Reduce the risk of recurrence

Clear bacterial infections fast and thoroughly

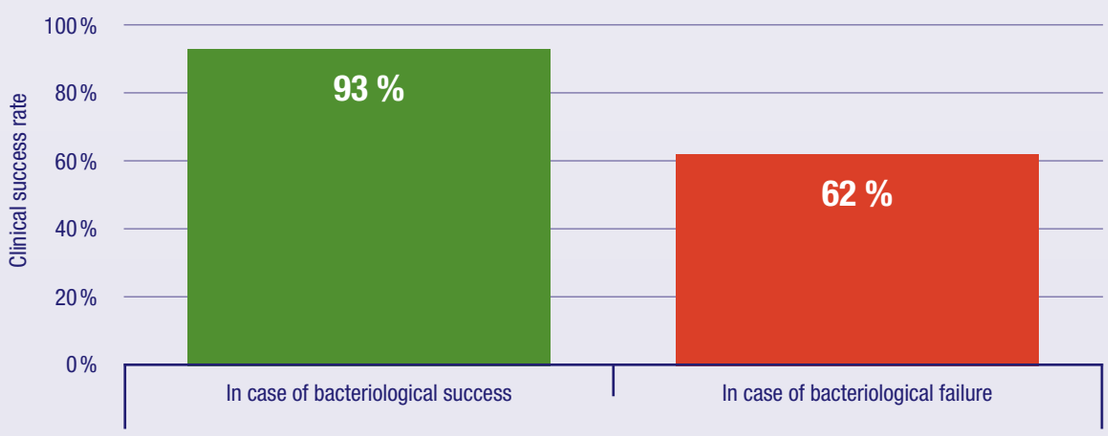
Clearly advanced Veraflox®

In bacterial infections, bacteriological cure is the true measure of treatment success

CLINICAL CURE DOES NOT NECESSARILY INDICATE BACTERIOLOGICAL CURE

- A study in 448 children with acute otitis media[1]
- Treatment choice of 6 different antibiotics
- Re-evaluation after 3–6 days for bacteriological and clinical cure

Clinical cure rate in case of bacteriological success or failure of antibiotics commonly used in otitis media[1]



Bacteriological success: sterile middle ear fluid culture after therapy
Bacteriological failure: isolation of a pathogen in the middle ear fluid after therapy

> "The ultimate goal of antibiotic therapy is not simply to guarantee a clinical success but to achieve it through a total bacterial cure." Toutain et al., 2002[2]

Veraflox® is available in a range of convenient, well-accepted once-daily doses

Formulated for maximum flexibility, palatability, and compliance
Easy-to-administer with breakthrough taste-masking technology

- **For dogs:** Veraflox® is available in once-daily flavoured tablets for increased compliance and greater control over dosing
- **For cats:** Veraflox® is available in a well-accepted once-daily oral suspension‡ tailored specifically for cats for greater compliance

Veraflox® offers excellent treatment flexibility and control

Convenient and flexible once-daily dosing for cats and dogs of all sizes:

- **Dogs:** 3 mg/kg PO SID (tablets)
- **Cats:** 3 mg/kg PO SID (tablets)* & 5 mg/kg PO SID (oral suspension)‡

15 mg tablet
for small dogs
(> 3.4 – 15 kg)
and for cats
(> 3.4 – 10 kg)

60 mg tablet
for medium dogs
(15 – 30 kg)

120 mg tablet
for large dogs
(30 – 80 kg)

25 mg/mL oral suspension for cats
(> 0.67 – 10 kg)

‡The oral suspension is indicated for the treatment of feline acute infections of the upper respiratory tract, wound infections and abscesses.

*For dogs, the 15 mg tablet is indicated for the treatment of wound infections, pyoderma, urinary tract infections, and as adjunctive therapy of severe periodontal disease. For cats, it is indicated for upper respiratory infections.

