



CHEW-ABLE IS DO-ABLE FOR LESS!



A FAMILY DOG'S OSTEOARTHRITIS TALE

MEET CARLIE!

Name *Carlie*

Sex *Female (spayed)*

Breed *Golden Retriever*

Age *6 Years*

Favorite Activities

Playing fetch, running through sprinklers with her human family, keeping her backyard safe from birds and squirrels.

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CARLIE'S RETIREMENT FROM FETCH

Lately, Carlie's family noticed some changes in her activity:

- She's reluctant to play fetch even if it's with her favorite toys
- She avoids getting in the car even though she loves rides
- She's been sleeping a lot more

Is she just "getting old"?

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A VETERINARIAN'S HELPING HAND

Concerned, Carlie's family takes her to the veterinarian, who conducts a thorough examination on Carlie.

DIAGNOSING OSTEOARTHRITIS (OA)

A veterinary OA examination may involve:

- A physical exam
- Gait (walking) observation
- Radiographs

Common Signs of OA

In addition, your veterinarian may review your dog's medical history and ask these questions about your dog's everyday activity:

- Does your dog have difficulty moving?
- Does your dog seem to tire more easily on walks compared to before?
- Is your dog showing signs of lameness or favoring of a limb (avoiding putting weight on it)?



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WHAT IS OSTEOARTHRITIS?

Carlie's veterinarian explains that OA:

- Is a progressive, degenerative disease of the joints
- Affects about 1 in 5 dogs over the age of 1 year¹
- Causes pain and discomfort to the dog, affecting mobility and overall quality of life

How does OA present?²

- In an arthritic joint, there is damage to the joint tissue that eventually leads to cartilage loss and joint function impairment
- Inflammation occurs at the joint, which is part of the immune system's defense against damage
- The inflammation causes pain and/or swelling at the joint

1. Johnston, S. A. Osteoarthritis. Joint anatomy, physiology and pathobiology. *Veterinary Clinics of North America. Small Animal Practice.* 1997; 27, 699-723.

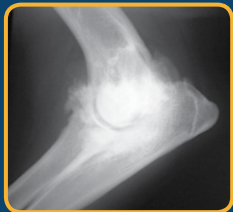
2. Henrotin Y, Sanchez C, Balligand M. Pharmaceutical and nutraceutical management of canine osteoarthritis: Present and future perspectives. *The Veterinary Journal.* 2005; 170: 113-123.

