
ceva
Together, beyond animal health

More solutions. Better pet health.

Ceva offers you the power of 75+ products designed to help you keep pets healthy inside and out. Our dedicated team of knowledgeable, caring professionals has a shared purpose to help you and your clients provide the best pet care possible. We want to be your go-to source for innovative products and business solutions that enhance the health of your patients and your practice. Whether it's protecting dogs and cats from disease-carrying vectors, restoring the skin barrier with easy and effective dermatologic solutions or helping comfort and reassure dogs and cats, we provide a one-stop source for care. We do all this to help you provide pet owners with the products they need to keep their loving pet relationships going strong.

BEHAVIOR

Sometimes good pets experience bad situations.

There are a lot of factors that can cause pets to behave less like the ones we know and love. Stress and age are two major factors. Pets get stressed out just like us. And just like us, it may result in behaviors that can be frustrating to deal with. Also, pets can exhibit the same signs of aging we do, with loss of cognitive ability. We have the solutions to keep pets behaving like themselves.

ADAPTIL®

ADAPTIL® is supported by clinical studies that demonstrate it reduces stress-related behavior in puppies and dogs of all ages.

- Mimics the natural canine appeasing pheromone secreted by bitches after whelping
- Helps dogs of all ages cope with a challenging situation such as fear of noises, adoption/new home, staying alone, traveling, and vet visits
- Available in collar, diffuser, and spray

www.adaptil.com

FELIWAY®

FELIWAY® is supported by over 26 clinical studies that demonstrate it reduces stress-related behavior in cats and kittens.

FELIWAY® CLASSIC creates a state of familiarity and security in the cat's environment.

- Mimics the natural facial pheromone secreted by cats to mark territory as safe and secure
- Helps comfort and reassure cats while they cope with a challenging situation such as traveling, vet visits, and hospitalization
- Proven to reduce the stress-related behaviors caused by a change in the environment*
- Available in diffuser, spray, and wipes

*Data on file

www.feliway.com

misbehavior

80% of dog owners report their dog faces issues in the situations below:

Staying alone
Loud noises such as fireworks and thunderstorms
Visitors
Boarding
Training
Being fearful
Traveling
New home

FELIWAY® *MultiCat*

FELIWAY® MultiCat is the first and only product clinically proven* to help reduce tension and conflict between household cats.

- Mimics the natural cat appeasing pheromone secreted by queens
- 70% reduction in conflicts within 3 weeks; 84% of cat owners reported significant improvement in cats peacefully coexisting within one month*
- Available in diffuser
- Signs of tension include:
  - ♦Fleeing from housemates
  - ♦Blocking access to resources (food, litterbox)
  - ♦Stalking/chasing
  - ♦Tail twitching
  - ♦Hissing/growling
  - ♦Fighting
  - ♦Staring

FELISCRATCH *by* FELIWAY®

Unique, clinically proven* formulation to redirect unwanted, destructive cat scratching to the scratching post.

Contains:

- **Feline interdigital semiochemical (F.I.S.)** - directs cat to scratch where applied
- **Catnip** - a mid-range olfactory attractant
- **Blue colorant** - provides long range visual attractant to investigate the scratching post.

9/10 newly adopted cats and kittens and 8/10 cats exhibiting destructive scratching stopped after one treatment.*

Apply to the scratching post once daily for the first week then once at the beginning of weeks 3 and 4.

Each sachet contains one full treatment for one scratching post.

Senilife®

Senilife® supports brain function in elderly dogs.*
Signs of aging in dogs:

- Playing less
- Responding less to commands
- Howling/barking at night
- Seems confused or disoriented
- Pacing or wandering aimlessly

- Supported by a clinical study* showing improvement in short-term memory performance

www.senilife.com

URINE Away™

URINE Away™ has a proprietary triple-action formula that bonds with and captures malodorous molecules within seconds and neutralizes them permanently.

- No pre-treatment necessary
- Use liberal amount to ensure contact with all odor molecules then let dry

www.urineaway.com

*Data on file


Sure he's cute and all, but imagine
giving him a bath 3 times a week.

DERMATOLOGY

Dermatopical Solutions™ to care for and protect the skin.

To help manage dermatological conditions, as well as maintain a healthy skin barrier, we offer unique, user-friendly solutions. Soap-free and supported by studies, DOUXO® helps make treatment time, bonding time.

All DOUXO® products contain a unique molecule called phytosphingosine (PS), a pro-ceramide with anti-inflammatory and antibacterial properties to help restore the skin barrier.

DOUXO® Calm

DOUXO® is the #1 non-prescription topical brand used and recommended by U.S. veterinarians for dogs and cats with allergic dermatitis.[1] It contains ingredients with anti-inflammatory and antibacterial properties.

- Helps provide relief of itching associated with skin irritation
- Helps reduce signs of skin irritation
- Supports the skin barrier and moisturizes

DOUXO® Chlorhexidine

DOUXO® is the #1 non-prescription topical brand used and recommended by U.S. veterinarians for dogs and cats with inflammatory and infectious diseases.[1] It contains chlorhexidine and climbazole.*

- Anti-bacterial, anti-fungal, and anti-inflammatory
- Helps soothe skin irritations
- Supports the skin barrier and moisturizes

*DOUXO® Chlorhexidine Spray does not contain climbazole.

DOUXO® Seborrhea

DOUXO® is the #1 non-prescription topical brand used and recommended by U.S. veterinarians for dogs and cats with seborrheic disease.[1]

- Helps manage dry, combination or scaly skin
- Supports the skin barrier
- Helps maintain normal production of sebum and skin cell turnover

DOUXO® Micellar Solution

Specially formulated to help keep the most sensitive skins and ears healthy. DOUXO® Micellar Solution cleans ear canals, eye contours, skin folds, soiled and matted hair, or greasy skin associated with seborrheic conditions. It contains phytosphingosine to help support the skin barrier.

