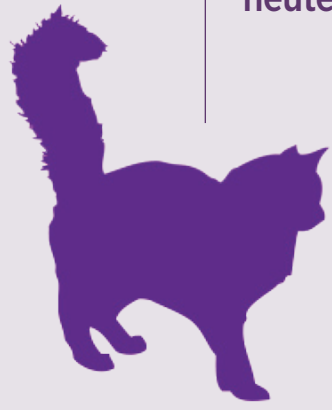


Diabetes in Dogs and Cats

Type I or Type II diabetes in pets is more common than you think and more manageable than you'd imagine. With careful monitoring and a thorough plan, your diabetic dog or cat can lead an active, happy life.

1 in 230

At increased risk: neutered cats.²

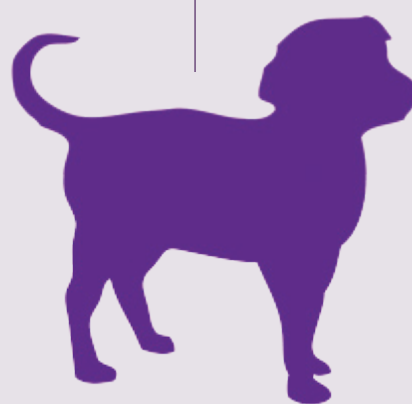


are diagnosed with diabetes^{3,4}

During a recent four-year study, diabetes diagnosis in pets have increased by 32 percent in dogs and 16 percent in cats.⁵

1 in 308

At increased risk: female dogs.³



Could Your Pet Have Diabetes?¹

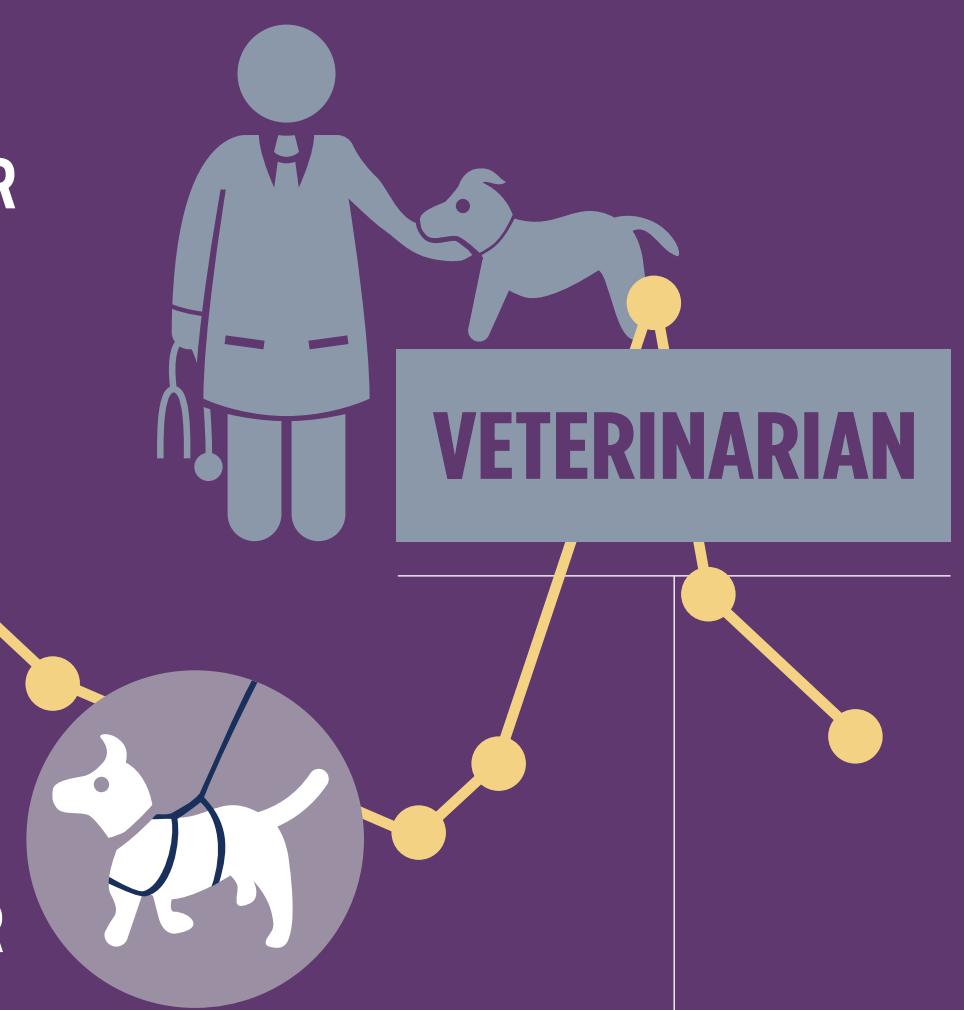
- Appears fatigued or weak
- Has excessive thirst
- Urinates frequently
- Has an increased appetite
- Has lost weight

