

METACAM CELEBRATES

Year  of the
small dog

SMALL DOGS ROCK!



METACAM keeps them moving by managing canine osteoarthritis pain with precision dosing that's just right for them. (And, of course, it's perfect for big dogs, too.)

Metacam[®]
(meloxicam)

METACAM helps veterinarians administer just the right dose for each dog's individual needs.

Features	Functions	Benefits
Subcutaneous and intravenous administration of METACAM (meloxicam) Solution for Injection	An initial injection at the clinic can provide a rapid and visible onset of pain relief via subcutaneous or intravenous administration	Shows owners the benefits firsthand, which helps increase compliance
Liquid formulation of METACAM (meloxicam oral suspension)	Can be dosed in 1-lb and 5-lb increments	Allows for precise dosing for any-sized dog
Titration of METACAM (meloxicam oral suspension) to lowest effective dose	Follows the recommendations set forth by the FDA ¹	Extends the duration of the bottle to increase convenience and decrease cost

**Sound
Byte**

It's the Year of the Small Dog! And Boehringer Ingelheim Vetmedica, Inc. (BIVI) can offer the flexibility and support clinics need to provide relief for dogs of any size, especially small dogs.



METACAM (meloxicam oral suspension) provides more options for more individualized treatment.

Body weight	Concentration	Bottle size	Dosing increments
Up to 20 lb	0.5 mg/mL	15 mL, 30 mL	1-lb increments
20 lb or over	1.5 mg/mL	10 mL, 32 mL, 100 mL, 180 mL	5-lb increments

Exclusive resources and support from a company that cares.

With BIVI, happily ever after is easier than ever.

- ◆ **Veterinary Technical Services hotline.** Available 24/7 and offering over 20 years of experience supporting METACAM in 30 countries.²
- ◆ **Educational resources.** Geared toward clinic staff and dog owners to make incorporating METACAM into your protocol as easy as possible.

Metacam®
(meloxicam)

References: 1. Veterinary non-steroidal anti-inflammatory drugs (NSAIDs). US Food and Drug Administration website: <http://www.fda.gov/AnimalVeterinary/SafetyHealth/ProductSafetyInformation/ucm055434.htm>. Updated May 4, 2016. Accessed February 1, 2017. 2. Data on file. Boehringer Ingelheim Vetmedica, Inc.

IMPORTANT SAFETY INFORMATION for METACAM (meloxicam oral suspension) and METACAM (meloxicam) Solution for Injection: METACAM (meloxicam oral suspension) is for use in dogs only. 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. As a class, cyclo-oxygenase inhibitory NSAIDs may be associated with gastrointestinal, kidney, or liver side effects. The most common side effects reported in field studies were vomiting and soft stool/diarrhea. These are usually mild, but may be serious. If side effects occur, dog owners should halt therapy and contact their veterinarian. Dogs should be evaluated for pre-existing conditions and currently prescribed medications prior to treatment with METACAM, then monitored regularly while on therapy. Concurrent use with another NSAID, corticosteroid, or nephrotoxic medication should be avoided or monitored closely. The safe use of METACAM in dogs younger than 6 months of age, dogs used for breeding, or in pregnant or lactating bitches has not been evaluated. Please refer to the package insert for complete product information or visit www.metacam.com.

Sound Byte

CHECK-OFF & ECHO NOTES

First, always ask if a Boehringer Ingelheim Vetmedica, Inc. (BIVI) representative has visited the practice recently:

Doctor, have you been introduced to METACAM (meloxicam oral suspension), an oral NSAID for dogs that offers the flexibility of precision dosing?

If **YES**, confirm the benefits!

If **NO**, detail as the primary contact.

Confidence

Because of its precision dosing flexibility, I believe METACAM can help you successfully manage osteoarthritis pain in a way that's ideal for both large and small dogs.

Invitation (neutral)

Let's take a look at why METACAM is different...

Acknowledge the customer as the decision maker:

...so you can determine whether METACAM can provide relief to your patients and value to both your clients and your clinic.

Metacam® (meloxicam)

1.5 mg/mL Oral Suspension (equivalent to 0.05 mg per drop)

0.5 mg/mL Oral Suspension (equivalent to 0.02 mg per drop)

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

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

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.

Description: Meloxicam is a non-steroidal anti-inflammatory drug (NSAID) of the oxicam class. Each milliliter of Metacam Oral Suspension contains meloxicam equivalent to 0.5 mg/mL or 1.5 mg/mL and sodium benzoate (1.5 milligrams) as a preservative. The chemical name for Meloxicam is 4-Hydroxy-2-methyl-N-(5-methyl-2-thiazolyl)-2H-1, 2-benzothiazine-3-carboxamide-1, 1-dioxide. The formulation is a yellowish viscous suspension with the odor of honey.

Indications: Metacam 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 Metacam Oral Suspension. **Do not use Metacam Oral Suspension in cats. Acute renal failure and death have been associated with the use of meloxicam in cats.**

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 should be given a client information sheet about Metacam.

Precautions: The safe use of Metacam 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 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 anti-prostaglandin 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 Metacam 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 Metacam 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 Metacam 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.¹ Based on the results of two studies, GI abnormalities (vomiting, soft stools, diarrhea, and inappetence) were the most common adverse reactions associated with the administration of meloxicam. The following adverse events are based on post-approval adverse drug experience 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 adverse 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 meloxicam in cats.**

Information for Dog Owners: Metacam, like other drugs of its class, is not free from adverse reactions. Owners should be advised of the potential for adverse reactions and should be informed of the clinical signs associated with drug intolerance. Adverse reactions may include vomiting, diarrhea, decreased appetite, dark or tarry stools, increased water consumption, increased urination, pale gums due to anemia, yellowing of gums, skin or white of the eye due to jaundice, lethargy, incoordination, seizure, or behavioral changes. **Serious adverse reactions associated with this drug class can occur without warning and in rare situations result in death (see Adverse Reactions). Owners should be advised to discontinue Metacam and contact their veterinarian immediately if signs of intolerance are observed.** The vast majority of patients with drug related adverse reactions have recovered when the signs are recognized, the drug is withdrawn, and veterinary care, if appropriate, is initiated. Owners should be advised of the importance of periodic follow up for all dogs during administration of any NSAID.

Effectiveness: The effectiveness of meloxicam was demonstrated in two field studies involving a total of 277 dogs representing various breeds, between 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, ability 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 therapy for all parameters; however, statistical significance was demonstrated only for the overall investigator evaluation on day 7, and for the owner evaluation on day 14.¹

Reference: 1. FOI for NADA 141-213 (Metacam® (meloxicam) 0.5 mg/mL and 1.5 mg/mL Oral Suspension).

Manufactured for:

Boehringer Ingelheim Vetmedica, Inc.

St. Joseph, MO 64506 U.S.A.

US Patent 6,184,220

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