- Helps emulsify and wash out waxy debris
- Cleanses and degreases

www.douxo.com

1. BIO'SAT Vet Market Research. September 2018. Dermatological Products for Dogs and Cats: Quantitative Study among Small Animal Veterinarians in the U.S.A., n=250.

PARASITICIDES

Keeping pets free from parasites is an important responsibility for veterinary professionals. We offer a broad range of parasite control products with unique features to help you protect patients.

Vectra® 3D for Dogs and Puppies

Vectra® 3D contains a triple-powered formula - dinotefuran, permethrin, pyriproxyfen - for control of fleas, ticks, mosquitoes, flies, mites (excluding mange mites), and lice for one month.

- Fleas and ticks do not have to bite to die
- Repels and kills mosquitoes that may transmit heartworm disease
- Repels ticks before they can attach
- Begins reducing flea feeding in 5 minutes
- Flea knockdown in less than 2 hours
- Quick drying, non-greasy, and waterproof topical product
- Remains effective after bathing, water immersion or exposure to rain or sunlight
- A key component of the Double Defense Heartworm Protocol

www.vectrapet.com

Vectra® for Dogs and Puppies

Vectra® is a once-a-month topical treatment for use on dogs and puppies against multiple flea life stages (eggs, larvae, and adult fleas).

- Onset of activity within 2 hours
- Fleas don't have to bite to die
- Can be used on dogs over eight weeks of age
- Prevents re-infestation for one month

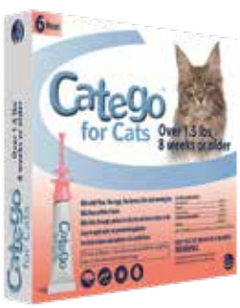
Vectra® for Cats and Kittens

Cats and kittens can be protected with this once-a-month topical treatment that controls all flea life stages (eggs, larvae, pupae and adult fleas).

- Fleas don't have to bite to die
- Can be used on cats over eight weeks of age
- Prevents re-infestation

Catego® for Cats

You understand that cats are not just small dogs, particularly when it comes to flea and tick control. That's why Catego® was created. Through its efficacy and ease of use, it's designed to meet the unique needs of cats for flea and tick control



The only product with the combination of proven active ingredients:

Dinotefuran • Fipronil • Pyriproxyfen

- Kills fleas within 6 hours
- Regular use protects against all stages of the flea life cycle
- Prevents flea re-infestation
- Kills all life stages of ticks
- Kills ticks through contact
- One size for all cats weighing over 1.5 lbs and over 8 weeks of age
- Lasts for one month

www.categocat.com

MilbeGuard®
(milbemycin oxime)
Flavored Tablets

Canine heartworm infections in the U.S. have increased 21.7% per clinic from 2013-2016.[1]
Approximately 2 out of 3 dogs receive no heartworm prevention each year.[2]

Heartworm disease has been diagnosed in all 50 states.[1]

We can't afford this.

MilbeGuard® is here to help you, help your patients and your practice.

MilbeGuard® is a once-a-month tablet available in four sizes in color-coded packages for oral administration to dogs, puppies, cats, and kittens.

- ✓ First generic to feature milbemycin oxime - the second leading active ingredient used for the prevention of heartworm disease in dogs and cats
- ✓ Active ingredient backed by veterinarians for nearly 30 years
- ✓ Monthly, beef-flavored tablet
- ✓ Priced 30% less than the pioneer brand[3]
- ✓ FDA-approved

www.milbeguard.com

IMPORTANT SAFETY INFORMATION: Dogs and cats should be tested for heartworm prior to use. In a small percentage of treated dogs, digestive and neurologic side effects may occur. Safety in heartworm-positive cats has not been established. Safety in breeding, pregnant, and lactating queens and breeding toms has not been established. In cats, safety studies up to 10 times the label dose did not detect any adverse drug reactions.

1. American Heartworm Society - AHS Announces Finding of New Heartworm Incidence Survey. https://heartwormsociety.org/newsroom/in-the-news/347-ahs-anounces-findings-of-new-heartworm-incidence-survey. Accessed 26 July 2017.

2. Drake, E. and Wiseman, S. (2018). Increasing incidence of *Dirofilaria immitis* in dogs in the USA with focus on the the southeast region 2013-2016. Parasites & Vectors, 11, 39.

3. Based on manufacturer published veterinary pricing on 12/1/2018.

MilbeGuard®
(milbemycin oxime)
Flavored Tablets

INFORMATION FOR DOSING DOGS

The once-a-month tablet that prevents heartworm disease, controls adult hookworm, and removes and controls adult roundworm and whipworm infections in dogs and puppies.

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Keep this and all drugs out of the reach of children.

Description: MILBEGUARD® (milbemycin oxime) Flavored Tablets are available in four tablet sizes in color-coded packages for oral administration to dogs and puppies. Each tablet is formulated to provide a minimum of 0.23 mg/lb (0.5 mg/kg) body weight of milbemycin oxime. Milbemycin oxime consists of the oxime derivatives of 5-didehydromilbemycins in the ratio of approximately 80% A_4 ($C_{32}H_{45}NO_7$, MW 555.71) and 20% A_3 ($C_{31}H_{43}NO_7$, MW 541.68).

Package color	Milbemycin oxime tablet
Yellow	2.3 mg*
Blue	5.75 mg
Purple	11.5 mg
Red	23.0 mg

*for dogs only

Indications: MILBEGUARD® Flavored Tablets are indicated for use in the prevention of heartworm disease caused by *Dirofilaria immitis*, the control of adult *Ancylostoma caninum* (hookworm), and the removal and control of adult *Toxocara canis* and *Toxascaris leonina* (roundworms) and *Trichuris vulpis* (whipworm) infections in dogs and in puppies four weeks of age or greater and two pounds body weight or greater.