[Ask your veterinarian if you see any of these signs!]

Many Factors Affect Your Pet's Blood Sugar Levels

HIGH BLOOD SUGAR

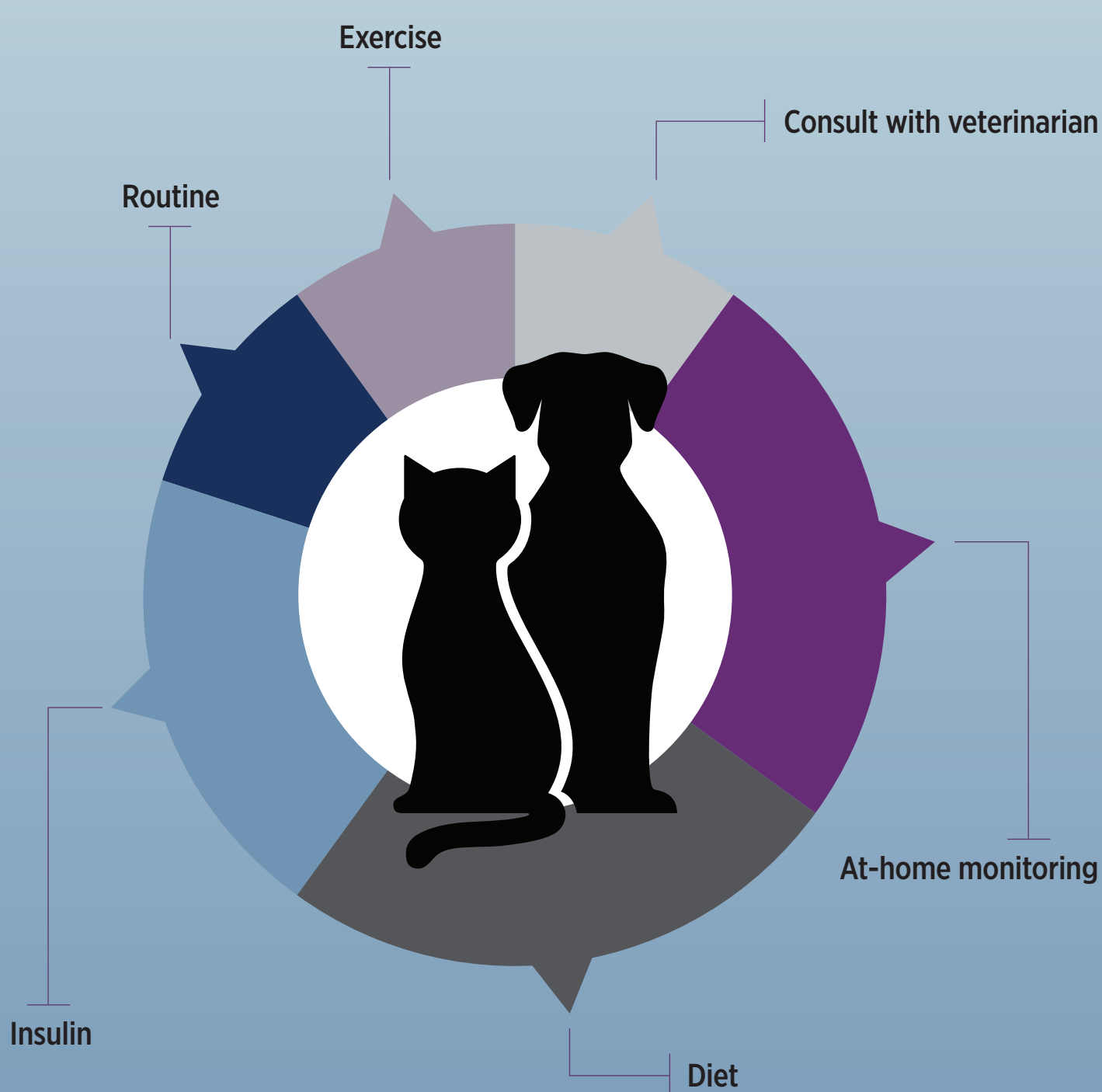
LOW BLOOD SUGAR



Many factors contribute to levels:

