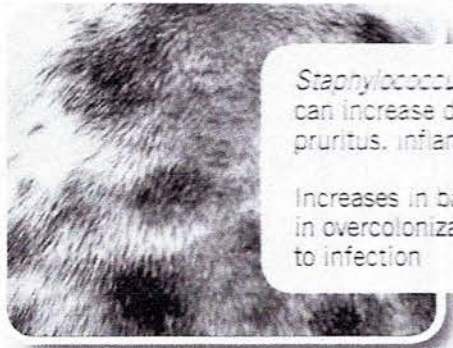


THE TREATMENT OF PYODERMA

THE DIFFERENCE YOU CAN SEE
FOR RELIEF SHE CAN FEEL

GAINING RAPID AND CONTINUOUS CONTROL OVER PYODERMA

Pathogenesis of superficial pyoderma infection



Staphylococcus intermedius numbers can increase due to self-trauma, pruritus, inflammation or allergy

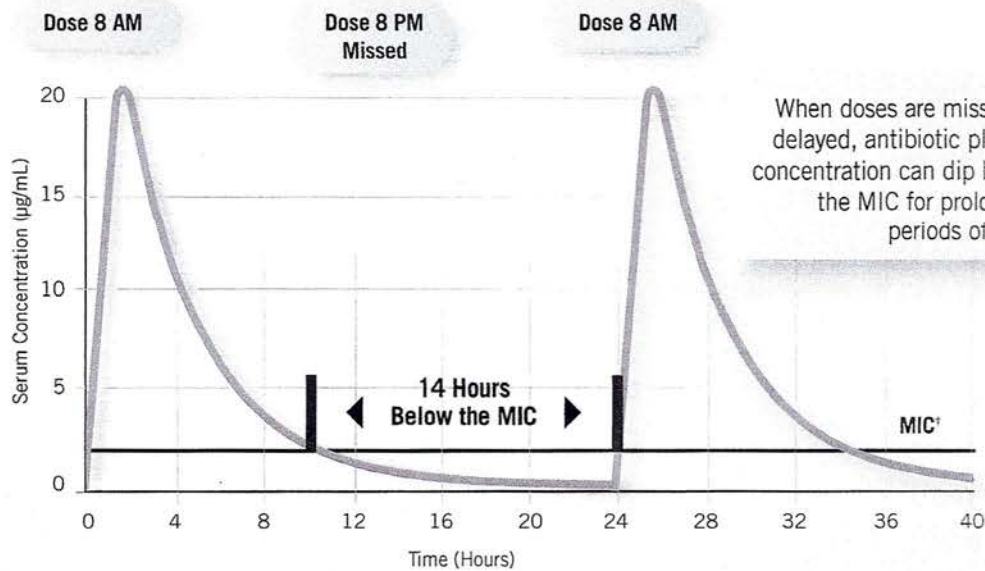
Increases in bacteria can result in overcolonization and lead to infection

Staphylococcus intermedius was isolated from **88.6%** of canine skin samples submitted over a 6-year period¹

PYODERMA DOESN'T LEAVE ANY ROOM FOR ERROR

Lack of effective treatment may result in prolonged disease

Twice-daily Oral Cephalexin^{2,3*}



When doses are missed or delayed, antibiotic plasma concentration can dip below the MIC for prolonged periods of time

*Calculations are based on a dosing of 20 mg/kg in dogs with plasma concentration dropping below the MIC at 10 hours.
†CLSI breakpoint for cephalothin, the class representative for 1st generation cephalosporins – including cephalexin.

Consider Convenia for efficacy independent of client adherence

- Oral medications depend on dosing adherence for treatment success
- A delayed or missed dose can compromise clinical results – and pet owner satisfaction

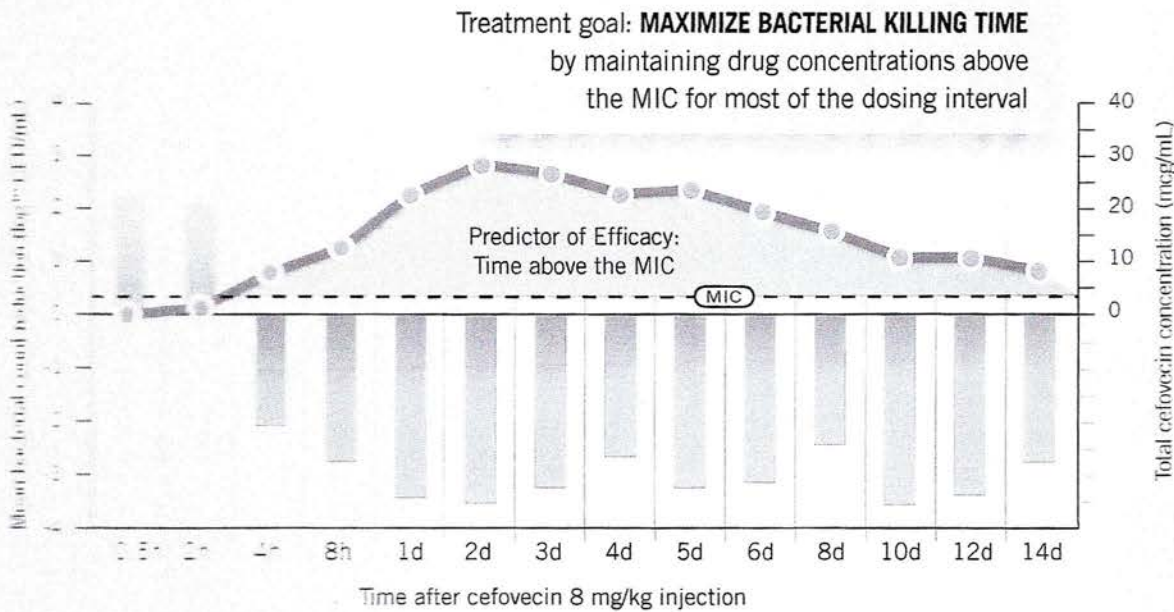
Your choice of antibiotic will help determine your clinical outcome

