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## **Snoretex, creator of therapy for brachycephalic dogs, wins 2025 Animal Health Summit Innovation Award**

*20th annual Summit showcases startups, industry leaders, and future of animal care*

KANSAS CITY, Mo., August 27, 2025—[Snoretex](#) captured the 2025 Animal Health Summit’s Innovation Award for its promising therapy to treat brachycephalic obstructive airway syndrome (BOAS), a condition that affects bulldogs, pugs and other short-snouted breeds. Modeled after Botox therapy, the injectable treatment strengthens muscle tone using tetanus toxin to keep canine airways open, offering an alternative to surgery and help struggling dogs breathe easier.

The Innovation Award, bestowed by leaders of the [KC Animal Health Corridor](#), capped the Summit’s 20th anniversary gathering of more than 600 industry leaders, investors, entrepreneurs and students. In the past 20 years the Corridor, which stretches from Manhattan, Kansas, to Columbia, Missouri, has become home to more than 300 companies and is responsible for \$4 billion in capital investment, 4,500 new jobs and 85 company relocations.

Snoretex was one of 14 startups from six countries selected to pitch this year. Over the past two decades, over 600 emerging companies have applied to present at the Summit, with participants collectively raising more than \$500 million and securing licensing, distribution and acquisition deals.

The “Where Are They Now?” panel highlighted that track record. Representatives of past emerging companies, ranging from a honeybee vaccine pioneer to companies leveraging biologics and diagnostics, described how the Summit gave them visibility, credibility and critical introductions. “This forum gave us a platform to showcase our ideas and make the industry connections that led to real investment,” noted Dr. Annette Kleiser, CEO of Dalan Animal Health.

In a keynote address, communications strategist Vance Crowe challenged attendees to find and nurture bold ideas at “the edge of chaos,” or the space between order and uncertainty where breakthroughs occur. “The truth about being on the edge of chaos is it requires the most valuable thing: your attention,” Crowe said. He urged attendees to surround themselves with people who challenge their assumptions and to embrace opposing views as a way of advancing innovation.

A panel on innovations that will impact clinical practice spotlighted feline medicine, telehealth and AI as forces reshaping veterinary care. Panelists emphasized rethinking the feline experience—“Cats deserve a care model that doesn’t feel like a threat,” noted Dr. Jason Epstein,

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chief veterinary officer of CatsOnly Veterinary Services—and explored how technology can extend veterinary reach beyond the clinic. Remote monitoring, AI-enabled diagnostics and personalized communication platforms were all discussed as ways to strengthen compliance and reduce costs, as well as improve practice productivity and veterinary teams’ enjoyment of their chosen career.

Finally, the Corridor recognized industry excellence and service.

- The Iron Paw Award went to Dr. Edward J. Robb, whose four-decade career has spanned clinical practice, R&D leadership at major pharma companies, and product breakthroughs such as the ceftiofur line of antimicrobials. Today, he continues to advance novel therapies, including the first-ever fungal vaccine for valley fever.
- The Spirit of Service Award recognized On A Mission KC, a nonprofit that provides support for shelters in rural areas, helping long-term shelter pets find forever homes.

**ABOUT THE KC ANIMAL HEALTH CORRIDOR**

Companies with a business location in the KC Animal Health Corridor account for more than half of the sales generated by the global animal health industry. The Corridor, anchored by Manhattan, Kansas, and Columbia, Missouri, is home to more than 300 animal health companies, representing the largest concentration in the world. For more information, visit [www.kcanimalhealth.com](http://www.kcanimalhealth.com).

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