A FAMILY DOG'S OSTEOARTHRITIS TALE

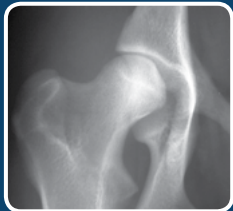
OA AND YOUR DOG



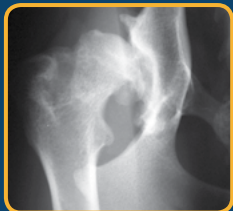
Normal Elbow Joint



Arthritic Elbow Joint



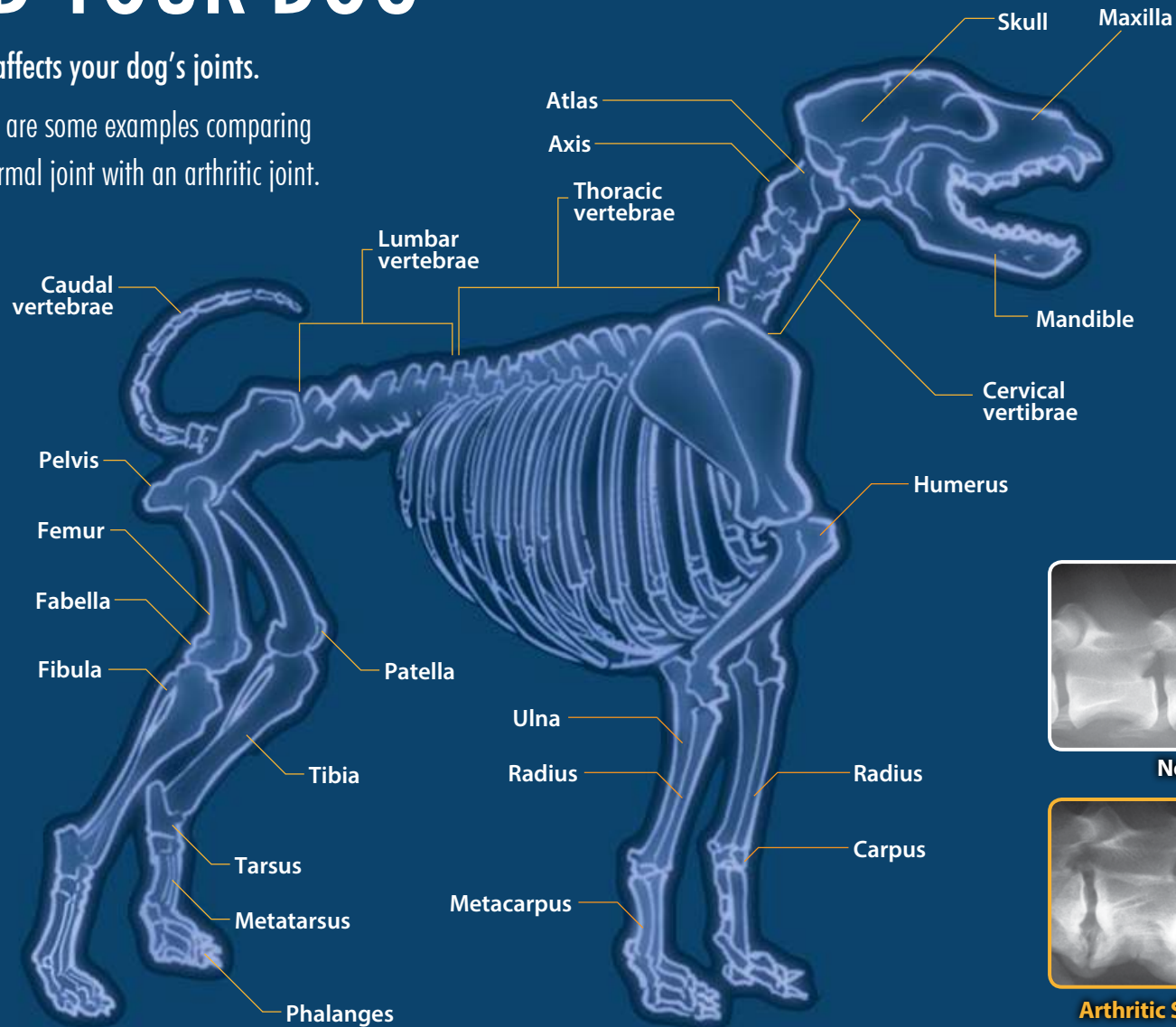
Normal Hip Joint



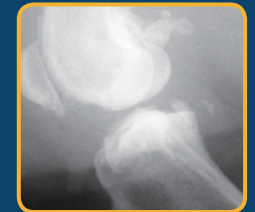
Arthritic Hip Joint

OA affects your dog's joints.

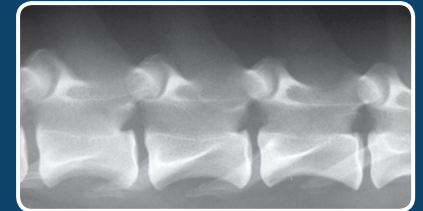
Here are some examples comparing a normal joint with an arthritic joint.



