

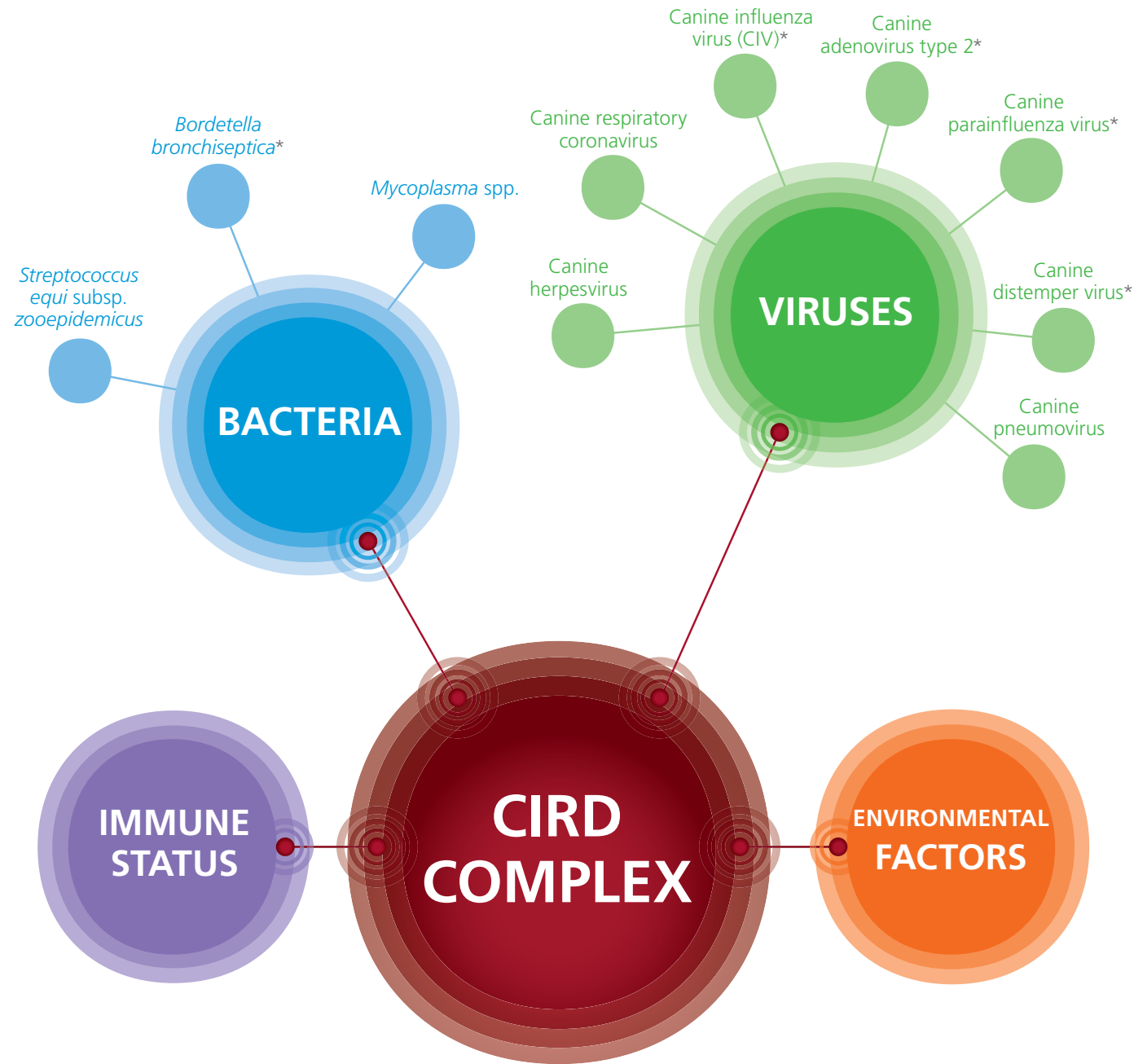
A simple cough may be more complicated than you realize

To help protect against the many causes of canine infectious respiratory disease complex (CIRD complex), rely on the **comprehensive portfolio of vaccines from Merck Animal Health.**



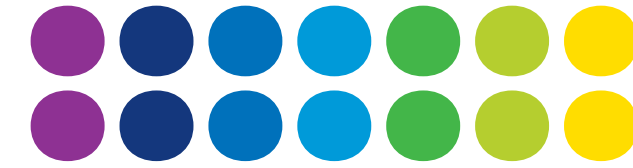
CIRD complex may involve more than one pathogen¹

- In the upper respiratory tract, *Bordetella*, parainfluenza virus, and adenovirus type 2 are primary CIRD complex pathogens
- In the lower respiratory tract, CIV is an emerging cause of CIRD complex that can significantly damage the lungs



*Vaccine available.