Dosage: MILBEGUARD® Flavored Tablets are given orally, once a month, at the recommended minimum dosage rate of 0.23 mg milbemycin oxime per pound of body weight (0.5 mg/kg).

Recommended Dosage Schedule for Dogs

Body Weight	MilbeGuard® Flavored Tablets
2-10 lbs.	One tablet (2.3 mg)
11-25 lbs.	One tablet (5.75 mg)
26-50 lbs.	One tablet (11.5 mg)
51-100 lbs.	One tablet (23.0 mg)

Dogs over 100 lbs. are provided the appropriate combination of tablets.

Administration: MILBEGUARD® Flavored Tablets are dual-purpose and may be offered in food or administered as other tablet medications. Watch the dog closely following dosing to be sure the entire dose has been consumed. If it is not entirely consumed, redose once with the full recommended dose as soon as possible.

MILBEGUARD® Flavored Tablets must be administered monthly, preferably on the same date each month. The first dose should be administered within one month of the dog's first exposure to mosquitoes and monthly thereafter until the end of the mosquito season. If a dose is missed and a 30-day interval between dosing is exceeded, administer MILBEGUARD® Flavored Tablets immediately and resume the monthly dosing schedule.

If MILBEGUARD® Flavored Tablets replaces diethylcarbamazine (DEC) for heartworm prevention, the first dose must be given within 30 days after the last dose of DEC.

Precautions: Do not use in puppies less than four weeks of age or less than two pounds of body weight. Prior to initiation of the MILBEGUARD® Flavored Tablets treatment program, dogs should be tested for existing heartworm infections. Infected dogs should be treated to remove adult heartworms and microfilariae prior to initiating treatment with MILBEGUARD® Flavored Tablets. Mild, transient hypersensitivity reactions manifested as labored respiration, vomiting, salivation and lethargy, have been noted in some treated dogs carrying a high number of circulating microfilariae. These reactions are presumably caused by release of protein from dead or dying microfilariae.

Adverse Reactions: The following adverse reactions have been reported following the use of MILBEGUARD® Flavored Tablets: Depression/lethargy, vomiting, ataxia, anorexia, diarrhea, convulsions, weakness and hypersalivation.

Efficacy: MILBEGUARD® Flavored Tablets eliminate the tissue stage of heartworm larvae and the adult stage of hookworm (*Ancylostoma caninum*), roundworms (*Toxocara canis, Toxascaris leonina*) and whipworm (*Trichuris vulpis*) infestations when administered orally according to the recommended dosage schedule.The anthelmintic activity of milbemycin oxime is believed to be a result of interference with invertebrate neurotransmission.

Safety: Milbemycin oxime has been tested safely in over 75 different breeds of dogs, including collies, pregnant females, breeding males and females, and puppies over two weeks of age. In well-controlled clinical field studies, 786 dogs completed treatment with milbemycin oxime. Milbemycin oxime was used safely in animals receiving frequently used veterinary products such as vaccines, anthelmintics, antibiotics, steroids, flea collars, shampoos and dips.

Two studies in heartworm-infected dogs were conducted which demonstrated mild, transient hypersensitivity reactions in treated dogs with high microfilaremia counts (see Precautions for reactions observed). Safety studies in pregnant dogs demonstrated that high doses (1.5 mg/kg =3X) of milbemycin oxime given in an exaggerated dosing regimen (daily from mating through weaning), resulted in measurable concentrations of the drug in milk. Puppies nursing these females which received exaggerated dosing regimens demonstrated milbemycin-related effects. These effects were directly attributable to the exaggerated experimental dosing regimen. The product is normally intended for once-a-month administration only. Subsequent studies included using 3X daily from mating to one week before weaning and demonstrated no effects on the pregnant females or their litters. A second study where pregnant females were dosed once at 3X the monthly use rate either before, on the day of or shortly after whelping resulted in no effects on the puppies.

Some nursing puppies, at 2, 4, and 6 weeks of age, given greatly exaggerated oral milbemycin oxime doses (9.6 mg/kg = 19X) exhibited signs typified by tremors, vocalization and ataxia. These effects were all transient and puppies returned to normal within 24 to 48 hours. No effects were observed in puppies given the recommended dose of milbemycin oxime (0.5 mg/kg). This product has not been tested in dogs less than 1 kg weight.

A rising-dose safety study conducted in rough-coated collies, manifested a clinical reaction consisting of ataxia, pyrexia and periodic recumbency, in one of fourteen dogs treated with milbemycin oxime at 12.5 mg/kg (25X monthly use rate). Prior to receiving the 12.5 mg/kg dose (25X monthly use rate) on day 56 of the study, all animals had undergone an exaggerated dosing regimen consisting of 2.5 mg/kg milbemycin oxime (5X monthly use rate) on day 0, followed by 5.0 mg/kg (10X monthly use rate) on day 14 and 10.0 mg/kg (20X monthly use rate) on day 32. No adverse reactions were observed in any of the collies treated with this regimen up through the 10.0 mg/kg (20X monthly use rate) dose.

How supplied: MILBEGUARD® Flavored Tablets are available in four tablet sizes (see Dosage section), formulated according to the weight of the dog. Each tablet size is available in color-coded packages of 6 tablets each, which are packaged 10 per display carton.

Storage conditions: MILBEGUARD® Flavored Tablets should be stored at room temperature, between 68° and 77°F (20-25°C).

INFORMATION FOR DOSING CATS

The once-a-month tablet that prevents heartworm disease and removes adult roundworms and hookworms in cats and kittens.

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian. Keep this and all drugs out of the reach of children.

Description: MILBEGUARD® Flavored Tablets for Cats are available in three tablet sizes in color-coded packages for oral administration to cats and kittens. Each tablet is formulated to provide a minimum of 0.9 mg/lb (2.0 mg/kg) body weight of milbemycin oxime. Milbemycin oxime consists of the oxime derivatives of 5-didehydromilbemycins in the ratio of approximately 80% A_4 ($C_{32}H_{45}NO_7$, MW 555.71) and 20% A_3 ($C_{31}H_{43}NO_7$, MW 541.68).