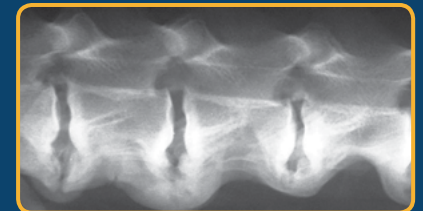
Normal Knee Joint



Arthritic Knee Joint



Normal Spine



Arthritic Spine (Spondylosis)

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OA IS NOT JUST AN "OLD DOG'S DISEASE!"

Carlie's family is surprised that she has osteoarthritis at 6 years old. The veterinarian explains that while OA is more commonly recognized in older dogs due to joint "wear and tear" over time, there are other contributing factors such as:

- **BODY SIZE AND CONDITION:** Larger-breed and/or overweight dogs have more stress on their joints and are more likely to develop OA³
- **CONGENITAL FACTORS:** Some breeds are more likely to develop orthopedic conditions that lead to OA⁴
- **INJURY:** Damage from joint injury can lead to OA in that joint³



3. Rychel JK. (2010). Diagnosis and treatment of osteoarthritis. *Topics in Companion Animal Medicine*. 24(1): 20-25.

4. Martinez SA. (1997). Congenital conditions that lead to osteoarthritis in the dog. *Veterinary Clinics of North America: Small Animal Practice*. 27(4):735-758.

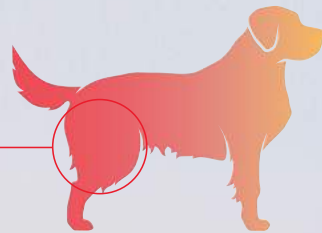
CARPRIEVE® CHEWABLE TABLETS (carprofen)

A SOLUTION FOR MANAGING OA PAIN

To help manage her osteoarthritis, Carlie's veterinarian prescribes **Carprieve® Chewable Tablets (carprofen)**, a nonsteroidal anti-inflammatory drug (NSAID).

NSAIDs help with managing OA in two main ways:

1. Relieving pain
2. Relieving inflammation



Carprieve® Chewable Tablets

are also indicated for the control of postoperative pain associated with soft tissue and orthopedic surgeries in dogs.

IMPORTANT SAFETY INFORMATION: As a class, NSAIDs may be associated with gastrointestinal, kidney and liver side effects. These are usually mild, but may be serious. Dog owners should discontinue therapy and contact their veterinarian immediately if side effects occur. Evaluation for pre-existing conditions and regular monitoring are recommended for dogs on any medication, including Carprive. Use with other NSAIDs or corticosteroids should be avoided. See [full product labeling](#) for full product information.

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CARPRIEVE® CHEWABLE TABLETS (carprofen)

PAIN MANAGEMENT WITH CARPROFEN

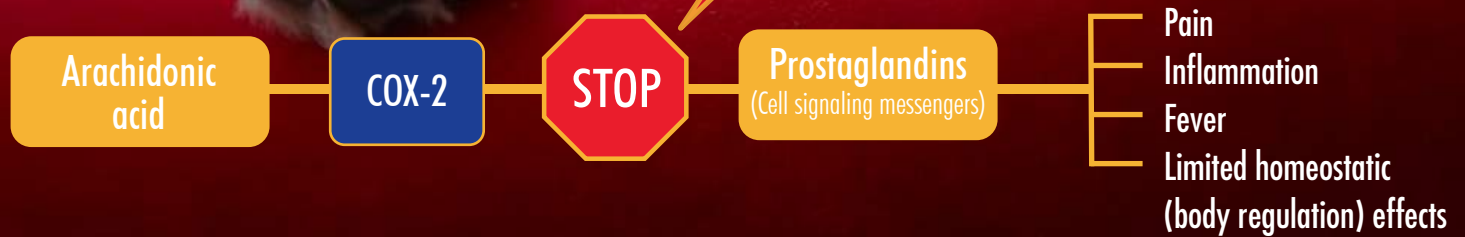
How Does Carprofen Work to Relieve Pain?



Osteoarthritis is a condition that is the result of tissue injury in a joint. High levels of **prostaglandins** are produced in response to injury or infection and cause inflammation, which is associated with signs such as redness, swelling, pain and fever.