CIRD complex is an easily acquired disease



CLINICAL SIGNS

All pathogens involved in CIRD complex can cause a similar clinical presentation

- COUGHING
- SNEEZING
- FEVER
- NASAL DISCHARGE
- OCULAR DISCHARGE

DOGS ARE AT RISK

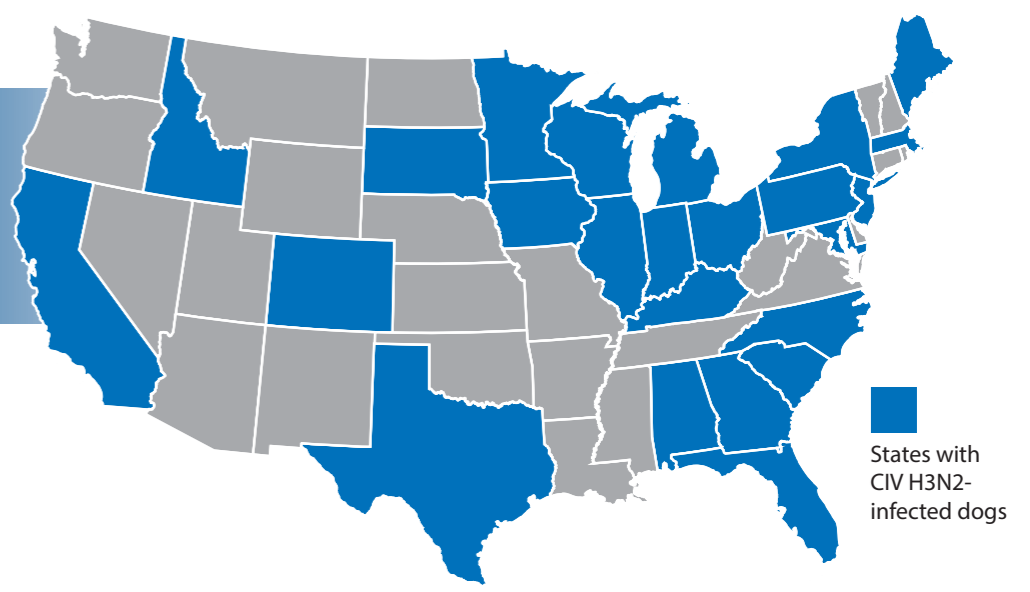
Multiple dog environments may contribute to the development of CIRD complex

- SOCIAL DOGS
- BOARDING FACILITIES
- DOGGIE DAY CARE
- DOG SHOWS
- DOG PARKS
- GROOMERS
- KENNELS
- SHELTERS





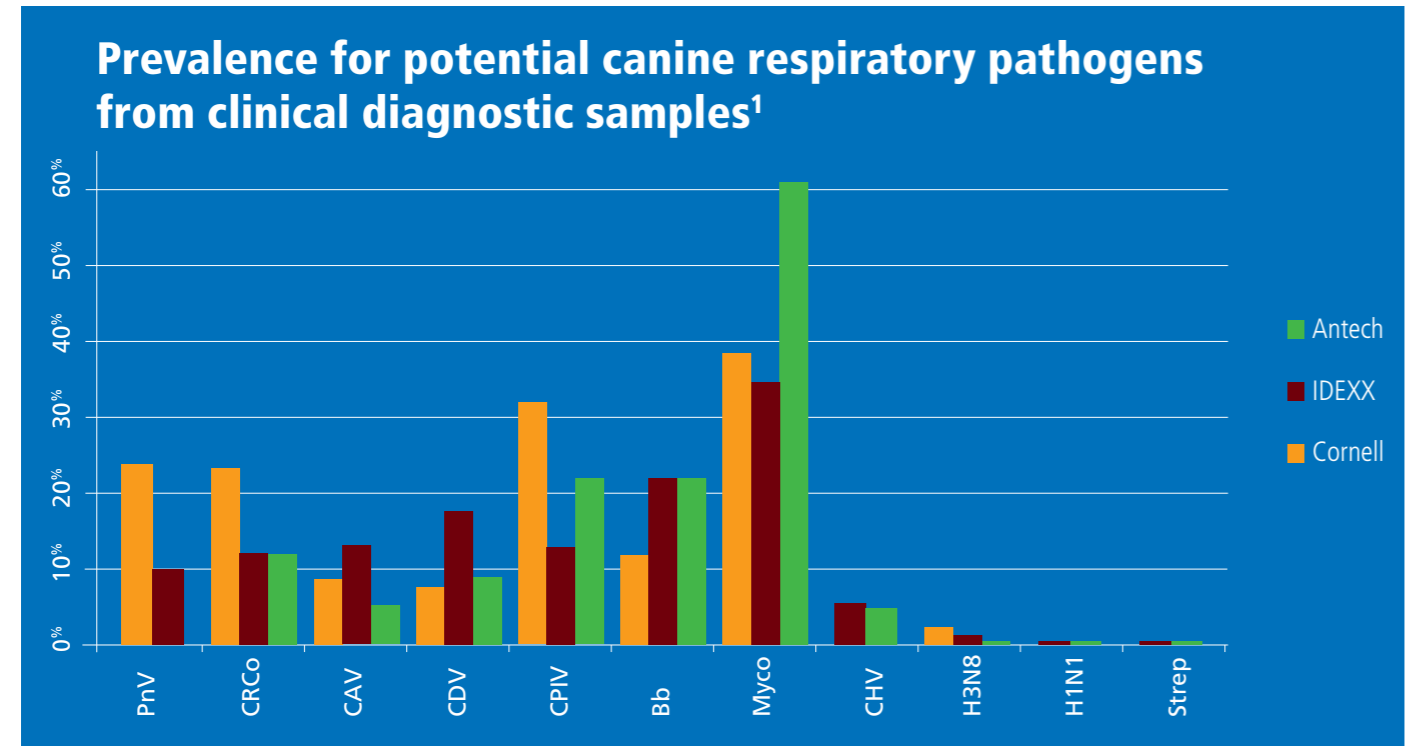
THE GROWING PREVALENCE OF CANINE INFLUENZA VIRUS (CIV) H3N2²



Vaccination is key to controlling CIRDC complex

Comprehensive vaccination protects in two ways

- Reduces disease signs and severity in the **dog that was immunized**¹
- Reduces shedding and spread of disease among **surrounding dogs**¹



