Ingelheim through TerraCycle® across Canada*

**Burlington, ON, November 18, 2021** – The Aservo™ EquiHaler™, the world's first approved inhalant therapy for horses suffering from severe equine asthma, developed by Boehringer Ingelheim, has partnered with international recycling leader TerraCycle® to create a recycling program for Aservo™ EquiHaler™ in Canada. This will ensure the inhaler will not contribute to already overcrowded landfills. As an added incentive, as part of this recycling program, every shipment sent to TerraCycle, Canadians earn points that can be donated to a non-profit, school or charitable organization of their choice.

Through the Aservo™ EquiHaler™ Recycling Program, veterinarians and horse owners can easily send in their used Aservo™ EquiHaler™ to be processed and diverted from landfill for free. Participation is easy: sign up on the TerraCycle program page at <https://www.terracycle.com/en-CA/brigades/equihaler> and ship the empty Aservo™ EquiHaler™ using the provided prepaid shipping label. Once collected, the plastic material is melted down, pelletized and shaped into hard plastic to be used in creating new products like shipping pallets and park benches.

"Aservo™ EquiHaler™ is the world's first approved treatment for horses with asthma," said Randy Trumpler, Business Unit Director, Equine, for Boehringer Ingelheim Animal Health Canada Inc. "For consistent treatment the EquiHaler™ must be disposed of after each treatment and so we took steps to ensure the product is manufactured responsibly to reduce the environmental impact."

Trumpler explained the Aservo™ EquiHaler™ does not use chemical propellants to generate the inhaled mist, unlike some human medical inhalers. The body of the inhaler is also made from up to 50% recycled materials.

"We are excited to work with TerraCycle on a proactive solution to make Aservo™ EquiHaler™ recyclable across Canada," Trumpler said.

Globally, Boehringer Ingelheim has also committed to additional sustainable practices through the BE GREEN – Future by Choice Program that encompasses water stewardship programs, the use of renewable energies, overall reductions in energy usage and the integration of circular economy principles in all future product developments by applying Eco-design and Green Chemistry processes.

"The Aservo™ EquiHaler™ Recycling Program is a great example of a targeted waste stream that has huge potential to do great things both for animal health and sustainability in veterinary industry," said TerraCycle CEO and Founder, Tom Szaky. "TerraCycle's partnership with Boehringer Ingelheim Canada marks an exciting opportunity to engage horse enthusiasts, animal lovers and veterinarians with sustainability in a way that hasn't been done before."

The Aservo™ EquiHaler™ Recycling Program is open to any interested individual, veterinary practice, school, or community organization. For more information on TerraCycle's recycling programs, visit [www.terracycle.com](http://www.terracycle.com).

### **About Boehringer Ingelheim Animal Health**

The lives of animals and humans are interconnected in deep and complex ways. We know that when animals are healthy, humans are healthier too. Across the globe, our 9,700 employees are dedicated to delivering value through innovation, thus enhancing the well-being of both.

Respect for animals, humans and the environment is at the heart of what we do. We develop solutions and provide services to protect animals from disease and pain. We support our customers in taking care of the health of their animals and protect our communities against life- and society-threatening diseases.

Boehringer Ingelheim Animal Health is the second largest animal health business in the world, with net sales of 4.1 billion euros in 2020 and presence in more than 150 countries.

For more information visit: <http://www.boehringer-ingelheim.com/animal-health/overview>

### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

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