Carprieve® works by blocking cyclooxygenase enzymes (COX-2) and reducing prostaglandin levels. This helps reduce pain and inflammation in Carlie's affected joints.

Pain Pathway



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CARPRIEVE® CHEWABLE TABLETS (carprofen)

NOW AVAILABLE IN A LIVER-FLAVORED CHEWABLE

The newest innovation in the Carprieve® product family is a liver-flavored chewable tablet. Helping your dog feel better from OA with Carprieve® has never been easier or more affordable!

- Liver-flavored
- Chewable
- Economically priced



Scored for easy splitting

A CUSTOMIZED OA TREATMENT FOR YOUR DOG

Carprieve® Chewable Tablets comes in a number of strengths and counts to best suit the needs of you and your dog.

3 different strengths to match your dog's weight



25 mg



75 mg



100 mg

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CARPRIEVE® CHEWABLE TABLETS (carprofen) DO-ABLE FOR LESS

TRUSTED & PROVEN

- Carprieve® Chewable Tablets contains the same active ingredient as Rimadyl® Chewables, the most commonly prescribed NSAID for dogs worldwide
- Carprofen has an excellent reputation for safety and efficacy

AFFORDABLE

- Carprieve® Chewable Tablets is less expensive than Rimadyl® Chewables, offering you the same effective pain relief at a lower cost

®Rimadyl is a registered trademark of Zoetis Services LLC.

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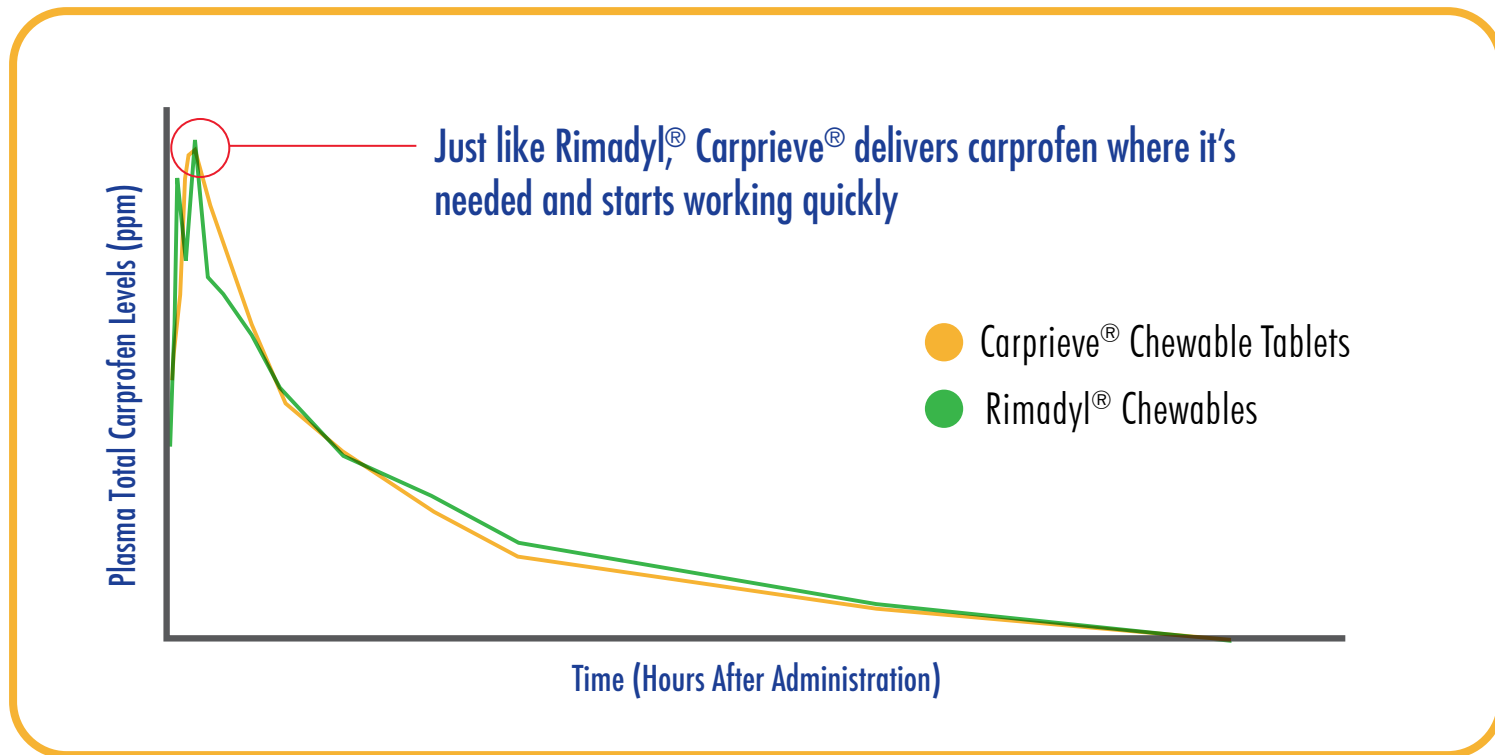
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CARPRIEVE® CHEWABLE TABLETS (carprofen) THE SAME TRUSTED RESULTS

