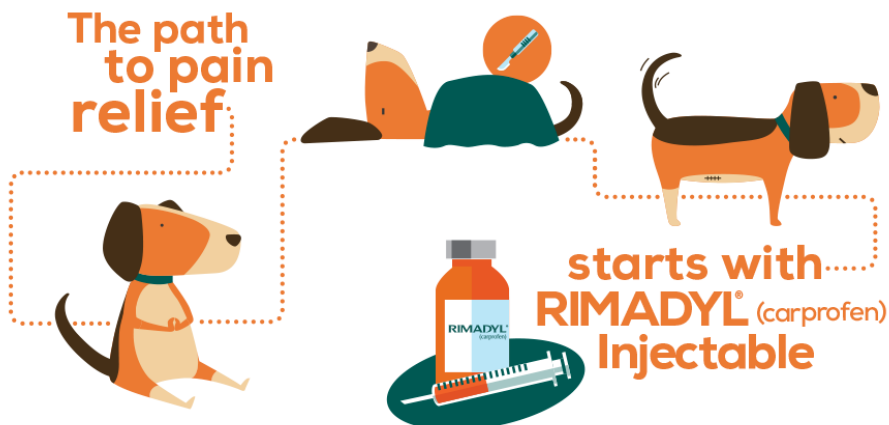




RIMADYL[®] (carprofen) Sterile Injectable Solution

The path to pain relief starts with Rimadyl[®] (carprofen) Injectable



Feature/Function:

- Flexible Indications: Postoperative pain control for soft tissue and orthopedic surgery PLUS the relief of pain and inflammation associated with osteoarthritis.
- Flexible Duration of Treatment: Treat as long as necessary considering the individual response of the dog.
- Multiple Formulations: Injectable, Chewable Tablets and Caplets.
- Safe and effective analgesia for postoperative pain in dogs 6 weeks of age and older.

Benefit:

RIMADYL is an integral part of pain management for dogs by meeting the needs of the practice, patient and owner.

Feature/Function:

RIMADYL Injectable is preferred for postoperative pain management in many patients because:

- 1) Stress and/or anesthetics can slow GI motility.
- 2) Analgesics and anesthetics may induce vomiting.
- 3) Fractious patients may be difficult to pill.
- 4) Administration of oral analgesics to patients with facial, mouth or neck injury may not be possible.

Benefit:

RIMADYL Injectable administered preoperatively has benefits over oral analgesics for many patients.

Feature/Function:

- Because there is no washout period needed
- between injectable and oral formulations, you can
- start postoperative pain control in the clinic with
- RIMADYL Injectable and continue at home with
- RIMADYL Chewable Tablets or RIMADYL Caplets.

Benefit:

- RIMADYL provides continuous pain control starting
- preoperatively and continuing at home.

Feature/Function:

- As the first FDA approved injectable NSAID for
- dogs, RIMADYL Injectable has 14 years of use
- administered to more than 10 million dogs¹.
- The safety and efficacy of RIMADYL Injectable
- is supported by over 40 peer-reviewed
- published articles.

Benefit:

- RIMADYL Injectable has assured analgesia and a
- proven safety record that provide confidence with
- administration.

IMPORTANT SAFETY INFORMATION: As a class, NSAIDs may be associated with gastrointestinal, kidney and liver side effects. These are usually mild, but may be serious. Pet owners should discontinue therapy and contact their veterinarian immediately if side effects occur. Evaluation for pre-existing conditions and regular monitoring are recommended for pets on any medication, including RIMADYL. Use with other NSAIDs or corticosteroids should be avoided. See full Prescribing Information on page 3 and at www.Rimadyl.com/PI.

1 RIMADYL Injectable Pharmacovigilance Report, 2003-2013, data on file, Zoetis, Inc.

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PAS-00069

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Comprehensive Pain Management for Dogs

Soft Tissue Procedures

- Spay/neuter
- Laceration repair
- Ear surgeries
- Dental procedures
- Small tumor removals
- Foreign body removals

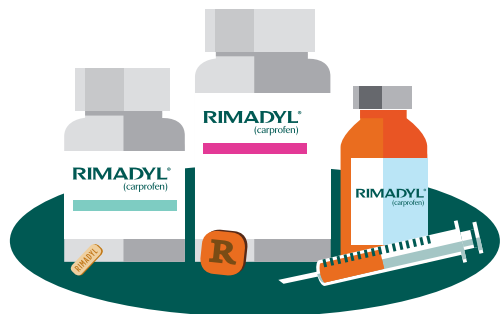
Orthopedic Procedures

- Fracture repair
- Cruciate surgery
- Hip surgery

Osteoarthritis

Initial treatment followed by oral RIMADYL at home

That meets your needs



RIMADYL Chewable Tablets and RIMADYL Caplets

- 1) Provide postoperative analgesia that can continue after surgery with no washout period
- 2) Long-term daily administration to relieve chronic osteoarthritis

RIMADYL Chewable Tablets

Highly palatable chewable tablets are easy to administer which can improve compliance

RIMADYL Caplets

Can be administered to dogs with food allergies

RIMADYL Injectable

- 1) Preempts postoperative pain for both inpatient and outpatient procedures
- 2) Initiate relief of osteoarthritis pain with an in-clinic injection of Rimadyl

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CHECK-OFF & ECHO NOTES

Check-Off (Qualify)

Qualify: Identify how RIMADYL Injectable is being used in the clinic:

Doctor, are you prescribing RIMADYL Injectable for postoperative pain in your canine patients?

If **YES**, confirm and discuss the benefits of using RIMADYL Injectable for postoperative pain management for soft tissue and orthopedic procedures in canine patients.

If **NO**, engage and detail the customer on the benefits of using RIMADYL Injectable for the management of postoperative pain for soft tissue and orthopedic procedures in canine patients.

If the practice is using generic carprofen, please follow-up with these points:

- RIMADYL Injectable has been on the market since 2003: data establishing the safety and efficacy of carprofen injectable is based on the brand, RIMADYL, formulation and presented in over 40 scientific studies published in peer-reviewed journals.
- RIMADYL Injectable is manufactured by Zoetis—a dedicated animal health manufacturer.

Confidence

With the flexible indications, multiple formulations, and the use in dogs 6 weeks of age or older, RIMADYL is an integral part of both acute and chronic pain management protocols for dogs.

Invitation to neutral

Let's take a look at all of the benefits of initiating postoperative and osteoarthritis (OA) pain control with RIMADYL Injectable and continuing management with RIMADYL oral formulations at home.

It's the customer's decision

So you can determine whether RIMADYL should be your primary canine NSAID for postoperative pain and chronic OA.