Prevalence is defined as positive percentage of all samples tested. Data include samples submitted to Cornell Diagnostic Laboratory from October 1, 2011 to October 1, 2012 (orange), IDEXX Laboratories Inc., IDEXX Canine Respiratory Disease (CRD) RealPCR™ Panel during 2012 (red), and Antech Diagnostics from January 2011 through March 2013 (green). The number of samples tested for each pathogen is as follows, where NST means not specifically tested: canine pneumovirus (PnV; Cornell n=499, IDEXX n=200, Antech n=NST); canine respiratory coronavirus (CRCoV; Cornell n=503, IDEXX n=4062, Antech n=2229); canine adenovirus (CAV; Cornell n=497, IDEXX n=4062, Antech n=4820); canine distemper virus (CDV; Cornell n=500, IDEXX n=4062, Antech n=4816); canine parainfluenza virus (CPiV; Cornell n=359, IDEXX n=4062, Antech n=4821); *Bordetella bronchiseptica* (Bb; Cornell n=205 via PCR and n=401 cultures, IDEXX n=4062, Antech n=4780); *Mycoplasma* (Mycop; Cornell n=299, IDEXX n=4062, Antech n=4760); canine herpesvirus (CHV; Cornell n=NST, IDEXX n=4062, Antech n=4795); canine influenza virus H3N8 (H3N8; Cornell n=471, IDEXX n=4062, Antech n=2506); H1N1 influenza virus (H1N1; Cornell n=NST, IDEXX n=4062, Antech n=4715); *Streptococcus equi* subsp. *zooepidemicus* (Strep; Cornell n=NST, IDEXX n=4062, Antech n=4828). Although the large majority of results are based on PCR assays, Cornell Diagnostic Laboratory routinely performed viral isolation, and both Cornell and Antech commonly performed bacterial culture on submitted materials.

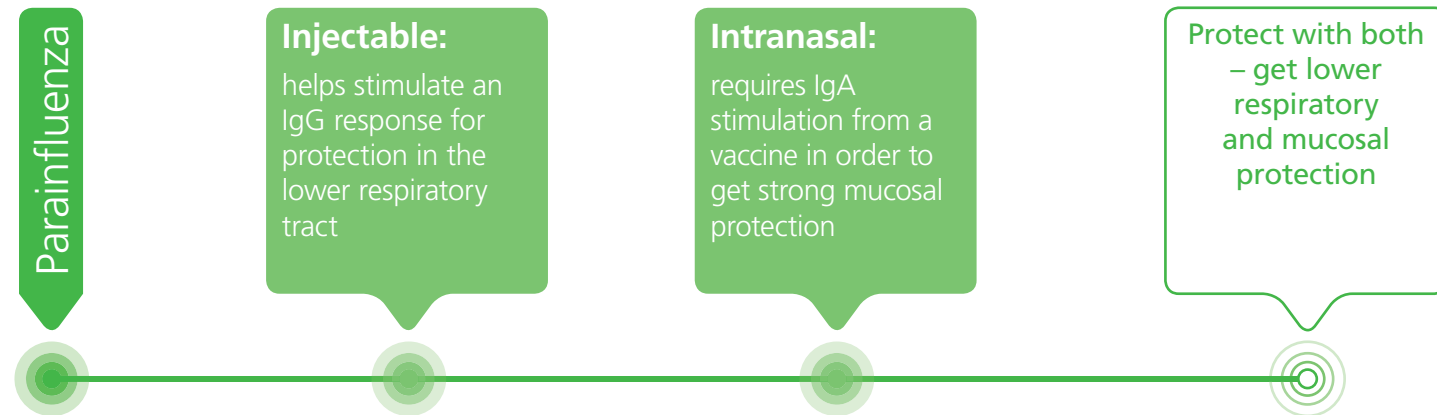
INFORMATION ABOUT RECENT CIV OUTBREAKS



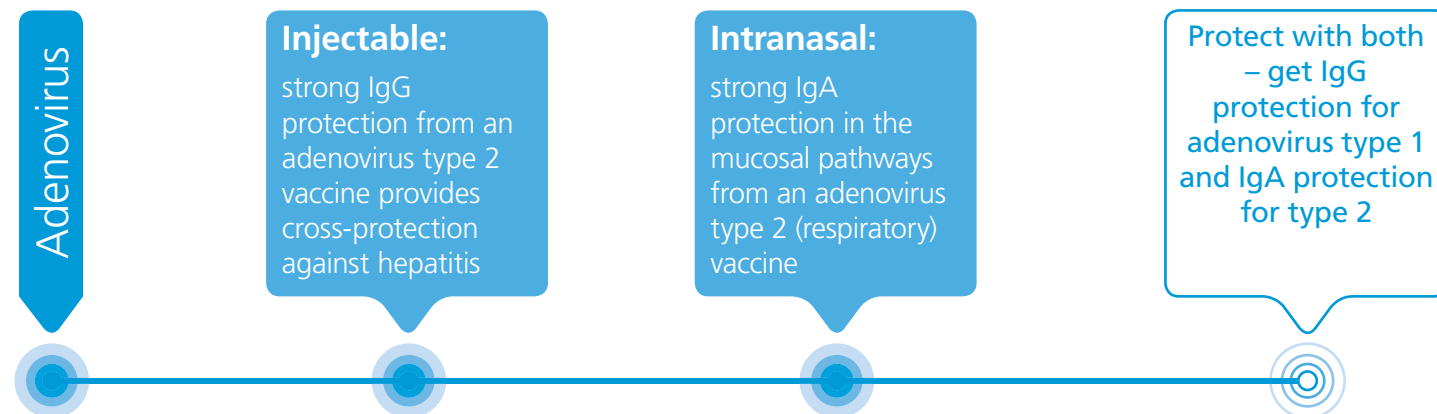
Only complete vaccination coverage ensures a healthy dog

Vaccination for *Bordetella* is not enough.

