**Feature #1:**
Flavored, chewable, once-a-day tablets.

**Feature #2:**
Competitively priced with human generic tablets.

**Feature #3:**
FDA-approved for use in dogs in conjunction with a behavior modification plan found on Reconcile.com.

**Benefit #1:**
Easy administration of flavored tablets designed to make dosing less stressful; strengthening the human-animal bond.

**Benefit #2:**
A clinically tested, veterinary exclusive formulation that’s affordable for veterinarians to stock and for pet owners to purchase.

**Benefit #3:**
Easily accessible pet owner support tools to help veterinarians and their clients improve clinical outcomes.

**Important Safety Information:** The most common adverse events in decreasing order of reported frequency are: decreased appetite, depression/lethargy, shaking/shivering/tremor, vomiting, restlessness and anxiety, seizures, aggression, diarrhea, mydriasis, vocalization, weight loss, panting, confusion, incoordination, and hypersalivation. Reconcile chewable tablets are contraindicated for dogs with a history of seizures or when used with MAOIs. Reconcile® chewable tablets are indicated for the treatment of canine separation anxiety in conjunction with a behavior modification plan. Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Visit Reconcile.com for complete prescribing information.
As many as 90% of dog owners noted at least one behavioral problem they would like to improve.  


Separation anxiety is the second most common canine behavioral condition.  

An estimated 15% of veterinary patients are euthanized each year for behavioral reasons in the US. 

Only 17% of dog owners with regular veterinary visits indicated their dog showed clinical signs of separation anxiety, a disorder which is diagnosed in 20-40% of specialty behavior clinics.  

As many as 90% of dog owners noted at least one behavioral problem they would like to improve.  

Has anyone spoken with you recently about separation anxiety treatments for dogs?

Doctor, a recent industry study found that although FDA-approved Reconcile® (fluoxetine hydrochloride) is available again, roughly 90% of veterinarians are using human generics instead. I’m wondering if you have begun switching to the veterinary formulation?

If YES, review features and benefits of Reconcile.
If NO, engage/detail the customer as the primary contact.

Now back on the market and competitively priced with human generic tablets, Reconcile flavored chewable tablets are specifically formulated for dogs.

By incorporating Reconcile flavored chewable tablets and the pet owner support materials on Reconcile.com, you can positively impact clinical outcomes and ultimately, the pet/pet-owner bond.