

JULY 4TH, 8:30 PM

WHEN THE NEIGHBORS IGNITE THE FIREWORK MONSTER

Sileo®
(dexmedetomidine
oromucosal gel)



Sileo can help

Feature/Function:

First FDA approved treatment for canine noise aversion; works without the need for other treatments or training.¹

Benefit:

Sileo has been proven to be a safe and effective treatment for canine noise aversion, a serious medical condition.¹

Feature/Function:

Sileo can be administered at home by dog owners and has a quick onset of action.

Benefit:

Dogs' responses to noise aren't always planned, so the ability to dose 30-60 minutes before the fear and/or anxiety-eliciting noise stimulus or immediately after the dog shows first signs of anxiety or fear related to noise is important for dogs and pet owners.

Feature/Function:

Sileo administered oral transmucosally results in low (28%) bioavailability of dexmedetomidine.

Benefit:

The low level of dexmedetomidine means that Sileo may calm the signs of noise aversion without sedating the dog.^{1*}

IMPORTANT SAFETY INFORMATION: Do not use SILEO in dogs with severe cardiovascular disease, respiratory, liver or kidney diseases, or in conditions of shock, severe debilitation, or stress due to extreme heat, cold or fatigue or in dogs hypersensitive to dexmedetomidine or to any of the excipients. SILEO should not be administered in the presence of pre-existing hypotension, hypoxia, or bradycardia. Do not use in dogs sedated from previous dosing. SILEO has not been evaluated in dogs younger than 16 weeks of age or in dogs with dental or gingival disease that could have an effect on the absorption of SILEO. SILEO has not been evaluated for use in breeding, pregnant, or lactating dogs or for aversion behaviors to thunderstorms. Transient pale mucous membranes at the site of application may occur with SILEO use. Other uncommon adverse reactions included emesis, drowsiness or sedation. Handlers should avoid direct exposure of SILEO to their skin, eyes or mouth. Failure to lock the ring-stop on the syringe before dosing SILEO could potentially lead to an accidental overdose. Always review INSTRUCTIONS FOR USE before dispensing and dosing. See brief summary of Prescribing Information on page XX.

**sound
byte**

SILEO® is a trademark owned by Orion Corporation Orion Pharma Animal Health. It is manufactured by Orion Corporation and distributed by Zoetis under license from Orion Corporation Orion Pharma Animal Health.

© 2023 Zoetis Services LLC. All rights reserved. SIL-00497

* In a field study, 1/89 dogs showed signs of drowsiness and sedation that resolved without treatment after Sileo use.

¹ Sileo (dexmedetomidine) Prescribing information. Zoetis Inc., 2017.

Noise aversion is not normal for dogs. 2 out of 3 dogs show signs of fear to loud noises.¹
When left untreated, noise aversion can worsen.^{3,5}

Common "Noise Monsters" include:



Thunder



Vacuum



Rescue Vehicle Sirens



Kitchen Equipment



Fireworks



Doorbell

Common clinical signs include⁶:



Trying to escape



Hiding



Panting



Pacing / Restlessness



Download the Noise Aversion Checklist to use in your practice
or visit noiseaversion.com.

sound CHECK-OFF & ECHO NOTES byte

Identify if a Zoetis representative has discussed Sileo:

Doctor, are you aware that noise aversion is common, effecting 2 out of 3 dogs and that only 40 percent of owners seek treatment from their veterinarian.^{1,2}

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

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

Confidence

A straightforward solution to a serious, but underdiagnosed, medical condition: the first FDA-approved medication indicated for the treatment of canine noise aversion.

Neutral invitation

Let's take a look at some key information about Sileo and how it can be a valuable solution to patients suffering from noise aversion.

It's the customer's decision

It's the customer's decision... so you can decide whether Sileo is a solution for the relief of fear, anxiety, and suffering of noise aversion.

¹ The Harris Poll: Custom Motion Sickness and Noise Aversion Omnibus Pet Owner Quantitative Research Report, December 2018

² FR Market Research - Noise Aversion; February 2016; N=472 Dog Owners, N=454 General Practitioners.

³ Shull-Selcer EA, Stagg W. Advances in the understanding and treatment of noise phobias. Vet Clin North Am Small Anim Pract. 1991;21(2):353-367.

⁴ Overall KL, Dunham AE, Frank D. Frequency of nonspecific clinical signs in dogs with separation anxiety, thunderstorm phobia, and noise phobia, alone or in combination. J Am Vet Med Assoc. 2001;219(4):467-473.

⁵ Sherman BL, Mills DS. Canine anxieties and phobias: an update on separation anxiety and noise aversions. Vet Clin North Am Small Anim Pract. 2008;38(5):1081-1106.

⁶ Data on File, 2016. Noise Aversion, Zoetis Inc. N=472 Dog Owners, N=454 General Practitioners.