Indications: MILBEGUARD® Flavored Tablets for Cats are indicated for use in the prevention of heartworm disease caused by *Dirofilaria immitis*, and the removal of adult *Ancylostoma tubaeforme* (hookworm) and *Toxocara cati* (roundworm) in cats and kittens six weeks of age or greater and 1.5 lbs. body weight or greater.

Dosage: MILBEGUARD® Flavored Tablets for Cats are given orally, once a month, at the recommended minimum dosage rate of 0.9 mg milbemycin oxime per pound of body weight (2.0mg/kg).

Recommended Dosage Schedule for Cats

Body Weight	MilbeGuard® Flavored Tablets
1.5-6 lbs.	One tablet (5.75 mg)
6.1-12 lbs.	One tablet (11.5 mg)
12.1-25 lbs.	One tablet (23.0 mg)

Cats over 25 lbs. are provided the appropriate combination of tablets.

Administration: MILBEGUARD® Flavored Tablets for Cats may be offered in food or administered as other tablet medications. The tablets can be broken for ease of administration. Watch the cat closely following dosing to be sure the entire dose has been consumed. If it is not entirely consumed, redose once with the full recommended dose as soon as possible.

MILBEGUARD® Flavored Tablets for Cats must be administered monthly, preferably on the same date each month. The first dose should be administered within one month of the cat's first exposure to mosquitoes and monthly thereafter until the end of the mosquito season. If a dose is missed and a 30-day interval between dosing is exceeded, administer MILBEGUARD® Flavored Tablets for Cats immediately and resume the monthly dosing schedule. It is recommended that cats be tested for existing heartworm infection prior to starting treatment with MILBEGUARD® Flavored Tablets for Cats (See Precautions).

Precautions: Do not use in kittens less than six weeks of age or less than 1.5 lbs. body weight. Safety in heartworm positive cats has not been established. Safety in breeding, pregnant, and lactating queens and breeding toms has not been established.

Efficacy: MILBEGUARD® Flavored Tablets for Cats eliminate the tissue stage of heartworm larvae and hookworm (*Ancylostoma tubaeforme*) and roundworm (*Toxocara cati*) infections when administered orally according to the recommended dosage schedule. The anthelmintic activity of milbemycin oxime is believed to be a result of interference with invertebrate neurotransmission.

Safety: Milbemycin oxime has been tested safely in over 8 different breeds of cats. In well-controlled clinical field studies 141 cats completed treatment with milbemycin oxime. Milbemycin oxime was used safely in animals receiving frequently used veterinary products such as vaccines, anthelmintics, anesthetics, antibiotics, steroids, flea collars, shampoos and dips.

Safety studies were conducted in young cats and kittens and doses of 1X, 3X and 5X the minimum recommended dose of 2.0 mg/kg demonstrated no drug- related effects. Tolerability studies at exaggerated doses of 10X also demonstrated no drug-related adverse effects in kittens and young adult cats.

How supplied: MILBEGUARD® Flavored Tablets for Cats are available in three tablet sizes (see Dosage section), formulated according to the weight of the cat. Each tablet size is available in color-coded packages of 6 tablets each, which are packaged 10 per display carton.

Storage conditions: MILBEGUARD® Flavored Tablets for Cats should be stored at room temperature, between 68° and 77°F (20-25°C).

Manufactured for:
Ceva Animal Health, LLC
Lenexa, KS 66215

Made in Canada.

Approved by FDA under ANADA #200-629


Sometimes dogs and cats need a
little extra something to help keep
them on their toes.

JOINT HEALTH & MOBILITY

Help keep dogs moving.

Some dogs are more prone to joint issues than others. Some just get older and need more help getting up and around. We have a variety of solutions to help you manage the joint health and mobility of your patients.

TRP-Tri-COX®

Tasty, soft chew with patented UC-II® to help support healthy joint function in dogs.

- Helps relieve occasional stiffness due to normal activity and exercise
- Also contains boswellia, astaxanthin, bromelain, glucosamine, MSM, and creatine
- Available in regular soft chews and mini soft chews

TRP-Synovial-FLEX

TRP-Synovial-FLEX is recommended to support healthy joint function in dogs.

- Helps maintain synovial fluid that lubricates joints
- Contains glucosamine, perna canaliculus extract, MSM, antioxidants, and creatine
- Available in regular soft chews and mini soft chews

www.CevaJointHealth.com

Osteoarthritis is a pain

Don't let aging and osteoarthritis slow your patients down. Help them celebrate many pain-free birthdays with the affordable solution for pain and inflammation.

Meloxidyl®

(meloxicam) 1.5 mg/mL Oral Suspension

Meloxidyl is an effective NSAID to help control a dog's pain and inflammation associated with osteoarthritis. While osteoarthritis is extremely common, it often goes unrecognized. Age, breed or injury can increase the risk for osteoarthritis. Left untreated, osteoarthritis can set in motion a cycle of pain that can impede your dog's mobility, as well as their quality of life.

Benefits of Meloxidyl®

- ✓ Affordable, tasty pain relief for osteoarthritis
- ✓ Controls pain and inflammation associated with osteoarthritis in dogs
- ✓ Two syringes for precise dosing for dogs of all sizes

Important Safety Information

DO NOT USE MELOXIDYL ORAL SUSPENSION IN CATS. Acute renal failure and death have been associated with the use of meloxicam in cats. Dogs with known hypersensitivity to meloxicam or other NSAIDs should not receive Meloxidyl Oral Suspension. Meloxidyl Oral Suspension is not recommended for use in dogs with bleeding disorders. If vomiting, diarrhea, decreased appetitie or other signs of illness are seen, discontinue treatment immediately.