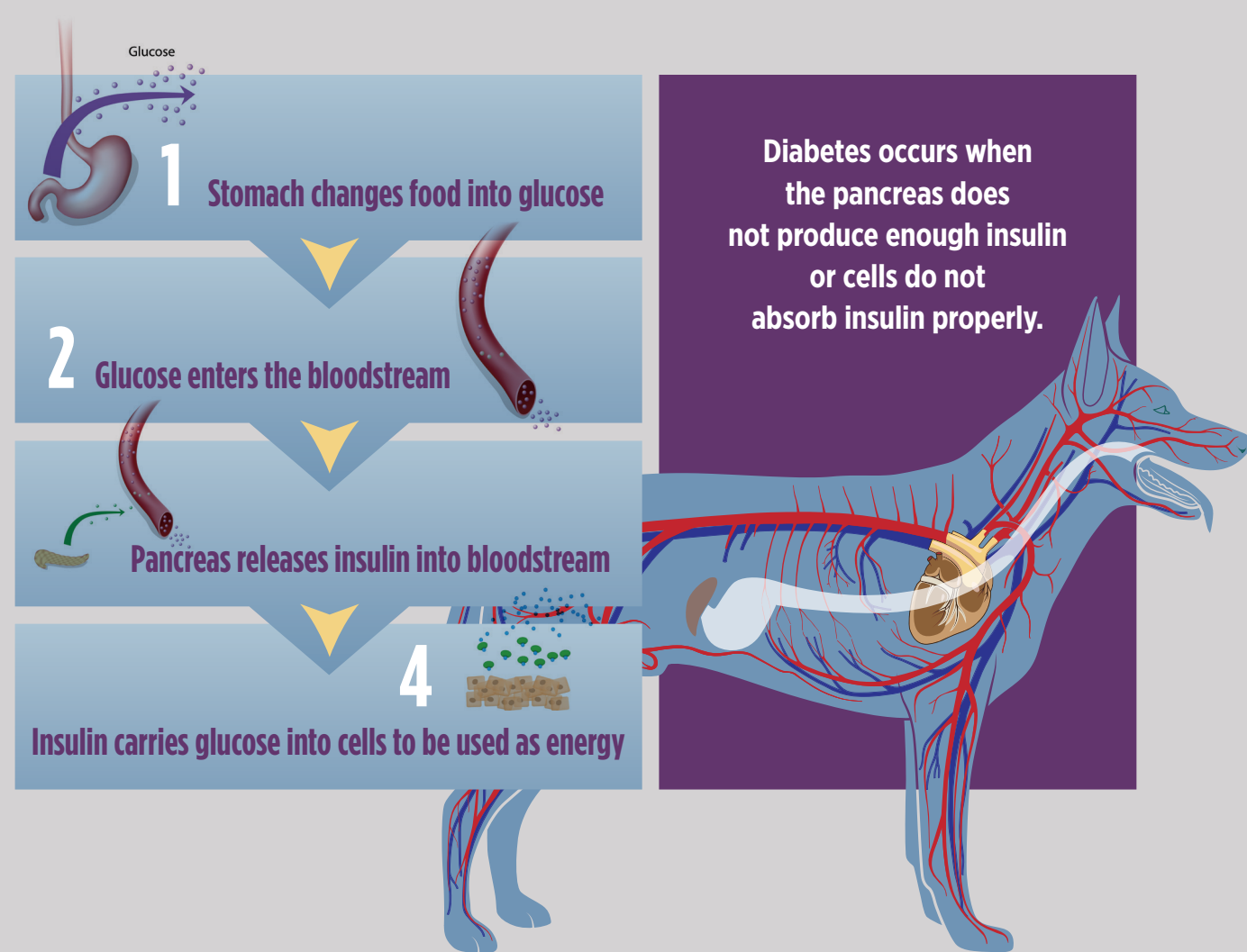
- Exercise
- Diet
- Insulin dosage
- Physical activity
- Stress

Stress, like that caused by a visit to the veterinarian, can cause atypical [or non-routine] blood sugar levels.