FDA-approved **Carprieve® Chewable Tablets** works similarly as the pioneer product, **Rimadyl® Chewables**.

Carprieve® Chewable Tablets have demonstrated to be bioequivalent to **Rimadyl® Chewables** in absorption, distribution and depletion⁵



5. Data on file.

A FAMILY DOG'S OSTEOARTHRITIS TALE

ARE NSAIDs SUITABLE FOR MY DOG?

In looking at her medical history and recent test results, the veterinarian explains that Carlie is expected to do well with NSAID therapy to manage her osteoarthritis.

When starting your dog on NSAIDs, your veterinarian will consider the following:

- History of side effects or allergic reactions from NSAIDs
- History of allergies to medications
- If your dog currently has existing gastrointestinal (GI) symptoms such as vomiting and/or diarrhea
- If your dog has liver or kidney disease
- If your dog has a bleeding disorder
- If your dog is pregnant, nursing, or if you're planning to breed her



A FAMILY DOG'S OSTEOARTHRITIS TALE

A WHOLE NEW CARLIE!

Carlie's family is thrilled to see the improvement in their beloved dog after just a few days of treatment with Carprieve[®] Chewable Tablets (carprofen)!

- She eagerly jumps into the car for their weekly trip to the local dog park
- She walks up and down stairs with ease
- She is back to her superstar fetching status, not hesitating at all to play her favorite game

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LONG-TERM NSAID USE

As with most medications, some dogs may experience side effects from NSAID use. Before they left the clinic with the medication, Carlie's veterinarian gives her owners a list of signs to look out for:

- Decrease or increase in appetite
- Vomiting
- Changes in bowel movement (e.g., diarrhea; black, tarry or bloody stools)
- Yellowing of gums, skin or whites of eyes (jaundice)
- Change in drinking habits (frequency, amount consumed)
- Change in urination habits (frequency, color or smell)
- Change in skin (redness, scabs or scratching)



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MULTIMODAL OA MANAGEMENT

OA is a complex condition.