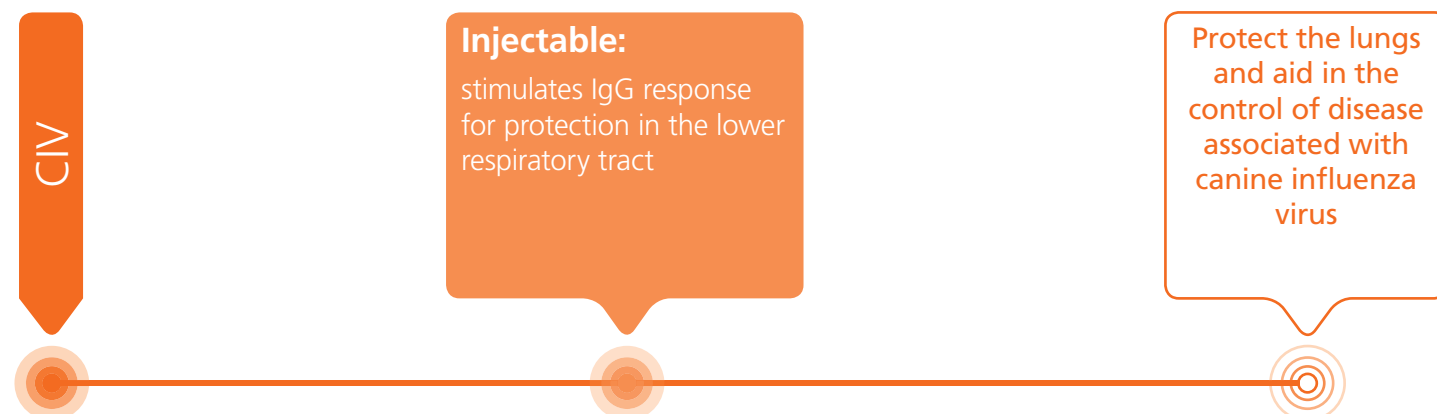
Two different ways of vaccinating are necessary for parainfluenza⁵



Two different ways of vaccinating are necessary for adenovirus⁶



Vaccinate for CIV⁷



Merck Animal Health offers a comprehensive portfolio of vaccines to protect against CIRDC complex

Intranasal vaccines for the upper respiratory tract

Local administration promotes a stronger IgA response⁸

- IgA is a key protector of the nose and throat and appears to be more important than systemic responses when it comes to protecting against upper respiratory pathogens

Dogs injected against parainfluenza virus:

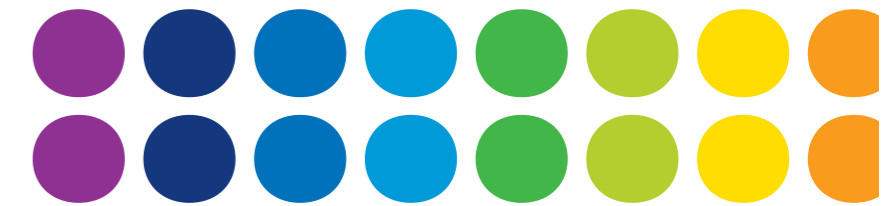
- Have been shown to develop respiratory disease caused by parainfluenza infection⁹
- Have been shown to spread the virus to other dogs with no direct contact⁹
- May be vulnerable to other pathogens, which can cause more severe respiratory disease and occasionally death^{10,11}





Intranasal Nobivac® Intra-Trac₃ allows you to provide a broader range of protection against *Bordetella*, parainfluenza virus, and adenovirus type 2

Intranasal Nobivac® Intra-Trac₃ provides more coverage than the leading competitors



In a *Bordetella* study, Nobivac® Intra-Trac₃ significantly reduced cough severity, days of coughing, and nasal shedding¹²

- Nobivac® Intra-Trac₃ reduces both infection and disease
- Nobivac® Intra-Trac₃ ADT eliminates the possibility of accidental injection through unique advanced delivery technology
- Nobivac® Intra-Trac® KC is safe intranasal protection against *Bordetella* and parainfluenza virus and can be used safely in pregnant bitches



THE AMERICAN ANIMAL HOSPITAL ASSOCIATION **RECOMMENDS INTRANASAL OVER INJECTABLE VACCINATION¹³**

BORDETELLA:
“In high-risk environments (eg, shelters), intranasal Bordetella vaccine, in combination with parainfluenza virus vaccine, is recommended over injectable vaccine.”

PARAINFLUENZA VIRUS:
“When feasible, intranasal parainfluenza virus vaccination is recommended over parenteral vaccination.”