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

For full prescribing information, see package insert.

www.meloxidyl.com

Meloxidyl®

(meloxicam) 1.5 mg/mL Oral Suspension

ANADA # 200-637 approved by FDA.

*Please read entire package insert before use.

Meloxidyl® (meloxicam) 1.5 mg/mL Oral Suspension.

Non-steroidal anti-inflammatory drug for oral use in dogs only.

CAUTION: Federal law (U.S.) restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS: Meloxidyl® Oral Suspension is indicated for the control of pain and inflammation associated with osteoarthritis in dogs.

CONTRAINDICATIONS: Dogs with known hypersensitivity to meloxicam should not receive Meloxidyl® Oral Suspension. **Do not use Meloxidyl® Oral Suspension in cats. Acute renal failure and death have been associated with the use of meloxicam in cats.**

WARNING: Repeated use of meloxicam in cats has been associated with acute renal failure and death. Do not administer additional injectable or oral meloxicam to cats. See Contraindications, Warnings, and Precautions for detailed information.

WARNINGS: Not for use in humans. Keep this and all medications out of reach of children. Consult a physician in case of accidental ingestion by humans. **For oral use in dogs only.**

As with any NSAID, all dogs should undergo a thorough history and physical examination before the initiation of NSAID therapy. Appropriate laboratory testing to establish hematological and serum biochemical baseline data is recommended prior to and periodically during administration. Owner should be advised to observe their dog for signs of potential drug toxicity and be given a client information sheet about Meloxidyl® Oral Suspension.

PRECAUTIONS: The safe use of Meloxidyl® Oral Suspension in dogs younger than 6 months of age, dogs used for breeding, or in pregnant or lactating dogs has not been evaluated. Meloxicam Oral Suspension is not recommended for use in dogs with bleeding disorders, as safety has not been established in dogs with these disorders. As a class, cyclo-oxygenase inhibitory NSAIDs may be associated with gastrointestinal, renal and hepatic toxicity. Sensitivity to drug-associated adverse events varies with the individual patient. Dogs that have experienced adverse reactions from one NSAID may experience adverse reactions from another NSAID. Patients at greatest risk for renal toxicity are those that are dehydrated, on concomitant diuretic therapy, or those with existing renal, cardiovascular, and/or hepatic dysfunction. Concurrent administration of potentially nephrotoxic drugs should be carefully approached. NSAIDs may inhibit the prostaglandins that maintain normal homeostatic function. Such antiprostaglandin effects may result in clinically significant disease in patients with underlying or pre-existing disease that has not been previously diagnosed. Since NSAIDs possess the potential to induce gastrointestinal ulcerations and/or perforations, concomitant use with other anti-inflammatory drugs, such as NSAIDs or corticosteroids, should be avoided. If additional pain medication is needed after administration of the total daily dose of Meloxidyl Oral Suspension, a non-NSAID or non-corticosteroid class of analgesia should be considered. The use of another NSAID is not recommended. Consider appropriate washout times when switching from corticosteroid use or from one NSAID to another in dogs. The use of concomitantly protein-bound drugs with Meloxidyl Oral Suspension has not been studied in dogs. Commonly used protein-bound drugs include cardiac, anticonvulsant and behavioral medications. The influence of concomitant drugs that may inhibit metabolism of Meloxidyl Oral Suspension has not been evaluated. Drug compatibility should be monitored in patients requiring adjunctive therapy.

ADVERSE REACTIONS: Field safety was evaluated in 306 dogs. Based on the results of two studies, GI abnormalities (vomiting, soft stools, diarrhea, and inappetance) were the most common adverse reactions associated with the administration of meloxicam. The following table lists adverse reactions and the numbers of dogs that experienced them during the studies. Dogs may have experienced more than one episode of the adverse reaction during the study.

In foreign suspected adverse drug reaction (SADR) reporting over a 9 year period, incidences of adverse reactions related to meloxicam administration included: auto-immune hemolytic anemia (1 dog), thrombocytopenia (1 dog), polyarthritis (1 dog), nursing puppy lethargy (1 dog), and pyoderma (1 dog).

Adverse Reactions Observed During Two Field Studies

Clinical Observation	Meloxicam (n = 157)	Placebo (n = 149)
Vomiting	40	23
Diarrhea/Soft Stool	19	11
Bloody Stool	1	0
Inappetance	5	1
Bleeding Gums After Dental Procedure	1	0
Lethargy/Swollen Carpus	1	0
Epiphora	1	0

POST-APPROVAL EXPERIENCE (Rev. 2010): The following adverse events are based on post-approval adverse drug expe-rience reporting. Not all adverse reactions are reported to FDA/CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using these data. The following ad-verse events are listed in decreasing order of frequency by body system.

Gastrointestinal: vomiting, anorexia, diarrhea, melena, gastrointestinal ulceration

Urinary: azotemia, elevated creatinine, renal failure

Neurological/Behavioral: lethargy, depression

Hepatic: elevated liver enzymes

Dermatologic: pruritus

Death has been reported as an outcome of the adverse events listed above. **Acute renal failure and death have been associated with use of meloxi-cam in cats.**

EFFECTIVENESS: The effectiveness of meloxicam was demonstrated in two field studies involving a total of 277 dogs representing various breeds, betweens six months and sixteen years of age, all diagnosed with osteoarthritis. Both of the placebo-controlled, masked studies were conducted for 14 days. All dogs received 0.2 mg/kg on day 1. All dogs were maintained on 0.1 mg/kg oral meloxicam from days 2 through 14 of both studies. Parameters evaluated by veterinarians included lameness, weight-bearing, pain on palpation, and overall improvement. Parameters assessed by owners included mobility, abil-ity to rise, limping, and overall improvement. In the first field study (n= 109), dogs showed clinical improvement with statistical significance after 14 days of meloxicam treatment for all parameters. In the second field study (n = 48), dogs receiving meloxicam showed a clinical improvement after 14 days of ther-apy for all parameters; however, statistical significance was demonstrated only for the overall investigator evaluation on day 7, and for the owner evaluation on day 14.

