



# Firox<sup>TM</sup>

(firocoxib) Chewable  
Tablets

Helping dogs get  
more out of life



# Discover Firox™ (firocoxib)

AFFORDABLE PAIN AND INFLAMMATION MANAGEMENT FOR DOGS

Firox™ (firocoxib) Chewable Tablets are indicated for the control of pain and inflammation associated with osteoarthritis and for the control of postoperative pain and inflammation associated with soft-tissue and orthopedic surgery in dogs.

## How Firox works

The active ingredient in Firox, firocoxib, is a cyclooxygenase-2 (COX-2) selective NSAID for use in dogs.<sup>1\*</sup> COX-2 is an enzyme responsible for the synthesis of inflammatory mediators and production of prostaglandin E2 (PGE2), which is necessary for sustaining the hyperalgesic response at sites of tissue inflammation.<sup>2</sup>

## Your clients see pain relief, your clinic sees savings

Firox offers cost-effective pain management that makes it easier to boost your clinic's profit potential while also passing more savings along to your clients.

- Offers 25% savings compared to Previcox® (firocoxib) Chewable Tablets
- Helps to relieve financial burdens from clients that are treating chronic osteoarthritis (OA) in their dogs for the life of their pet with Previcox
- Reduces inventory costs
- Encourages compliance with lower cost

### COMPARE YOUR DAILY COST TO TREAT†

LBS.	Firox™ Cost	Previcox® Cost	DVM Savings Per Tx with Firox™	% Savings with Firox™
12.5–18	\$0.46	\$0.61	\$0.15	25%
19–35	\$0.91	\$1.22	\$0.31	25%
36–71	\$0.98	\$1.31	\$0.33	25%
72–120	\$1.95	\$2.61	\$0.66	25%

† Daily Dose = 5 mg/kg

Cost per tablet is calculated using 2022 DVM list prices & 180 ct. sizes

\**In-vitro* studies have shown firocoxib to be highly selective for the COX-2 enzyme at 5 mg/kg/day; however it has not been established if increased specificity for COX-2 produces superior efficacy or safety.

<sup>1</sup> Ryan WG, Moldave K, Carithers D. Clinical effectiveness and safety of a new NSAID, firocoxib: a 1,000 dog study. *Vet Ther.* 2006;7(2):119-126.

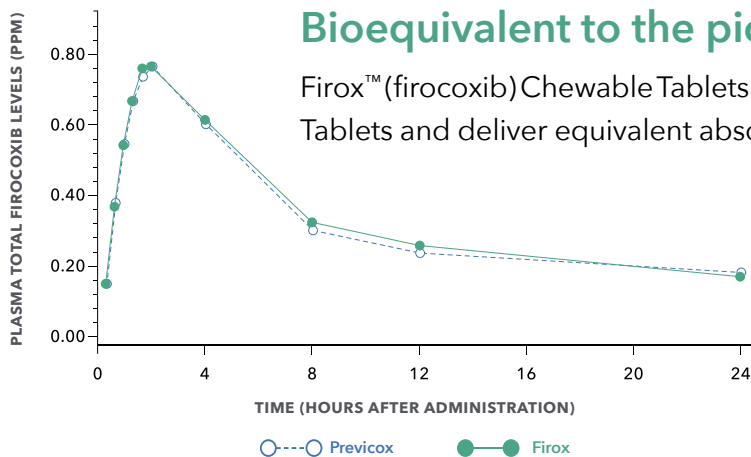
<sup>2</sup> Papich MG. *Saunders Handbook of Veterinary Drugs: Small and Large Animals.* 4th edition. St. Louis (Missouri): Elsevier; 2016.

<sup>3</sup> McCann M., Andersen D., Zhang D., et al. In vitro effects and in vivo efficacy of a novel cyclooxygenase-2 inhibitor in dogs with experimentally induced synovitis. *AJVR* 2004; Vol 65, No. 4: 503-512.

<sup>4</sup> Data on File

# An affordable, effective method for management of pain and inflammation associated with OA and soft-tissue/orthopedic surgery in dogs.

- 57 mg & 227 mg strengths in 60 ct. & economical 180 ct. bottles
- Scored for easy splitting & accurate dosing of 5 mg/kg (2.27 mg/lb) body weight, once daily
- Chewable tablet with pork-liver flavoring
- Can be given with or without food



Mean plasma levels of firocoxib ( $\mu\text{g}/\text{mL}$ ) in dogs after single oral administration of Firox vs. Previcox.<sup>4</sup>

## Bioequivalent to the pioneer

Firox™ (firocoxib) Chewable Tablets are bioequivalent to Previcox® (firocoxib) Chewable Tablets and deliver equivalent absorption and depletion for effective pain relief.

- Firocoxib reaches peak plasma concentration within 1 hour after administration (fasted)<sup>3</sup>
- Plasma concentrations are maintained for 24 hours for once-daily dosing<sup>4</sup>

## Proven pain relief

In a study of 1,000 dogs diagnosed with OA, 93% of dog owners rated their dog as “improved” and 86% of dog owners rated their dog as “happier” or “more active” after treatment with firocoxib.<sup>1</sup>



# Get to know Norbrook®

## PROVIDING QUALITY, COST-EFFECTIVE ANIMAL HEALTH PRODUCTS TO THE VETERINARY COMMUNITY FOR OVER 50 YEARS.

Norbrook was founded in Newry, Northern Ireland, in 1969 and is now a leading global provider of veterinary pharmaceuticals. With world-class manufacturing facilities on four continents and sales and marketing offices in 30 countries, Norbrook exports to over 120 countries worldwide.

### DID YOU KNOW?

- Norbrook manufactures several of its own active pharmaceutical ingredients (APIs), ensuring control over costs and increased confidence in quality.
- Norbrook is one of the largest manufacturers of veterinary sterile injectables in the world.
- Norbrook manufactures products for other major animal health companies.
- Norbrook is one of the largest manufacturers of companion animal and livestock private-label brands in the U.S.

**FOR MORE INFORMATION ABOUT NORBROOK PRODUCTS, VISIT [NORBROOK.COM](https://www.norbrook.com) OR CALL 866-591-5777.**

### MEET THE NORBROOK® NSAID FAMILY FOR COMPANION ANIMALS

**Firox™ (firocoxib)** is the latest addition to Norbrook's family of NSAIDs, joining **Carprieve® (carprofen)** and **Loxicom® (meloxicam)**. The complete lineup of affordable, effective Norbrook NSAIDs are now available for order!

**IMPORTANT SAFETY INFORMATION: FIROX (firocoxib) Chewable Tablets are for use in dogs only.** As a class, cyclooxygenase inhibitory NSAIDs like FIROX may be associated with gastrointestinal, kidney, or liver side effects. Dogs should be evaluated for pre-existing conditions and currently prescribed medications prior to treatment with FIROX, then monitored regularly while on therapy. Concurrent use with another NSAID, corticosteroid, or nephrotoxic medication should be avoided or monitored closely.

**For more information, please see full prescribing information.**

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