References: 1. Marchant et al. Measuring the comparative efficacy of antibacterial agents for acute otitis media: The „Pollyanna phenomenon". The Journal of Pediatrics 1992; 120: 72-77. **2.** Pankey GA. Community Respiratory Infections – a new treatment paradigm. Ochsner Clinic Reports on Antimicrobial Therapy in Respiratory Infections, pages 1-15 (2001). **3.** Sandberg et al. Randomised double-blind study of norfloxacin and cefadroxil in the treatment of acute pyelonephritis. Eur J Microbiol Infect Dis, 1990, 17-323. **4.** Müller R, Stephan B. Pradofloxacin in the treatment of canine deep pyoderma: a multicentred, blinded, randomized parallel trial. Vet Dermatol 2007; 18: 144-151. **5.** Stephan et al. Clinical efficacy of pradofloxacin in the treatment of canine urinary tract infections. 2nd AAVM, Ottawa, Canada, 2004. Abstract+reference. **6.** Stephan et al. Results of the use of pradofloxacin in the treatment of canine periodontal disease. 3rd AAVM, Orlando, USA. 2006. Abstract. **7.** Bayer internal study. Data on file. **8.** Stephan et al. Clinical efficacy of pradofloxacin in the treatment of feline upper respiratory tract infections. 45th ICAAC, American Society for Microbiology, Washington, DC, 2005. Abstract. **9.** European Pet Owner Research Study, Harris Interactive, May 2014

Veraflox® 15 mg tablets for dogs and cats, Veraflox® 60 mg tablets for dogs, Veraflox® 120 mg tablets for dogs

Content: Each tablet contains: Pradofloxacin 15 mg; Pradofloxacin 60 mg; Pradofloxacin 120 mg. **Dose:** 3 mg/kg b.w. once daily.

Indications for use

Dogs: Treatment of wound infections caused by susceptible strains of the *Staphylococcus intermedius* group (including *S. pseudintermedius*), superficial and deep pyoderma caused by susceptible strains of the *Staphylococcus intermedius* group (including *S. pseudintermedius*), acute urinary tract infections caused by susceptible strains of *Escherichia coli* and the *Staphylococcus intermedius* group (including *S. pseudintermedius*) and as adjunctive treatment to mechanical or surgical periodontal therapy in the treatment of severe infections of the gingiva and periodontal tissues caused by susceptible strains of anaerobic organisms, for example *Porphyromonas* spp. and *Prevotella* spp. **Cats:** Treatment of acute infections of the upper respiratory tract caused by susceptible strains of *Pasteurella multocida*, *Escherichia coli* and the *Staphylococcus intermedius* group (including *S. pseudintermedius*).

Contraindications: Do not use in animals with known hypersensitivity to fluoroquinolones.

Dogs: Do not use in dogs during the period of growth as developing articular cartilage may be affected. The period of growth depends on the breed. For the majority of breeds, pradofloxacin-containing veterinary medicinal products must not be used in dogs of less than 12 months of age and in giant breeds less than 18 months.Do not use in dogs with persisting articular cartilage lesions, since lesions may worsen during treatment with fluoroquinolones. Do not use in dogs with central nervous system (CNS) disorders, such as epilepsy, as fluoroquinolones could possibly cause seizures in predisposed animals. Do not use in dogs during pregnancy and lactation. **Cats:** Due to the lack of data, pradofloxacin should not be used in kittens aged less than 6 weeks. Pradofloxacin has no effects on the developing cartilage of kittens of 6 weeks of age and older. However, the product should not be used in cats with persisting articular cartilage lesions, as these lesions may worsen during treatment with fluoroquinolones. Do not use in cats with central nervous system (CNS) disorders, such as epilepsy, as fluoroquinolones could potentially cause seizures in predisposed animals. Do not use in cats during pregnancy and lactation. **Adverse reactions:** Mild transient gastro-intestinal disturbances including vomiting have been observed in rare cases in dogs and cats.

Veraflox® 25 mg/ml oral suspension for cats

Content: Each ml contains: Pradofloxacin 25 mg. **Dose:** 5 mg/kg b.w. once daily. **Indications for use:** Treatment of acute infections of the upper respiratory tract caused by susceptible strains of *Pasteurella multocida*, *Escherichia coli* and the *Staphylococcus intermedius* group (including *S. pseudintermedius*), wound infections and abscesses caused by susceptible strains of *Pasteurella multocida* and the *Staphylococcus intermedius* group (including *S. pseudintermedius*). **Contraindications:** Do not use in cats with known hypersensitivity to fluoroquinolones. Due to the lack of data, pradofloxacin should not be used in kittens aged less than 6 weeks. Pradofloxacin has no effects on the developing cartilage of kittens of 6 weeks of age and older. However the product should not be used in cats with persisting articular cartilage lesions, as these lesions may worsen during treatment with fluoroquinolones. Do not use in cats with central nervous system (CNS) disorders, such as epilepsy, as fluoroquinolones could potentially cause seizures in predisposed animals. Do not use in cats during pregnancy and lactation. **Adverse reactions:** Mild transient gastro-intestinal disturbances including vomiting have been observed in rare cases.

