



Escape the
shadows of
joint disease

Equioxx®
(firocoxib)

Key Feature #1:

Equioxx® (firocoxib) is the original coxib class NSAID approved for horses.

Its Benefit:

EQUIOXX has been tested on more horses in safety studies than any other nonsteroidal anti-inflammatory drug.^{1,2}

Coxib class NSAIDs selectively inhibit COX2 and therefore should have a decreased potential for risks commonly associated with nonselective NSAIDs like phenylbutazone.

Key Feature #2:

EQUIOXX is available in two formulations: paste and tablet.

Its Benefit:

Ease of administration: two formulations allow for drug administration options that help to meet the needs of each client and patient. Dosing accuracy can be finetuned with oral paste while tablets are convenient for horses 800 - 1,300 pounds.

Key Feature #3:

One dose of EQUIOXX controls pain and inflammation associated with osteoarthritis in horses for up to 24 hrs.¹

Its Benefit:

Once daily dosing aids in compliance vs products which require multiple daily doses. EQUIOXX Tablets and EQUIOXX Oral Paste are labeled for once daily dosing for up to 14 days.¹

IMPORTANT SAFETY INFORMATION: As a class, non-steroidal anti-inflammatory drugs may be associated with gastrointestinal, hepatic and renal toxicity. Use with other NSAIDs, corticosteroids or nephrotoxic medication should be avoided. EQUIOXX has not been tested in horses less than 1 year of age or in breeding horses, or pregnant or lactating mares.

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EQUIOXX.com

¹ EQUIOXX product labels and FOI summaries and supplements.

² Kvaternik V, Pollmeier M, et al, Pharmacokinetics and metabolism of orally administered firocoxib, a novel second generation coxib in horses. J Vet Pharmacol Ther. 2007;30(3):208-217.

Equioxx® (firocoxib) offers two formulations.

1. Paste 56.8 mg

- a. Recommended Use
 - i. Convenient, accurate dosing; palatable paste
- b. Packaging
 - i. 20x1 boxed syringes
 - ii. 72x1 bulk syringes

2. Tablet 57 mg

- a. Recommended Use
 - i. Chewable; can be given with or without feed to horses weighing 800 - 1,300 pounds
- b. Packaging
 - i. 60-count bottle
 - ii. 180-count bottle



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THE ART OF HORSE



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Identify if a Boehringer Ingelheim representative has discussed EQUIOXX:

Doctor, are you familiar with EQUIOXX, the first and only coxib class NSAID for horses?

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

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

Confidence

I believe EQUIOXX is a safe, effective, and convenient NSAID for managing pain and inflammation associated with osteoarthritis (OA) in horses.

Neutral invitation

Let's take a look at some of the unique features of EQUIOXX and its two formulations...

It's the customer's decision

...so you can decide whether EQUIOXX is an important solution for managing OA in your patients.