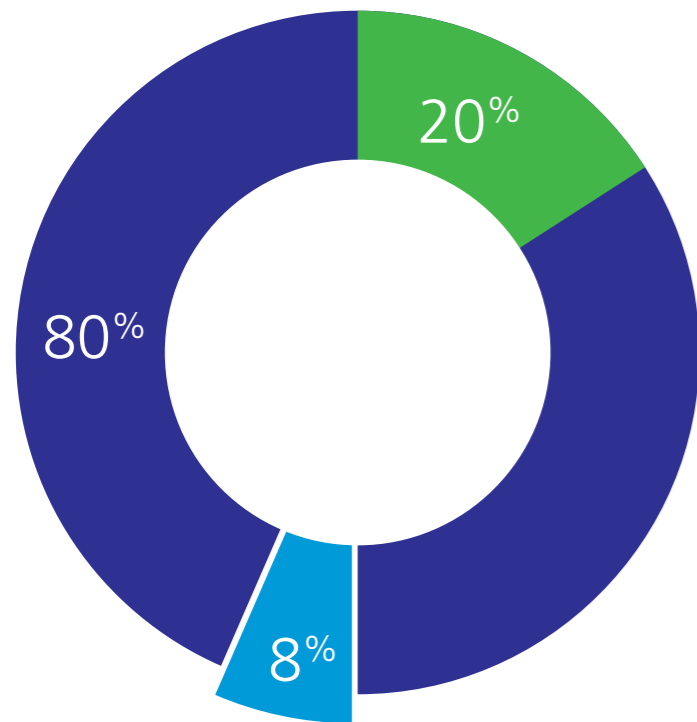
ADENOVIRUS TYPE 2:
“Administration of intranasal adenovirus type 2 vaccine is recommended for use in dogs considered at risk for respiratory infection.”

	Nobivac® Intra-Trac ₃ ADT ¹⁴	Bronchi-Shield® ORAL ¹⁵	Bronchi-Shield® III (IN) ¹⁶	Bronchicine® CAe Injectable ¹⁷	Vanguard® B (IN) ¹⁸
<i>Bordetella</i> protection	✓	✓	✓	✓	✓
Canine Parainfluenza virus protection	✓	X	✓	X	X
Canine Adenovirus type 2 protection	✓	X	✓	X	X
Initial immunization requirements	0.5 mL - 1 nostril	1 mL - applied to buccal cavity of mouth	0.5 mL in each nostril	Two 1 mL subcutaneous doses	0.5 mL in each nostril
Onset of protection	As quickly as 48 hours ¹⁹	Unknown	Unknown	Up to 49 days after initial dose	Unknown
Statistically significant nasal IgA	✓ ¹²	Unknown	Unknown	X	Unknown
1 year DOI, published challenge data	✓ ²⁰	X	X	X	X
Earliest use	3 weeks	8 weeks	8 weeks	8 weeks	3 weeks

DOI=duration of immunity.

CIV is the primary cause of CIRDC complex in the lower respiratory tract²¹

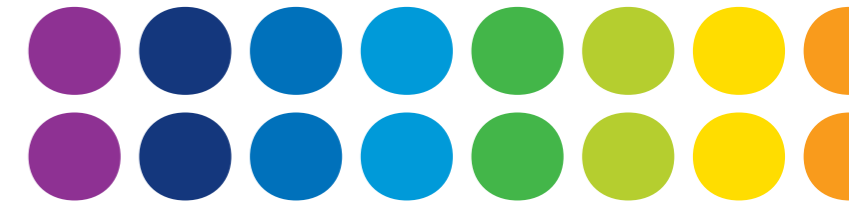
- Close to 100% of dogs are naïve to this virus and have no natural immunity to it
- Virtually all exposed dogs will be infected
- Clinical signs may be severe, and the disease is potentially fatal



- About 20% will show no signs but still shed and spread CIV
- About 80% will develop clinical disease
- Up to 8% of critically ill dogs may die from complications