HOW SUPPLIED: Meloxidyl® 1.5 mg/mL Oral Suspension: 10, 32, 100 and 200 mL bottles with small and large dosing syringes.

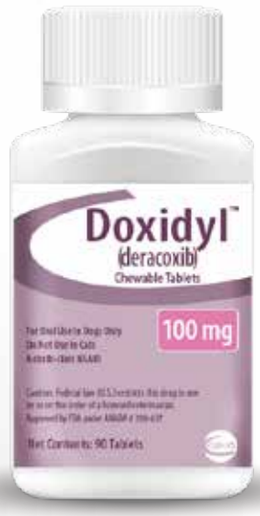
STORAGE: Store at controlled room temperature 68-77° F (20-25° C).

MANUFACTURED FOR: Ceva Santé Animale, S.A.

MARKETED BY: Ceva Animal Health, LLC, Lenexa, KS 66215

www.meloxidyl.com

The wag is back.



See your patients wagging again with Doxidyl™ (deracoxib) Chewable Tablets

- ✓ Controls pain and inflammation in dogs
  - Osteoarthritis
  - After orthopedic and dental surgeries
- ✓ Tasty, beef-flavored chewable tablet
- ✓ Cost less than the pioneer brand

Switch to Doxidyl™ for your deracoxib needs.

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Important Safety Information

For use in dogs only. Do not use in cats. As a class, nonsteroidal anti-inflammatory drugs (NSAIDs) may be associated with gastrointestinal, kidney or liver side effects. These are usually mild but may be serious. If side effects occur, pet owners should discontinue use and contact their veterinarian. As with any NSAID, all dogs should undergo a thorough history and physical examination before the initiation of NSAID therapy. Concurrent use with other anti-inflammatory drugs, such as NSAIDs or corticosteroids, should be avoided. The safe use of DOXIDYL™ (deracoxib) Chewable Tablets in dogs younger than 4 months of age, dogs used for breeding or in pregnant or lactating dogs has not been evaluated. Refer to the full prescribing information for complete details.

Doxidyl™

(deracoxib) Chewable Tablets

*Please read entire package insert before use.
Doxidyl® (deracoxib) 12 mg, 25 mg, 75 mg, and 100 mg chewable tablets.
Nonsteroidal anti-inflammatory drug (NSAID) for oral use in dogs only.

CAUTION: Federal law (U.S.) restricts this drug to use by or on the order of a licensed veterinarian.

CONTRAINDICATIONS: Dogs with known hypersensitivity to deracoxib should not receive Doxidyl® Chewable Tablets.

WARNINGS: Not for use in humans. Keep this and all medications out of reach of children. Consult a physician in case of accidental ingestion by humans. **For use in dogs only. Do not use in cats.**

All dogs should undergo a thorough history and physical examination before the initiation of NSAID therapy. Appropriate laboratory tests to establish hematological and serum biochemical baseline data prior to, and periodically during, administration of any NSAID is recommended. **Owners should be advised to observe for signs of potential drug toxicity (See Adverse Reactions, Animal Safety and Post-Approval Experience) and be given an "Information for Dog Owners" Sheet.**

PRECAUTIONS: Dogs needing a dose of less than 12.5 mg can only be accurately dosed through the use of the 12 mg tablet, which can be broken in half to provide 6 mg. Do not attempt to accurately dose smaller dogs through the use of breaking larger tablets. **Inaccurate dosing may result in adverse drug events (See Adverse Reactions, Animal Safety, and Post-Approval Experience).**

Since NSAIDs possess the potential to produce gastrointestinal ulceration and/or perforation, concomitment use of DOXIDYL® tablets with other anti-inflammatory drugs, such as NSAIDs or corticosteroids, should be avoided. As a class, NSAIDs may be associated with gastrointestinal, renal and hepatic toxicity. The following collective group of clinical signs has been reported with some serious gastrointestinal events, in decreasing order of reported frequency: anorexia, tachycardia, tachypnea, pyrexia, ascites, pale mucous membranes, dyspnea. In some cases, circulatory shock, collapse and cardiac arrest have also been reported. Sensitivity to drug-associated adverse events varies with the individual patient. Dogs that have experienced adverse reactions from one NSAID may experience adverse reactions from another NSAID. Patients at greatest risk for adverse events are those that are dehydrated, on concomitant diuretic therapy, or those with existing renal, cardio¬vascular and/or hepatic dysfunction. Plasma levels of deracoxib my increase in a greater than dose-proportional fashion above 8 mg/kg/day. Deracoxib tablets have been safely used during field studies in conjunction with other common medications, including heartworm preventatives, anthelmintics, anesthetics, pre-anesthetic medications, and antibiotics. If additional pain medication is needed after a daily dose of DOXIDYL tablets, a non-NSAID/non-corticosteroid class of analgesic may be necessary. It is not known whether dogs with a history of hypersensitivity to sulfonamide drugs will exhibit hypersensitivity to DOXIDYL tablets. The safe use of deracoxib tablets in dogs younger than 4 months of age, dogs used for breeding, or in pregnant or lactating dogs has not been evaluated.

NSAIDS may inhibit the prostaglandins which maintain normal homeostatic function. Such anti-prostaglandin effects may result in clinically significant disease in patients with underlying or pre-existing disease that has not been previously diagnosed. Appropriate monitoring procedures should be employed during all surgical procedures. The use of parenteral fluids during surgery should be considered to decrease potential renal complications when using NSAIDs perioperatively. Concurrent administration of potentially nephrotoxic drugs should be carefully approached.

