

"9 LIVES? I WISH!"

There's no time to waste when a cat's eating habits change, and they are losing weight.

Mirataz® (mirtazapine transdermal ointment) is the only FDA-approved transdermal medication for the management of weight loss in cats.



FEATURE:

Applied topically

BENEFIT:

Mirataz gives pet owners an option for one less oral medication for their cats. Oral administration of medication can be complicated in ill cats that are also anorexic, nauseated, or vomiting. Plus, generic mirtazapine tablets must be split or broken and have been shown to result in accidental overdose and toxicity.¹

FEATURE:

Consistent quality, strength, purity, and stability

BENEFIT:

Unlike compounded preparations of mirtazapine, Mirataz is produced under cGMP (current Good Manufacturing Practice) regulations to ensure quality, strength, purity, and stability. Compounded transdermal mirtazapine has been shown to result in inconsistent and highly variable blood mirtazapine levels.²

FEATURE:

Mirataz has a similar elimination half-life to oral mirtazapine but a lower maximum serum concentration, lower variation of drug concentration in blood plasma, and longer time at maximum serum concentration

BENEFIT:

Pharmacokinetic data in cats supports daily dosing. In cats with kidney or liver disease, it's desirable to limit peak serum concentrations and minimize drug exposure where metabolism and elimination may be impacted by organ function while still maintaining clinical effect.³

For more information about Mirataz, go to kindredbio.com/Mirataz.

Do not use Mirataz in cats with a known hypersensitivity to mirtazapine or any of the excipients or in cats treated with monoamine oxidase inhibitors (MAOIs). See next page for additional important safety information.

Sound Byte

References: **1** Ferguson LE, et al. Mirtazapine toxicity in cats: retrospective study of 84 cases (2006-2011). *J Feline Med Surg*. 2016;18(11):868-874. **2** Benson KK, et al. Drug exposure and clinical effect of transdermal mirtazapine in healthy young cats: a pilot study. *J Feline Med Surg*. 2017;19(10):998-1006. **3** Buhles W, et al. Single and multiple dose pharmacokinetics of a novel mirtazapine transdermal ointment in cats. *J Vet Pharmacol Ther*. 2018;41(5):644-651. **4** Data on file. REF-0272. Kindred Biosciences, Inc. **5** Teng KT, et al. Strong associations of nine-point body condition scoring with survival and lifespan in cats. *J Feline Med Surg*. 2018;20(12):1110-1118.

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Mirataz[®]

(mirtazapine transdermal ointment)

Veterinarians report that **55%** of cats examined for unintended weight loss have been losing weight for **3 weeks** or more.⁴

- Identifying weight loss early – and managing it long term – can help feline patients' overall health.
- Analyzing patient records of more than 2,600 cats showed lifespan decreased when cats had a body condition score (BCS) less than 5 out of 9.⁵
- To improve patient outcomes, help cat owners understand time is of the essence.

Visit kindredbio.com/Mirataz or call 1-888-608-2542.

Mirataz is indicated for the management of weight loss in cats.

Important Safety Information

Mirataz[®] (mirtazapine transdermal ointment) is for topical use in cats only under veterinary supervision. Do not use in cats with a known hypersensitivity to mirtazapine or any of the excipients. Do not use in cats treated with monoamine oxidase inhibitors (MAOIs). Not for human use. Keep out of reach of children. Wear gloves when handling/applying, wash hands after and avoid contact between the treated cat and people or other animals for 2 hours following application. Use with caution in cats with hepatic and kidney disease. Cat's food intake should be monitored upon discontinuation. Safety has not been evaluated in cats less than 2 kg, less than six months of age or in breeding, pregnant or lactating cats. The most common adverse reactions observed during clinical trials were application site reactions, behavioral abnormalities (vocalization and hyperactivity) and vomiting. **For additional safety information, see brief summary of prescribing information on page XX.**

Sound Byte

CHECK-OFF & ECHO NOTES

Identify if a KindredBio representative has been in recently:

Doctor, have you recently been introduced to Mirataz?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe Mirataz will provide you with a valuable tool for managing feline weight loss in your patients.

Invitation (neutral)

Let's take a look at some information about Mirataz...

Customer's decision:

...so you can decide whether you'll use, or consider, Mirataz for your patients.