A Recipe for Success

HOW SUGAR OR GLUCOSE AND INSULIN WORK TOGETHER



MONITORING YOUR DIABETIC PET'S GLUCOSE

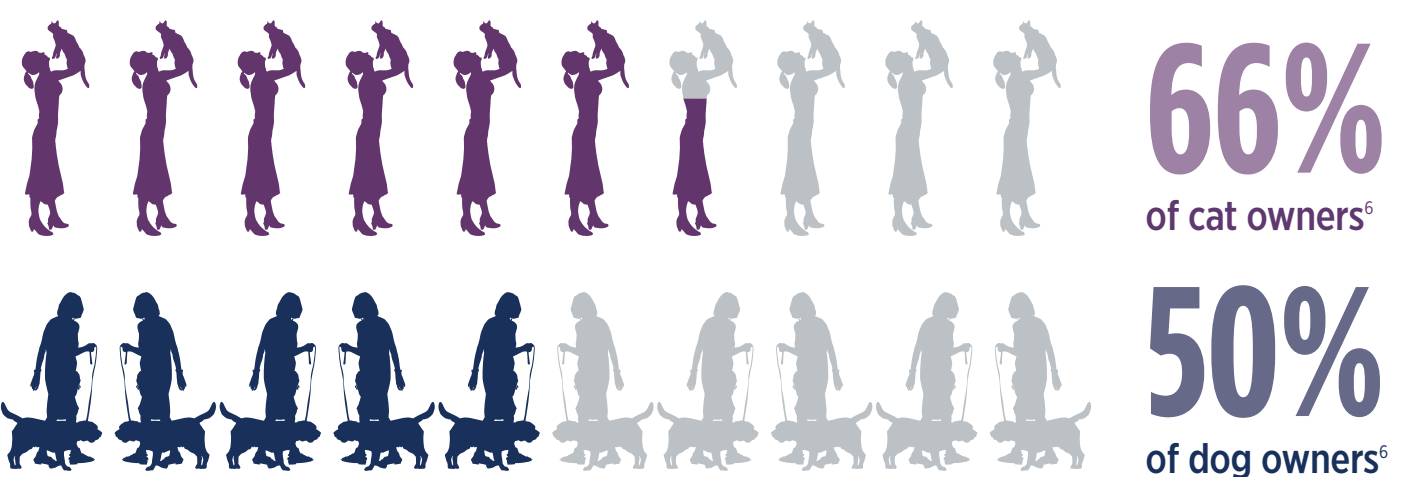
Three Advantages of At-Home Monitoring:

- 1** Provides accurate data for your veterinarian to make informed management decisions.
- 2** Helps identify potentially serious diabetes complications.
- 3** Saves time and eases stress.