The use of concomitantly protein-bound drugs with deracoxib tablets has not been studied in dogs. Commonly used protein-bound drugs including cardiac, anticonvulsant and behavioral medications. The influence of concomitant drugs that may inhibit metabolism of deracoxib tablets has not been evaluated. Drug compatibility should be monitored in patients requiring adjunctive therapy. Consider appropriate washout times when switching from one NSAID to another or when switching from corticosteroid use to NSAID use.

Effectiveness: Deracoxib tablets were evaluated in masked, placebo-controlled multi-site field studies involving client-owned animals to determine effectiveness.

Osteoarthritis Pain and Inflammation Field Study: Two hundred and nine (209) client-owned dogs with clinical and radiographic signs of osteoarthritis of at least one appendicular joint were enrolled in this study. A total of 194 dogs were included in the safety evaluation and a total of 181 dogs were included in the effectiveness evaluation. The effectiveness of deracoxib tablets in the control of pain and inflammation associated with osteoarthritis was demonstrated in a placebo-controlled, masked study evaluating the anti-inflammatory and analgesic effects of deracoxib tablets. Tablets were administered by the owner at approximately 1-2 mg/kg/day for forty-three (43) consecutive days.

In general, statistically significant ($p<0.05$) differences in favor of deracoxib were seen force plate parameters (vertical impulse area, peak vertical force) and owner evaluations (quality of life, lameness and overall level of activity).

The results of this field study demonstrate that deracoxib tablets, when administered at 1-2 mg/kg/day for 43 days are effective for the control of pain and inflammation associated with osteoarthritis.

ADVERSE REACTIONS: Deracoxib was well tolerated and the incidence of clinical adverse reactions was comparable in deracoxib and placebo treated animals. A total of 209 dogs of 41 breeds, 1-14 years old, weighing 17-177 lbs were included in the field safety analysis. The following table shows the number of dogs displaying each adverse reaction.

Abnormal Findings in The Osteoarthritis Field Study [1]

Clinical Observation	Deracoxib Tablets (N=105)	Placebo (N=104)
Vomiting	3	4
Diarrhea/Soft Stool	3	2
Weight Loss	1	0
Abdominal Pain (Splinting)	0	1
Seizure	1	0
Lethargy	0	1
Pyoderma/Dermatitis	2	0
Unilateral Conjunctivitis	1	0
Scleral injection	0	1
Hematuria/UTI	1	0
Splenomegaly*	1	0
Grade II Murmur Systolic	1	0

[1] Dogs may have experienced more than one adverse reaction during this study.

*This dog was less active and eating less on enrollment, with elevated WBC, amylase, and AST and died 1 month after exiting the study. The dog was withdrawn from the study on Day 17 with anorexia, lethargy and a suspicion of diarrhea. Follow-up laboratory analyses revealed hypoalbuminemia, hyperphosphatemia, elevated AST and decreased BUN. Follow-up treatment included other anti-inflammatories and antibiotics.

Complete blood count, serum chemistry, and buccal bleeding time analysis were conducted at the beginning and end of the trial. Mean values of all CBC and chemistry results for both deracoxib and placebo-treated dogs were within normal limits. There was no statistically significant difference in the buccal bleeding time between deracoxib and placebo-treated dogs before or after the study, and all results remained within normal limits (less than 5 minutes). The results of this field study demonstrate that deracoxib is safe and effective for the control of pain and inflammation associated with osteoarthritis in dogs.

During this trial, dogs were safely treated with a variety of commonly used medications, including antibiotics, anti-parasiticides, topical flea adulticides and thyroid supplements.

The results of this field study demonstrate that deracoxib tablets are well-tolerated when administered at 1-2 mg/kg/day for up to 43 days for the control of pain and inflammation associated with osteoarthritis.

Postoperative Orthopedic Pain and Inflammation Field Study: In this study, 207 dogs admitted to veterinary hospitals for repair of cranial cruciate injury were randomly administered deracoxib tablets or a placebo. Drug administration started the evening before surgery and continued once daily for 6 days postoperatively. Effectiveness was evaluated in 119 dogs and safety was evaluated in 207 dogs. Statistically significant differences in favor of deracoxib tablets were found for lameness at walk and trot, and pain on palpation values at all post-surgical time points. The results of this field study demonstrate that deracoxib tablets, when administered daily for 7 days are effective for the control of postoperative pain and inflammation associated with orthopedic surgery.

ADVERSE REACTIONS: A total of 207 dogs of forty-three (43) different breeds, 1-15 years old, weighing 7-141 lbs were included in the field safety analysis. The following table shows the number of dogs displaying each adverse reaction.

Abnormal Health Findings in The Postoperative Orthopedic Pain Field Study [1]

Clinical Observation	Deracoxib Tablets (N=105)	Placebo (N=102)
Vomiting	11	6
Diarrhea	6	7
Hematochezia	4	0
Melena	0	1
Anorexia	0	4
Incision Site Lesion (drainage, oozing)	11	6
Non-Incision Site Lesions (moist dermatitis, pyoderma)	2	0
Otitis Externa	2	0
Positive Joint Culture	1	0
Phlebitis	1	0
Hematuria	2	0
Conjunctivitis	1	2
Splenomegaly	1	0
Hepatomegaly	1	0
Death	0	1

[1] Dogs may have experienced more than one adverse reaction during this study.

This table does not include one dog that was dosed at 16.92 mg/kg/day for the study duration. Beginning on the last day of treatment, this dog experienced vomiting, diarrhea, increased water intake and decreased appetite. Hematology and clinical chemistry values were unremarkable. The dog recovered uneventfully within 3 days of cessation of dosing.

Incisional drainage was most prevalent in dogs enrolled at a single study site. There were no statistically significant changes in the mean values for hepatic or renal clinical pathology indices between deracoxib tablet- and placebo-treated dogs. Four deracoxib tablet-treated dogs and two placebo-treated dogs exhibited elevated bilirubin during the dosing phase. One deracoxib tablet-treated dog exhibited elevated ALT, BUN and total bilirubin and a single vomiting event. None of the changes in clinical pathology values were considered clinically significant.