For information on Special warnings for each target species, Special precautions for use, Adverse reactions and Interaction with other medicinal products and other forms of interaction see the published SPC.

POM. Marketing authorisation holder: Bayer Animal Health GmbH, D-51368 Leverkusen, Germany.

International Brochure

Veraflox® may not be available in every country. Registration conditions may differ internationally. Please check the registered SPC in your country.

Detailed information on this veterinary medicinal product is available on the website of the European Medicines Agency http://www.ema.europa.eu/

Veraflox®

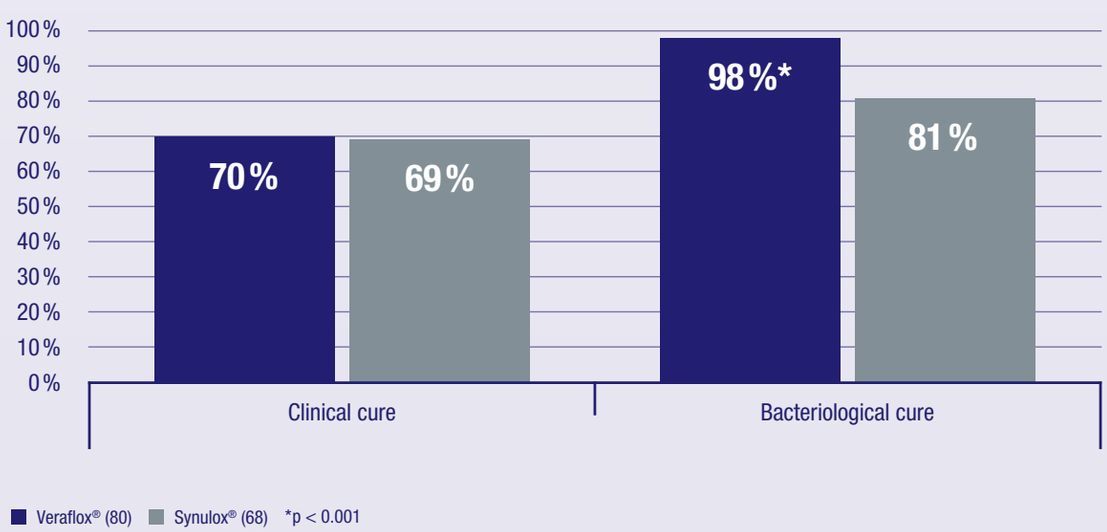
Veraflox® in cats –
Proven bacteriological cure

UPPER RESPIRATORY TRACT INFECTIONS

Veraflox is clinically similar to Synulox but offers a significantly better bacteriological cure[8]

- A multi-centre, randomized and blinded field efficacy study[8]
- 148 cats with upper respiratory tract infections
- Treatment with Veraflox® oral suspension (5 mg/kg/day) or Synulox® (12.5 mg/kg twice daily)

