

VALUE BEYOND THE BOTTLE

Dormosedan[®]

(detomidine hydrochloride)



2022

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My Ask

Choose me as your trusted business partner.

Choose DORMOSEDAN®.

Choose Zoetis.

- ✓ 30-Year Track Record
- ✓ #1 Most-Trusted Equine Sedative/Analgesic¹
- ✓ Predictable results you can rely on
- ✓ Backed by extensive support from Zoetis



¹ Data on file, 2020 Equine Pain & Sedation Market Research Study

Zoetis Has Your Back

- ✓ Your Dedicated Equine Specialist
- ✓ 7 Equine Technical Service Veterinarians
- ✓ Veterinary Medical Information & Product Support (VMIPS) Team
- ✓ Customer Service
- ✓ Practice-Level Support
 - Client education and events
 - Marketing and other business tools

Questions on a specific case?

Our experts are just a phone call away.

1-888-ZOETIS1 (963-8471)



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Zoetis Invests in Client Education

Our 2020 Equine Dental Wellness Survey of 4k+ horse owners across the U.S. found²:

- 73% of horse owners surveyed indicated their horse has at least one behavior associated with dental pain
- 22% indicated it has been 12 months or longer since their horses had a dental exam

We're committed to ongoing horse owner dental education

I want to support your practice with dental marketing tools such as:

- Social media content, client reminder cards, client email templates, dental flyers, and more!

We will also run a dental wellness review to uncover opportunities to drive incremental dental services for the horses already on your books

² Data on file, 2020 Zoetis Equine Dental Wellness Survey



EQUINE
DENTAL
HEALTH
AWARENESS

Dental Marketing Tools Available to Your Practice

- Dental reminder cards
- Email templates
- Social media posts
- “Dental Special” customizable flyer
- And more!



Storage & Stability

Generic drug manufacturers are required to conduct their own storage and stability testing.

Generic detomidine hydrochloride from Modern Veterinary Therapeutics LLC (MVT) has a unique shelf-life requirement once the vial is first punctured:

- The generic label reads, "Discard unused product after 28 days of first broaching the vial." Dormosedan does not have a similar requirement regarding expiration after broaching the vial.

Generic detomidine hydrochloride from MVT has a narrower storage temperature range.

- The generic label reads as follows: "Store between 20–25° C (68–77° F) with excursions permitted between 15–30° C (59–86° F) in the absence of light."
- Dormosedan's label reads, "Store at controlled room temperature 15–30° C (59–86° F) in the absence of light."

You have enough to worry about.

Stick with DORMOSEDAN to avoid potential concerns about wasted product and different storage temps.

Multiple Savings Opportunities

- Everyday Up-Front Discounts
e.g., My Zoetis Rewards
- Seasonal Promotions

Programs and promotions that help you ensure healthy patients and a healthy practice.

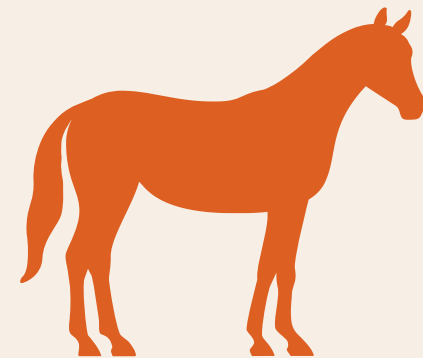




Make the trusted choice.

Work confidently.

Choose DORMOSEDAN[®].



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IMPORTANT SAFETY INFORMATION: Do not use DORMOSEDAN STERILE SOLUTION in horses with pre-existing atrioventricular (AV) or sinoatrial (SA) block, with severe coronary insufficiency, cerebrovascular disease, respiratory disease, or chronic renal failure. Intravenous potentiated sulfonamides should not be used in anesthetized or sedated horses. Careful consideration should be given to horses approaching or in endotoxic or traumatic shock, to horses with advanced liver or kidney disease, or to horses under stress from extreme heat, cold, fatigue, or high altitude. Do not use in horses intended for human consumption. Handle dosing syringes with caution to avoid direct exposure to skin, eyes or mouth. See full Prescribing Information at <https://www2.zoetisus.com/products/equine/dormosedan>



A close-up photograph of a horse's head, focusing on its eye and the blonde mane. The horse's eye is dark and expressive, looking slightly to the right. The mane is light-colored and appears to be blowing in the wind. The background is a soft, out-of-focus brown color.

Thank you

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