

# MAKE THE MOST OF EVERY DAY

When Every Day Counts, manage  
pituitary pars intermedia dysfunction (PPID)  
with Prascend<sup>®</sup> (pergolide tablets).



## KEY FEATURE #1:

Controlled Signs

### ITS BENEFIT:

Clinical signs began to improve within 3 months and continued to improve through 6 months.<sup>1</sup>

## KEY FEATURE #2:

Proven Success

### ITS BENEFIT:

3 out of 4 horses evaluated were considered treatment successes.<sup>1</sup>

## KEY FEATURE #3:

Clear Improvement

### ITS BENEFIT:

Hypertrichosis (delayed shedding) improved in 89% of treated horses within 6 months.<sup>1</sup>

---

**IMPORTANT SAFETY INFORMATION:** PRASCEND treatment may cause loss of appetite. Most cases are mild. Adverse reactions may occur if animals other than horses ingest PRASCEND tablets. Not for use in humans. Humans should not ingest. Refer to the package insert for complete product information.



BEFORE

AFTER

## MAKE A DIFFERENCE WITH PRASCEND® (pergolide tablets)



Meet Pinion, an American Quarter Horse gelding. Pinion was a valued asset on his ranch. Anyone in the family could ride him and get a good day's work done. But all of that stopped well before Pinion was diagnosed with PPID and insulin dysregulation. In April of 2019, he began PRASCEND treatment – and by June, his signs were noticeably controlled. With continued treatment, Pinion looked and felt better — and even went back to work.

## THE POWER OF PRASCEND®



### PPID Causes Overproduction

When a horse has PPID, the pituitary gland overproduces hormones, making it difficult to keep bodily functions in a healthy working state — resulting in a variety of clinical signs.



### Better Manage PPID

Using PRASCEND helps control hormone production, better managing the clinical signs of PPID.



### PRASCEND Helps Control

In horses with PPID, PRASCEND acts to curb the overproduction and secretion of these hormones.



### Enjoy Every Day

PRASCEND can help your horse live a healthier and happier life.

# sound byte

CHECK-OFF &  
ECHO NOTES

First, always ask if a Boehringer Ingelheim representative has been in contact recently:

**Doctor, have you recently been introduced to PRASCEND? The only FDA-approved treatment to control the clinical signs of PPID.<sup>1</sup>**

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

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

#### Confidence

PRASCEND can help reduce the clinical signs of PPID as part of PPID management protocol.<sup>1</sup>

#### Neutral invitation

Let's take a look at some basic information about PRASCEND...

#### It's the customer's decision

...so you can decide whether PRASCEND is a treatment you'll consider for your patients presenting with the clinical signs of PPID.

**IMPORTANT SAFETY INFORMATION:** PRASCEND has not been evaluated in breeding, pregnant, or lactating horses. Treatment with PRASCEND may cause loss of appetite. Most cases are mild. PRASCEND tablets should not be crushed due to the potential for increased human exposure. Keep PRASCEND in a secure location out of reach of dogs, cats, and other animals to prevent accidental ingestion or overdose. Adverse reactions may occur if animals other than horses ingest PRASCEND tablets. Not for human use. Do not ingest the product. Refer to the package insert for complete product information.

<sup>1</sup> PRASCEND [Freedom of Information Summary]. St. Joseph, MO: Boehringer Ingelheim Vetmedica, Inc.: 2016.

PRASCEND® is a registered trademark of Boehringer Ingelheim Vetmedica GmbH, used under license.

©2023 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All Rights Reserved. US-EQU-0179-2023