The results of this clinical study demonstrate that deracoxib tablets, when administered daily for 7 days to control postoperative pain and inflammation in dogs, are well tolerated.

Postoperative Dental Pain and Inflammation Field Study: In this study, 62 dogs admitted to veterinary hospitals for dental extractions were randomly administered deracoxib tablets or a placebo. Drug administration started approximately 1 hour before surgery and continued once daily for 2 days postoperatively. Effectiveness was evaluated in 57 dogs and safety was evaluated in 62 dogs. There was a statistically significant reduction ($p=0.0338$) in the proportion of dogs that required rescue therapy to control post-surgical pain in the deracoxib treated group compared to the placebo control group. Pain assessors used a modification of the Glasgow Composite Pain Scale (mGCPS) to assess pain.[1] A dog was rescued if it scored >4 on the combined mGCPS variables of Posture/Activity, Demeanor, Response to Touch, and Vocalization, or if the investigator determined at any time that pain intervention was needed. The results of this field study demonstrate that deracoxib, when administered once daily for 3 days, is effective for the control of postoperative pain and inflammation associated with dental surgery.

Adverse Reactions: A total of 62 male and female dogs of various breeds, 1.5-16 yeas old, were included in the field safety analysis. The following table shows the number of dogs displaying each adverse reaction. Digestive tract disorders (diarrhea and vomiting) and systemic disorders (abnormal clinical chemistry results) were the most frequently reported findings. There were no distinct breed, age or sex predilections for adverse reactions that were reported. No dogs were withdrawn from the study due to the occurrence of an adverse reaction.

Abnormal Health Findings in The Dental Pain Field Study[1]

Clinical Observation	Deracoxib Tablets (N=31)	Placebo (N=31)
Vomiting	4	1
Diarrhea/soft stool	3	1
Regurgitation	0	2
Increased AST[2]	3	0
Increased ALT[2]	1	0
Hematuria	1	0
Leukocytosis	1	1
Neutrophilia	1	1
Lameness	1	0
Facial Swelling	0	1
Tachycardia	0	1

[1] Dogs may have experienced more than one adverse reaction during this study.
[2] Included animals with results over 2x the high normal.

Post-Approval Experience (Rev. 2010): The following adverse events are based on post-approval drug experience reporting. Not all adverse reactions are reported to the FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency.

Gastrointestinal: vomiting, diarrhea, hypoalbuminemia, melena, hematochezia, elevated amylase/lipase, hematemesis, abdominal pain, peritonitis, decreased or increased total protein and globulin, gastrointestinal perforation, gastrointestinal ulceration, hypersalivation.

General: anorexia, depression/lethargy, weight loss, weakness, fever, dehydration.

Hepatic: elevated liver enzymes, hyperbilirubinemia, icterus, ascites, decreased BUN.

Hematologic: anemia, leukocytosis, leukocytopenia, thrombocytopenia.

Neurologic: seizures, ataxia, recumbency, trembling, confusion, collapse, hind limb paresis, nystagmus, proprioceptive disorder, vestibular signs.

Behavioral: nervousness, hyperactivity, aggression, apprehension.

Urologic: elevated BUN/creatinine, polydipsia, polyuria, hyperphosphatemia, he¬maturia, low urine specific gravity, urinary incontinence, renal failure, urinary tract infection.

Dermatologic: pruritus, erythema, urticaria, moist dermatitis, facial/muzzle edema, dermal ulceration/necrosis.

Respiratory: panting, dyspnea, epistaxis, coughing.

Cardiovascular: tachycardia, heart murmur, bradycardia, arrest.

Sensory: vestibular signs, glazed eyes, uveitis.

Ophthalmic: blindness, mydriasis, conjunctivitis, keratoconjunctivitis sicca, uveitis.

In some cases, death has been reported as an outcome of the adverse events listed above.

Approved by FDA under ANADA # 200-637.

1. Holton, L., Reid, J., Scott, E.M., Pawson, P. and Nolan, A. (2001). Development of a behaviour-based scale to measure acute pain in dogs. Veterinary Record, 148, 525-53.

HEALTH & WELLNESS

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Helps support normal liver function in dogs and cats.

- S-Adenosyl-L-Methionine helps support liver metabolic activity and proper liver function
- Includes licorice root extract and quercetin to help reduce oxidative stress
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Available in:

Snap Tablets

- 225 mg–available in 30 and 60 count bottles
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- Tasty, chewable tablets
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Concentrated omega-3 formulations to help support healthy skin and coat. Fatty acids are also vital to everyday health, strong muscles, and healthy joints.

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DENTAL HEALTH

Just like humans, pets need their teeth to last a lifetime. That's why we offer a variety of innovative solutions for pet dental health.

Breakables™ Clenz-a-dent® Rawhide Dental Chews

Beef rawhide chews that easily break apart as a dog chews.

- Cleans teeth while dog chews
- Abrasive texture of chew helps reduce plaque build-up

Clenz-a-dent® Rawhide Dental Chews

Beef rawhide chews that are coated with a palatable chicken flavor.

- Cleans teeth while dog chews
- Abrasive texture of chew helps reduce plaque build-up

Clenz-a-dent® ProDen PlaqueOff® Oral Health Flakes

Tasty flakes to sprinkle on food every day. Good for dogs and cats!

- Purified *Ascophyllum nodosum* (seaweed) acts naturally to help maintain clean teeth and fresh breath
- **VOHC approved**

Clenz-a-dent® Water Additive/Mouth Rinse

Add to water or spray directly on teeth and gums to help reduce the accumulation of biofilm on teeth.

Even cats like the taste.

Clenz-a-dent® Chlorhexidine Rinse

An orange-flavored antimicrobial rinse with 0.13% chlorhexidine. Helps fight the bacteria in the mouth that cause gum disease.

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