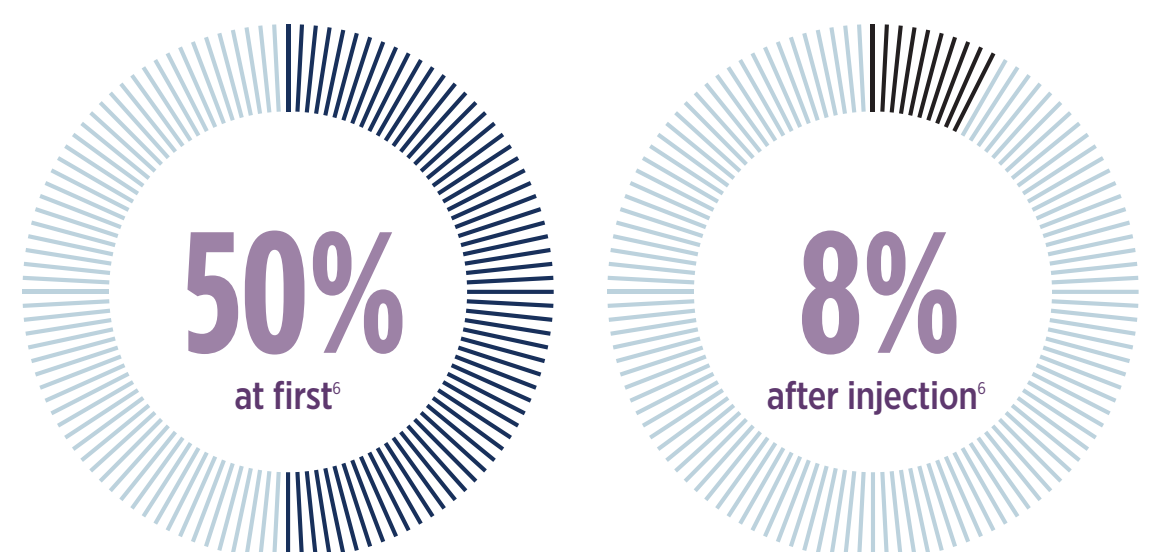


834 Diabetic-Pet Owners Said:

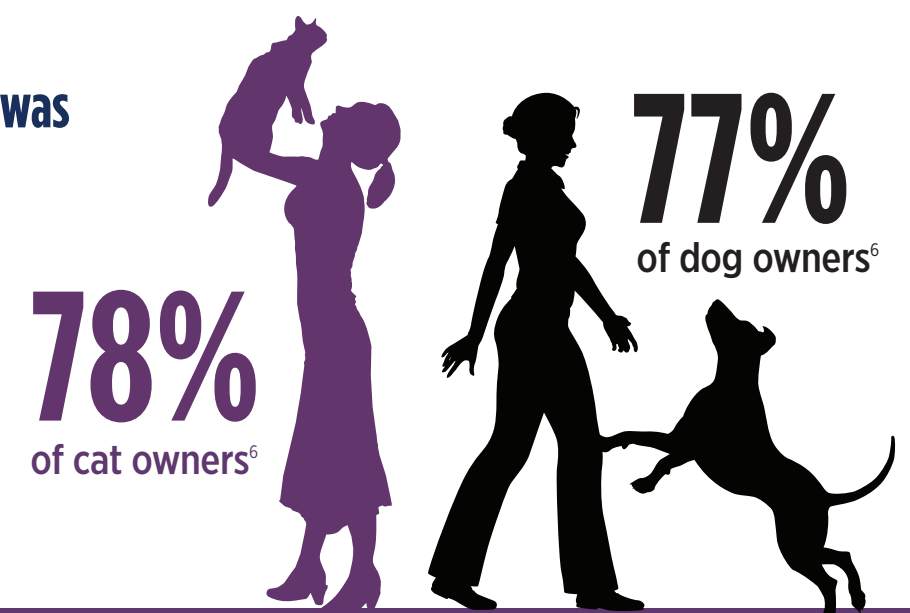
Satisfied with diabetic control in their pets



Fearful of giving injections



Thought treatment was "easy to perform"



66% of owners said pets showed improvement once therapy was initiated.⁶

At-home monitoring contributes to a better, happier life for your pet.

1. Nelson RW. Canine diabetes mellitus. In: Ettinger SJ, Feldman EC (eds) Textbook of Veterinary Internal Medicine (11th ed). Saunders-Elsevier, St. Louis: 2010; pp 1702-1706. 2. Reusch, C. Feline diabetes mellitus. In: Ettinger SJ, Feldman EC, eds. Textbook of veterinary internal medicine, 7th ed. St. Louis: Saunders; 2010: 1796-1816. 3. McCann TM, Simpson KE, Shaw DJ, et al. Feline diabetes mellitus in the UK: The prevalence within an insured cat population and a questionnaire-based putative risk factor analysis. J Feline Med Surg 2010; 9: 289-299. 4. Catchpole B, Ristic JM, Freeman LM, Davison LJ. Canine diabetes mellitus: Can old dogs teach us new tricks? Diabetologia 2005; 48: 1948-1956. 5. Barfield Pet Hospital. State of Pet Health: 2010 Report (November 16, 2015). Available from: https://www.barfield.com/Barfield%20media/PDF/Downloads/sohp/Barfield-State-of-Pet-Health-Report_2010.pdf. 6. Aptekmann KJ, Armstrong J, Coradini M, et al. Owner experiences in treating dogs and cats diagnosed with diabetes mellitus in the United States. J Am Anim Hosp Assoc 2014; 50(4):247-253. All trademarks are the property of Zoetis Inc., its affiliates and/or its licensors. ©2015 Zoetis Inc. All rights reserved. November 2015. ATK-00055