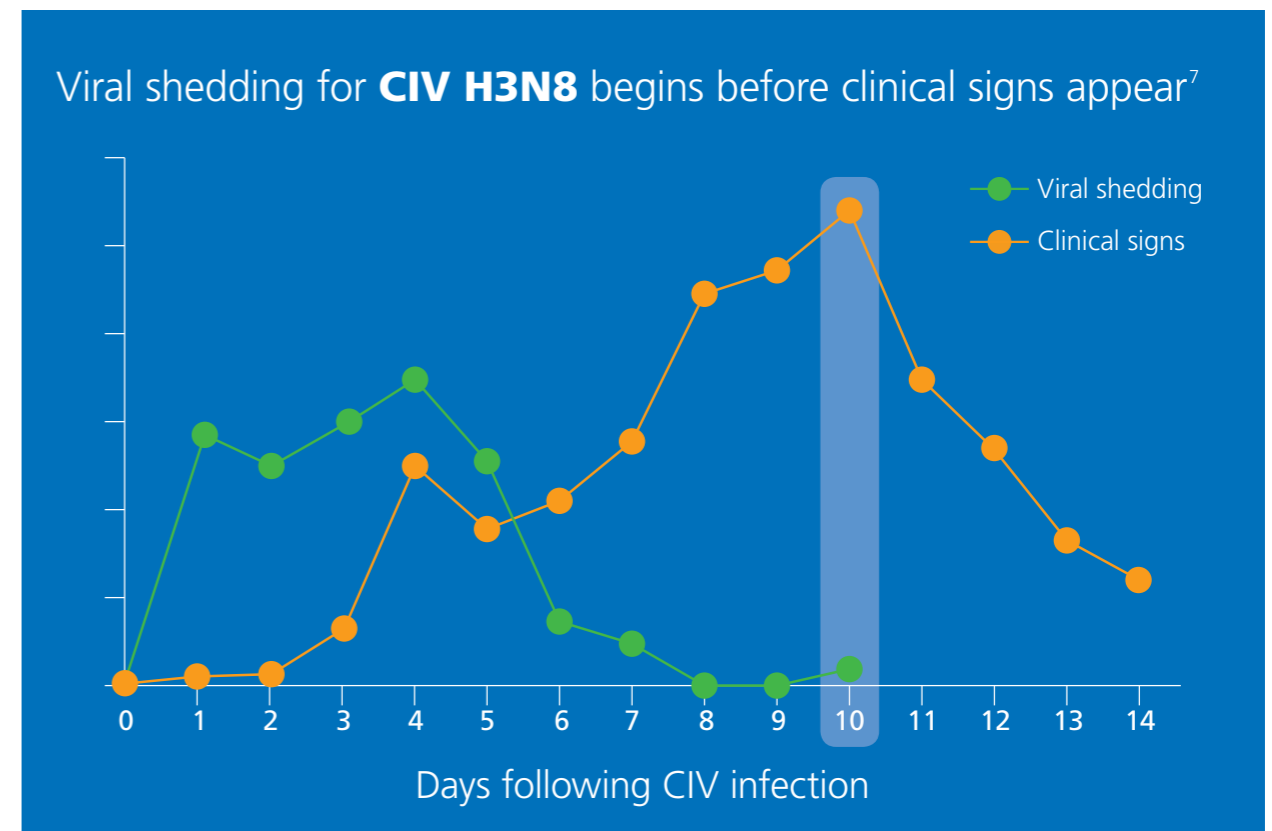


CIV is hard to diagnose



Common laboratory tests like PCR, when performed after peak viral shedding, can fail to detect the virus²²

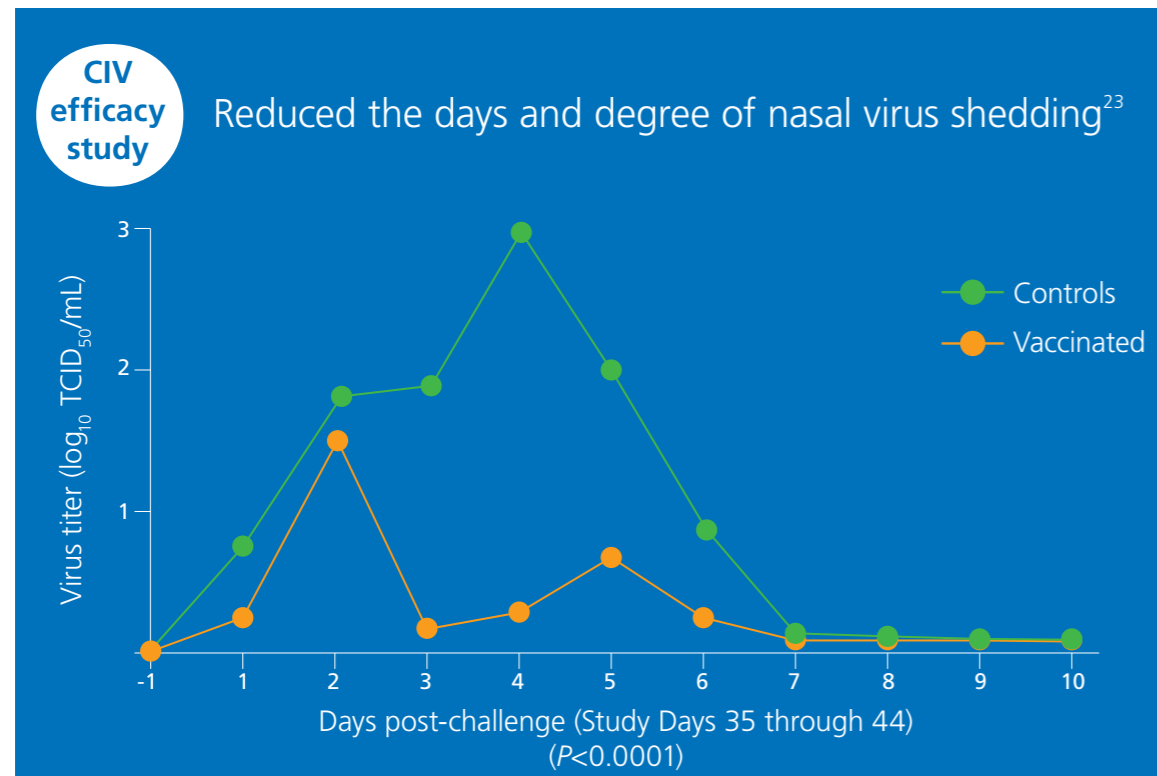
- PCR testing on nasal swabs should be done early, during the first 4 days of illness, to detect active infection
- Serology to detect antibodies to the virus is the best diagnostic method for confirming infection once clinical signs are evident (at least 7 days following onset of signs)



- Geometric mean virus titers (expressed as log₁₀ TCID₅₀/mL)
- Average clinical score (daily average score for all clinical signs, such as ocular discharge, nasal discharge, coughing, sneezing, and depression)

Nobivac® Canine Flu H3N8: Injectable vaccine protection for the lower respiratory tract

Nobivac® Canine Flu H3N8 is highly effective in protecting the lungs and decreasing viral shedding, which lessens the opportunity for CIV to infect other dogs²³

