

Talking with Dog Owners About Surgery and CERENIA® (maropitant citrate)

While pet owners are concerned about their dogs' well-being during and after a procedure, they probably don't know details about your surgical protocols, implications of preoperative vomiting or some of the key signs of a healthy recovery, like the return to normal feeding. The following talking points will help guide you through the conversation and help your clients provide more detailed postoperative observations.

Understanding Previous Surgical Experiences

- Do you have previous experience with a dog undergoing surgery?
- Based on your dog's behavior in a past surgery, how did they feel a day or two after surgery?
- Did your dog vomit or salivate excessively after surgery?
- Can you recall how soon your dog regained its appetite after surgery?
- How did you know your dog was back to normal post-surgery?

Sharing the Benefits

- In human healthcare, anesthesiologists may administer medications before surgery to help reduce side effects of opioids, such as vomiting.
- We now have an FDA-approved veterinary product for preventing vomiting in dogs induced by opioids.
- CERENIA® (maropitant citrate) Injectable is non-sedating and supports stronger recovery and faster return to feeding, shortening recovery time!

Post-Surgery Follow-Up

We will call you within the next few days to ask some questions related to how your dog is doing after surgery. I would like for you to pay close attention to whether your dog vomits and to their feeding after surgery with the following in mind:

- The number of times your dog vomited, if at all, post-surgery
- How long it takes your dog's normal appetite to return
- How this experience compares to any previous surgical experiences
- How the vomiting (or lack of it) and recovery may have affected the emotional bond between you and your dog



Cerenia[®]
maropitant citrate



The only FDA-approved antiemetic for dogs



Rapid onset of action and continues to prevent vomiting for 24 hours²⁻⁵



Unique mode of action that treats vomiting from multiple causes^{2,6-8}

IMPORTANT SAFETY INFORMATION: Use CERENIA Injectable subcutaneously for acute vomiting in dogs 2 to 4 months of age or either subcutaneously or intravenously in dogs 4 months of age and older. Safe use has not been evaluated in cats and dogs with gastrointestinal obstruction, or those that have ingested toxins. Use with caution in dogs with hepatic dysfunction. Pain and vocalization upon injection is a common side effect. In people, topical exposure may elicit localized allergic skin reactions, and repeated or prolonged exposure may lead to skin sensitization. See full Prescribing Information, attached.

¹ Ramsey D, Fleck T, Berg T, et al. Cerenia prevents perioperative nausea and vomiting and improves recovery in dogs undergoing routine surgery. *Intern J Appl Res Vet Med.* 2014;12(3):228-237.

² de la Puente-Redondo VA, Tilt N, Rowan T, Clemence RG. Efficacy of maropitant for treatment and prevention of emesis caused by intravenous infusion of cisplatin in dogs. *Am J Vet Res.* 2007;68(1):48-56.

³ Data on file, Study Report No. 1960C-60-03-672, Zoetis Inc.

⁴ Data on file, Study Report No. 5961P-36-01-247, Zoetis Inc.

⁵ de la Puente-Redondo VA, Siedek EM, Benchaoui HA, et al. The anti-emetic efficacy of maropitant (Cerenia) in the treatment of ongoing emesis caused by a wide range of underlying clinical aetiologies in canine patients in Europe. *J Small Anim Pract.* 2007;48(2):93-98.

⁶ Washabau RJ, Elie MS. Antiemetic therapy. In: Kirk RW, Bonagura JD, eds. *Kirk's Current Veterinary Therapy XII Small Animal Practice.* Philadelphia, PA: WB Saunders; 1995:679-684.

⁷ Sedlacek HS, Ramsey DS, Boucher JF, Eagleson JS, Conder GA, Clemence RG. Comparative efficacy of maropitant and selected drugs in preventing emesis induced by centrally or peripherally acting emetogens in dogs. *J Vet Pharmacol Ther.* 2008;31:533-537.

⁸ Washabau RJ, Elie MS. Antiemetic therapy. In: Kirk RW, Bonagura JD, eds. *Kirk's Current Veterinary Therapy XII Small Animal Practice.* Philadelphia, PA: WB Saunders; 1995:679-684.