SUPERFICIAL PYODERMA

CONVENIA: THE WAY IT WORKS
IS WHY IT WORKS SO WELL

Ideal pharmacokinetics for a time-dependent antibiotic

Significant reduction in bacterial count over the full 14 days⁴



- Continuous bactericidal effect for the entire 14-day treatment period⁴
- Rapid onset of action for rapid response and management of disease⁵

TREATMENT SUCCESS: THE BENEFITS OF PEACE OF MIND FOR YOU AND YOUR CLIENT

- Rapid control of pyoderma means a satisfied pet owner
- Earlier resolution of infection lessens likelihood of disease progression

Put the science of Convenia to work for you

Case History: Solar dermatitis with secondary superficial pyoderma. Treated with cephalexin with incomplete response. Infection returned 2 months later in a different area. Received a single injection of Convenia. Complete clinical resolution of pyoderma in 8 days.



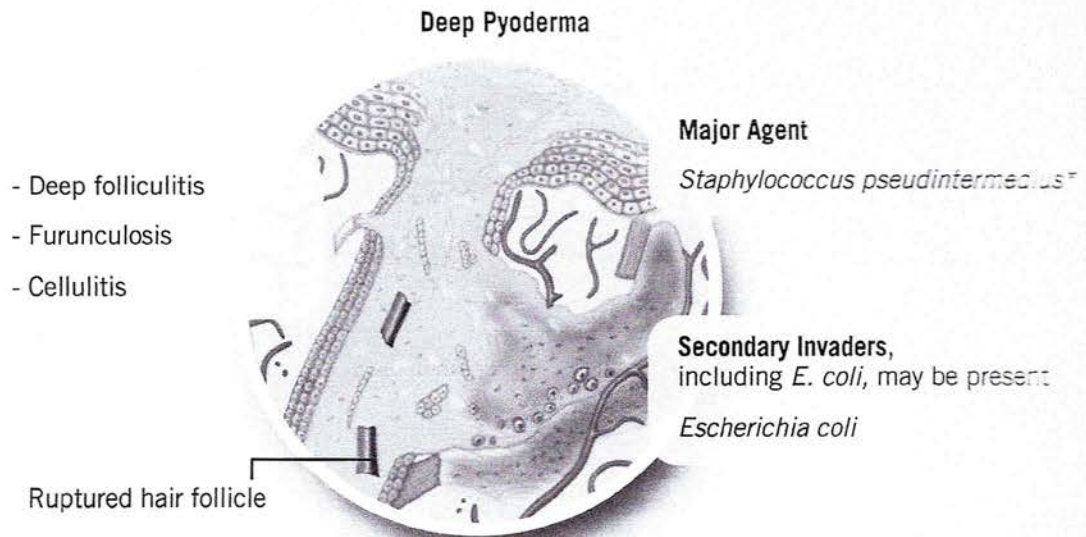
Rely on the science of Convenia:

Predictable, sustained efficacy for 14 days

SUPERFICIAL PYODERMA

DEEP PYODERMA

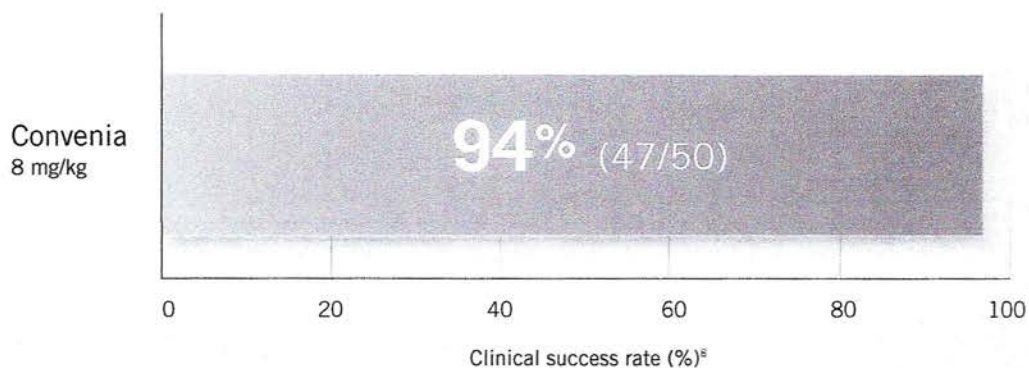
OPTIMIZE YOUR MANAGEMENT OF PYODERMA WITH RAPID, EFFECTIVE HEALING AT THE SOURCE OF THE PROBLEM