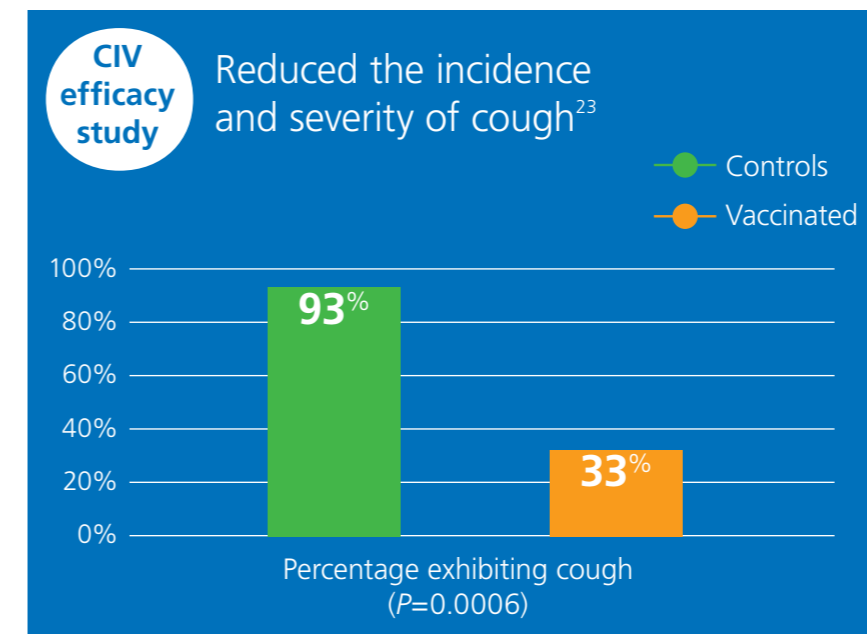
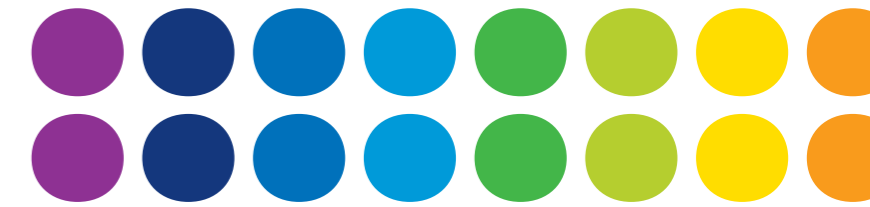


Nasal virus shedding was monitored in all dogs by collecting and processing swabs on the day before challenge, and then daily from Day 1 through Day 10 post-challenge.

- On Day 4, controls shed 500 times more viral particles than vaccinates
- Mean viral shedding lasted only 2 days in vaccinates vs 5 days in controls*
- Vaccinates also shed less virus overall than controls*

*Both results were shown to be statistically significant ($P < 0.0001$).

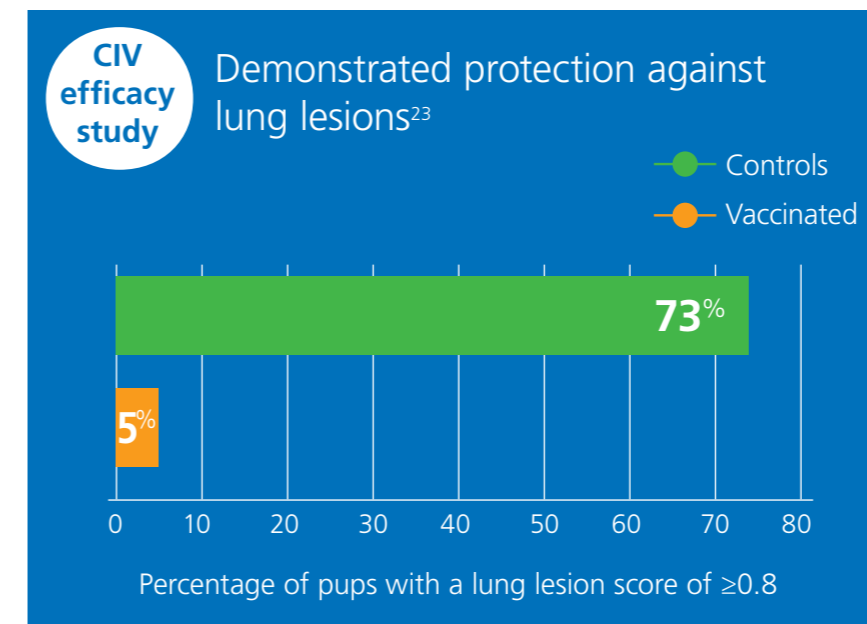
Nobivac® Canine Flu H3N8 alleviates cough and protects the lungs



- 14 of 15 controls exhibited cough²³
- Only 7 of 21 vaccinates exhibited cough²³
- Cough was mild in vaccinates; severity of cough varied in controls²³