Clinical and bacteriological cure rates

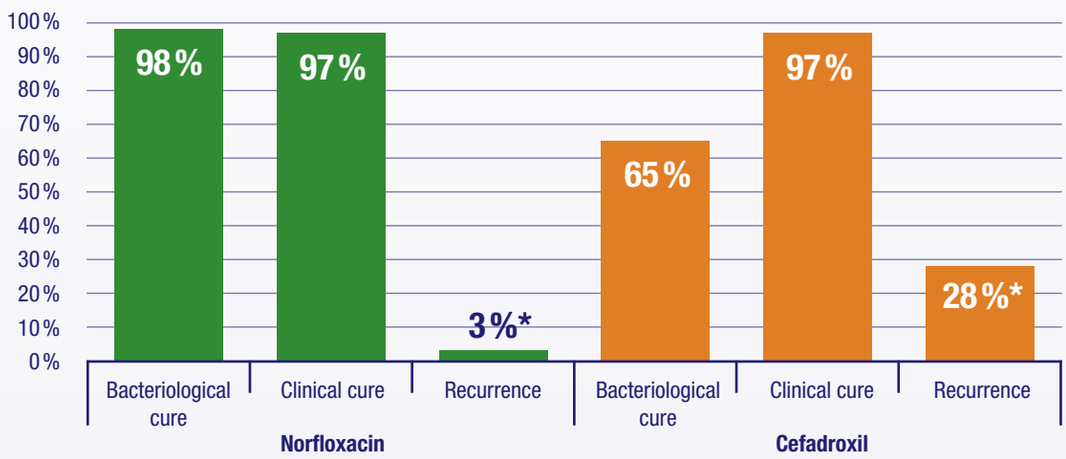


A better bacteriological cure leads to less recurrences

IF THE BACTERIOLOGICAL CURE RATE IS HIGH, THE RECURRENCE RATE IS SIGNIFICANTLY LOWER

- A study in 140 human patients with acute pyelonephritis[3]
- Oral treatment with norfloxacin or cefadroxil for 14 days
- Urine samples were taken before, during and at the end of treatment

Clinical and bacteriological cure rate and recurrence rate for norfloxacin and cefadroxil in patients with acute pyelonephritis[3]



*p < 0.0001

> "Use of the most effective antimicrobial may offer many potential benefits, including fewer recurrences in the short term and longer periods between exacerbations in chronic conditions." Pankey, 2001[2]

BETTER CHOOSE AN ANTIBIOTIC WITH PROVEN BACTERIOLOGICAL CURE

Veraflox®

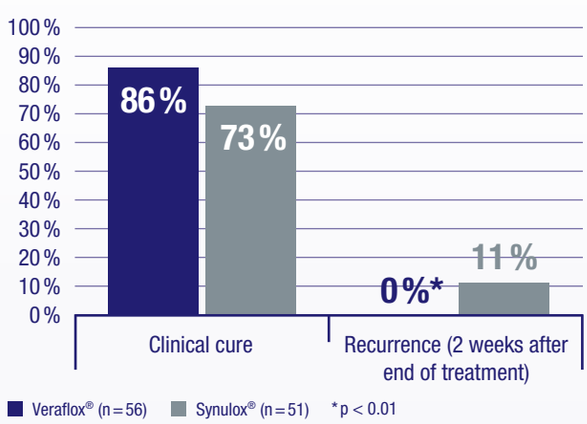
Veraflox® in dogs –
Proven bacteriological cure

PYODERMA

In deep pyoderma, Veraflox® is clinically similar to Synulox® but shows significantly less recurrences[4]

- A multi-centre, randomized and blinded field efficacy study[4]
- 107 dogs with deep pyoderma
- Treatment with Veraflox® (3 mg/kg/day) or Synulox® (12.5 mg/kg twice daily)

Clinical and bacteriological cure rates

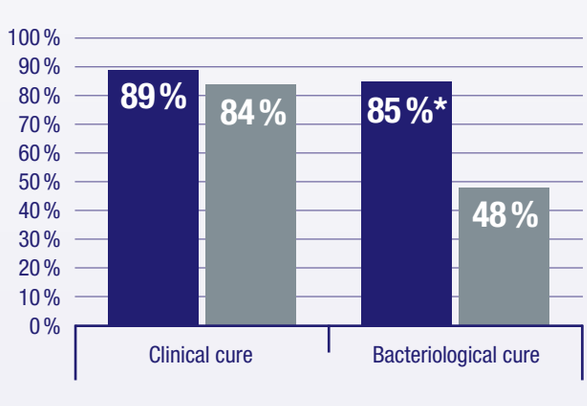


URINARY TRACT INFECTIONS

Veraflox® is clinically similar to Synulox® but leads to a significantly better bacteriological cure[5]

- A multi-centre, randomized and blinded field efficacy study[5]
- 162 dogs with bacterial urinary tract infections
- Treatment with Veraflox® (3 mg/kg/day) or Synulox® (12.5 mg/kg twice daily) for 7-21 days