*** Reclassification of *Staphylococcus* in dogs**

In the past few years, researchers have re-examined isolates that were formerly identified as *S. intermedius*. Using molecular techniques, iso types belonging to the *S. intermedius* group were divided into 3 groups. *S. pseudintermedius*, and not *S. intermedius*, is the species that colonizes and causes infections in dogs and cats.⁶⁻⁷ However, the efficacy profile established by the existing antibiotics approved for treatment of pyoderma has not been affected.

CONVENIA: MAKE OUR CLINICAL SUCCESS RATE YOUR ADVANTAGE IN DEEP PYODERMA



- **Fast-acting for rapid relief of clinical signs and symptoms**
- **Maintains drug concentrations above MIC₉₀ values for up to 14 days**

Make our clinical success rate work for you

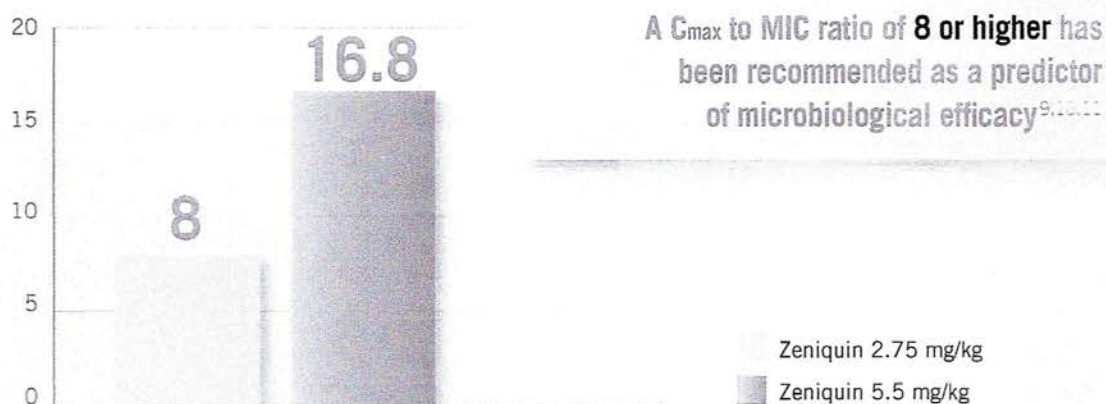
DEEP PYODERMA

CONSIDER FLUOROQUINOLONES

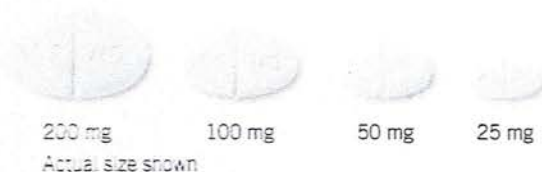
- For dogs that cannot tolerate a beta-lactam antibiotic
- For infections that are identified as susceptible based on the results of bacterial culture and susceptibility testing

ZENIQUIN: IDEAL PHARMACODYNAMIC PROFILE FOR A CONCENTRATION-DEPENDENT ANTIBIOTIC

C_{max}/MIC_{90} ratios (dogs) *Staphylococcus intermedius*



“Resistance to fluoroquinolones seems to be mediated by repeated exposure to suboptimal doses of antibiotics. As long as high doses are used for prolonged durations, fluoroquinolone resistance is unlikely to develop.”^{1,2}



- Convenience of once-daily dosing may increase pet owner adherence
- Simplicity of 4 tablet sizes: convenient dosing according to animal size
 - customized dosage range
- Narrow dosing range of 2.75-5.5 mg/kg
 - simple dosing options
 - keeps treatment costs lower for large dogs
- Proven safety profile: well tolerated in both dogs and cats

convenia™ FOR SUPERFICIAL AND DEEP PYODERMA. ONE SINGLE INJECTION FOR RELIEF WITHIN 14 DAYS

Your assurance of efficacy independent of client adherence

- Inspiring confidence in you and peace of mind in your pet owners
- Ideal pharmacokinetics for a time-dependent antibiotic: drug concentration above MIC₉₀ values for 14 days
- No medication to administer by the pet owner: simplifies treatment of conditions requiring a multi-modal approach
- Well tolerated in both cats and dogs

Zeniquin® FOR DEEP PYODERMA. FIRST-TIME TREATMENT SUCCESS FOR LONG-TERM CLIENT SATISFACTION

- Simple and cost-effective with narrow dosing range
- Convenient once-daily dosing
- Choice of 4 tablet strengths for easy administration according to animal size



Zeniquin®
(marbofloxacin)



convenia™
cefovecin sodium

HEALING PYODERMA FROM THE INSIDE OUT

References

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