In addition to pain and inflammation management with NSAIDs, Carlie's veterinarian explains that a multimodal treatment plan—one that includes different therapy types—can help dogs like Carlie live a happy, active life.³

 **NSAIDs**
Pain and inflammation control with **Carprieve® Chewable Tablets (carprofen)**

WEIGHT MANAGEMENT 
Keeping off excess weight will put less stress on her joints

 **SUPPLEMENTS**
High-quality supplements containing omega-3 fatty acids or glucosamine and chondroitin can help maintain joint health

EXERCISE 
Veterinarian recommended strength and aerobic exercises can help reduce pain and maintain a healthy weight

3. Rychel JK. (2010). Diagnosis and treatment of osteoarthritis. *Topics in Companion Animal Medicine*. 24(1): 20-25.

A FAMILY DOG'S OSTEOARTHRITIS TALE

CARLIE'S BRIGHT FUTURE

While there is no cure for OA, Carprieve® Chewable Tablets (carprofen) and a veterinarian-recommended OA management plan can help give your dog a high quality of life into his or her golden years — just like Carlie!



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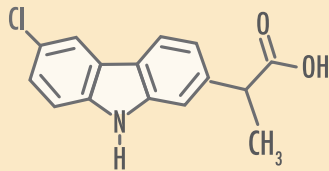
CARPRIEVE® CHEWABLE TABLETS (carprofen)

SAME QUALITY, SUPERIOR VALUE

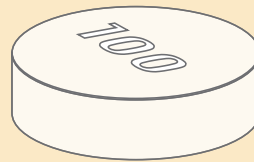


The Carprieve® Advantage

Carprieve® Chewable Tablets are equivalent to the pioneer product in efficacy and quality — AND less expensive!



Same active ingredient



Same dosing regimen



30% or more cost savings



PRODUCT SUPPORT

ONLINE:

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avetter@norbrookinc.com

TELEPHONE:

866-591-5777

MAIL:

Norbrook® Inc.
9401 Indian Creek Parkway, Suite 680
Overland Park, KS 66210



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CHEW-ABLE IS DO-ABLE FOR LESS!

If you suspect that your dog is suffering from osteoarthritis, talk to your veterinarian about **Carprieve® Chewable Tablets**.

Like with Carlie, **Carprieve®** can give your best friend the affordable relief he or she needs from OA pain — and you can get your happy puppy back!

[Click here to learn more about](#)

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CARPRIEVE® CHEWABLE TABLETS (carprofen)

AN OA SOLUTION FOR EVERY DOG

Norbrook's Carprieve® family of products offers a range of OA pain management solutions for specific needs of every dog and owner:



Chewable Tablets



Caplets



Injection

- Bioequivalent to pioneer product, Rimadyl® (carprofen)
- Private Labels: CarproChews™ (Henry Schein), CaproPlets™ (Henry Schein), CarproJect™ (Henry Schein), Novox® (Miller, Penn), OstiFen™ (MWI), Levafen™ (AHL/Patterson)

Carprieve® Chewable Tablets (carprofen)

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Carprieve® Caplets (carprofen)

IMPORTANT SAFETY INFORMATION: Observe label directions. For oral use in dogs only. Do not use in cats. As with other NSAIDs, rare but serious side effects involving the digestive system, kidneys or liver may occur. Such signs may include appetite loss, vomiting and diarrhea. Some of these side effects, in rare instances, may be serious, resulting in hospitalization or even death. Regular monitoring is required for pets on medication. Pet owners should be advised to discontinue treatment if side effects occur and contact their veterinarian. See [full product labeling](#) for full product information.

Carprieve® Injection (carprofen)

IMPORTANT SAFETY INFORMATION: Observe label directions. For subcutaneous use in dogs only. Do not use in cats. As with other NSAIDs, rare but serious side effects involving the digestive system, kidneys or liver may occur. Such signs may be serious, resulting in hospitalization or even death. Regular monitoring is required for pets on medication. Pet owners should be advised to discontinue use if side effects occur and contact their veterinarian. See [full product labeling](#) for full product information



Providing quality, cost-effective animal health products to the veterinary community for over 40 years.

- A leading global provider of veterinary pharmaceuticals
- Exports to over 120 countries worldwide
- One of the largest manufacturers of companion animal and livestock private label brands in the U.S.
- Manufactures many of its own Active Pharmaceutical Ingredients (APIs), ensures control over costs and increases confidence in quality

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