Clinical and bacteriological cure rates

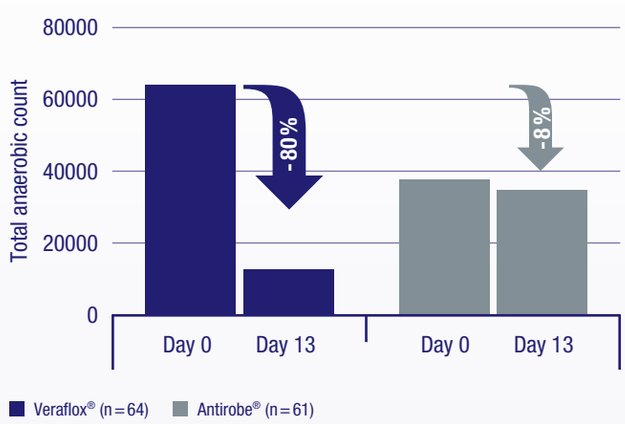


PERIODONTAL INFECTIONS

Veraflox® is clinically similar to Antirobe® (clindamycin) but offers a significantly better reduction of anaerobes[6]

- A multi-centre, randomized and blinded field efficacy study[6]
- 125 dogs with periodontal infections
- Treatment with Veraflox® (3 mg/kg/day) or Antirobe® (5.5 mg/kg twice daily)
- Duration of treatment: 7 days

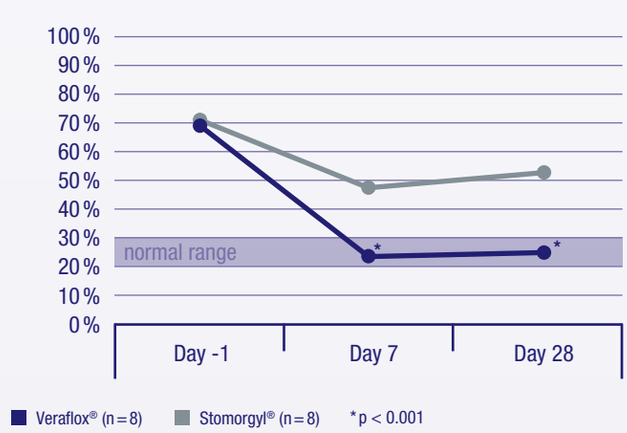
Reduction of the number of anaerobic bacteria



Veraflox® is clinically similar to Stomorgyl® (spiramycin and metronidazol) but offers a significantly better restoration of the normal oral flora[7]

- A laboratory study in 16 dogs with periodontal infections[7]
- Treatment with Veraflox® (3 mg/kg/day) or Stomorgyl® (12.5 mg/ 75,000IU/kg twice daily)
- Duration of treatment: 7 days

Proportion of Gram-negative bacteria



Veraflox®

Recent market research among pet owners has shown:[9,*]

31 %

of **owners** that ever treated their pet with an antibiotic have seen a recurrence

Avoid recurrence!

71 %

relate a recurrence to prolonged suffering of their **pet**

33 %

lose trust and might consider changing **vet** if a recurrence would happen again

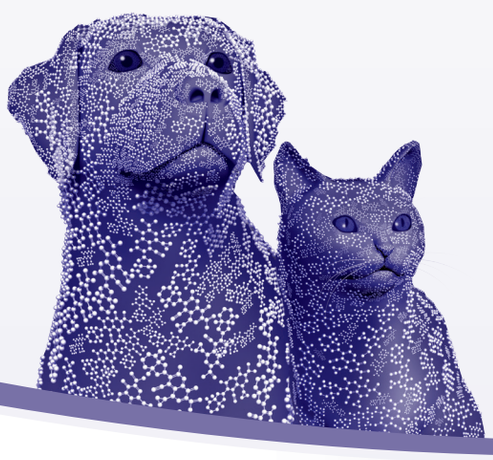
TREATING INFECTIONS MORE THOROUGHLY WITH VERAFLOX® BENEFITS PETS, OWNERS AND YOU

*600 pet owners in three countries (UK, D, IT).

Veraflox®

Veraflox® – Optimize the treatment of bacterial infections

- **Extended spectrum efficacy** against a wide range of susceptible Gram-positive and Gram-negative pathogens, including anaerobic organisms
- **Unique chemistry and dual-targeting** of enzymes acting on bacterial DNA, providing superior bactericidal activity and reduced potential for the emergence of resistant bacterial strains
- **Proven efficacy** for wound infections, pyoderma, and acute urinary tract infections as well as adjunctive therapy for severe gingival and periodontal infections caused by susceptible strains of bacteria in dogs
- **Proven efficacy** for upper respiratory tract infections, wound infections, and abscesses caused by susceptible strains of bacteria in cats
- **Well-tolerated and palatable,** once-daily formulations – flavoured tablets for dogs and convenient oral suspension for cats



Bayer HealthCare

Clearly advanced Veraflox®