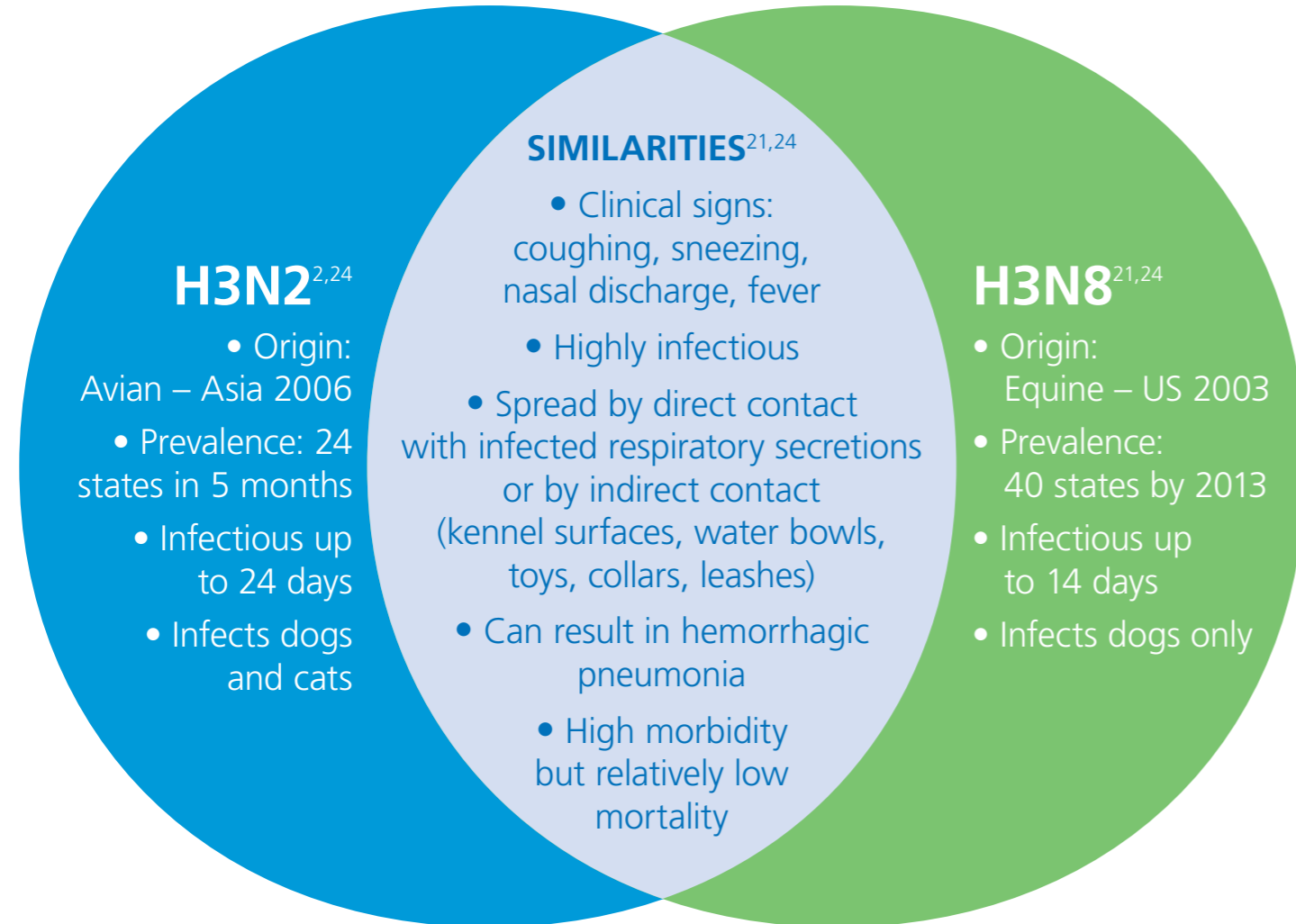
Systemic administration stimulates a strong IgG response²³

- IgG is a key protector of the lungs

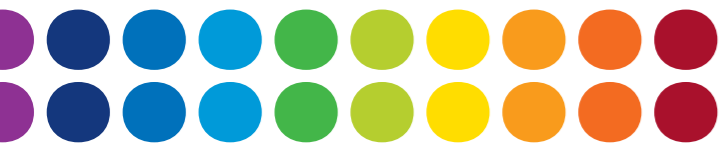


- Gross lung lesions were scored as a percent consolidation of each lung lobe, and weighted scores were calculated based on an accepted scoring system
- Scores ≥ 0.8 indicated dogs had sustained lung damage
- Lung scores ranged significantly higher in controls (0-27.9) versus vaccinates (0-2.9)

What to know about CIV H3N2 versus CIV H3N8



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When it comes to CIRDC complex, don't wait—vaccinate

Reasons to vaccinate:

- ✓ To keep dogs under your care happy and healthy
- ✓ To keep pet parents happy by sparing them canine cough attacks
- ✓ To protect other dogs in the community
- ✓ To prevent outbreaks in your practice, your boarding facility, and in your community
- ✓ If you board dogs:
 - To prevent costs for decontamination
 - To prevent loss of income because of facility closure
 - To preserve your good reputation

Dogs are at risk

- ✓ Social dogs
- ✓ Boarding facilities
- ✓ Doggie day care
- ✓ Dog shows
- ✓ Dog parks
- ✓ Groomers
- ✓ Kennels
- ✓ Shelters

MERCK ANIMAL HEALTH has a comprehensive portfolio of CIRDC complex vaccines.

CONTACT US

To learn more, contact your Merck Animal Health sales representative, your distributor representative, visit www.merck-animal-health-usa.com, or give us a call.

Customer Service
1-800-521-5767
(Monday-Friday, 9:00AM-6:00PM EST)

Technical Service
1-800-224-5318
(Monday-Friday, 8:30AM-5:00PM EST)

Vaccine Protocol Help Line
1-866-437-7955
(Monday-Friday, 8:00AM-5:00PM EST)