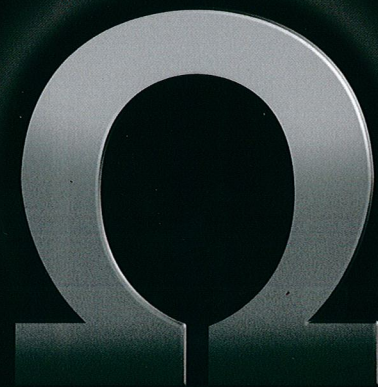


PARVO

NEED NOT BE A DEATH SENTENCE

THE POWER TO SAVE MORE DOGS FROM PARVOVIRUS IS IN YOUR HANDS



Virbac
ANIMAL HEALTH

VIRBAGEN OMEGA[®]

Virbagen Omega[®] contains interferon, a protein messenger which up-regulates the anti-viral mechanisms within cells.

Human interferon is used in conditions such as Viral Hepatitis to reduce viral load but has side effects when used in animals.

Veterinary interferon is now available and is licensed to treat Canine Parvovirus in dogs and FeLV and FIV/ FeLV co-infected cats.



What if you could take an often fatal, treatment intensive disease and **DECREASE THE RISK OF MORTALITY BETWEEN 4.4 AND 6.4 TIMES!?**

WHAT IS THE IMPACT OF PARVOVIRUS ON:

- YOUR PATIENT?
- YOUR CLIENT RELATIONSHIP IF THE PATIENT DIES?
- STAFF MORALE DUE TO INTENSIVE BARRIER NURSING?
- PRACTICE INCOME IF YOUR KENNELS ARE CLOSED OR CLIENTS STAY AWAY?
- YOUR CLIENT RELATIONSHIP IF THE PATIENT SURVIVES?

Traditional treatment consists of fluids and supportive treatment as necessary.

To increase the survival of your patients use Virbagen Omega[®], the ONLY licensed treatment for Canine Parvovirus.

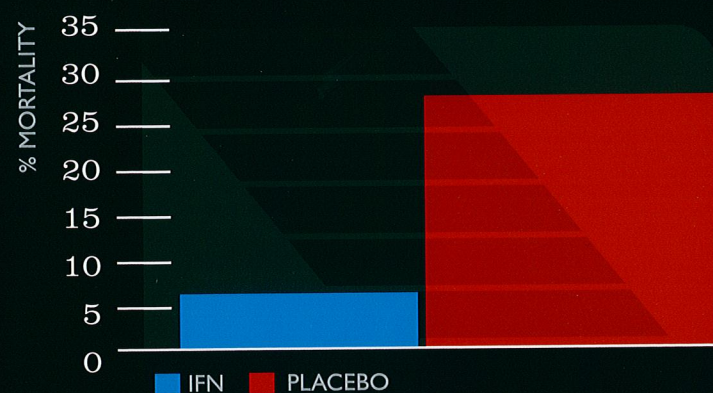
THE BEST OUTCOME IS FOR THE PATIENT TO:

- SURVIVE
- RECOVER
- BE DISCHARGED AS SOON AS POSSIBLE

WHY SHOULD I USE VIRBAGEN IN DOGS WITH PARVOVIRUS?

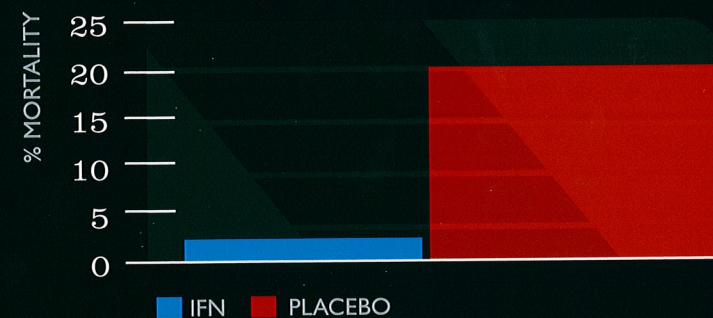
Mortality in dogs is reduced by 4.4x when using Virbagen Omega® in combination with supportive therapy rather than supportive therapy alone¹.

Mortality of dogs with or without interferon in addition to supportive therapy

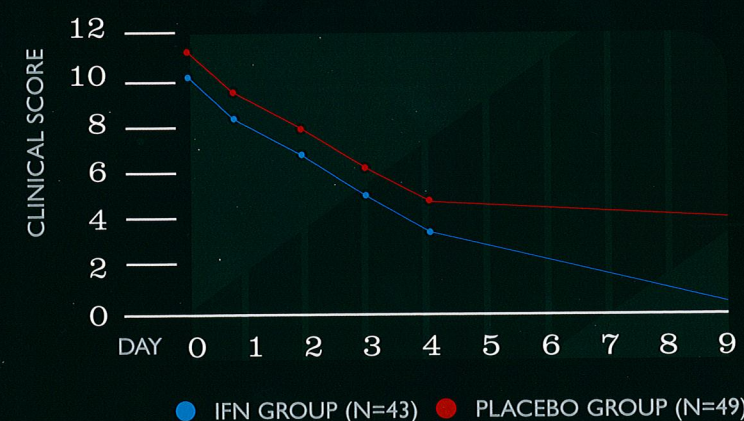


When looking specifically at an unvaccinated population the use of Virbagen Omega® decreases mortality by 6.4 times².

Mortality of unvaccinated dogs with Parvovirus with and without interferon treatment in addition to supportive therapy



WILL THEY RECOVER QUICKER?



Time course of the clinical scores of the dogs in interferon (IFN)-treated and placebo groups¹.

BUT IS IT EXPENSIVE?

Treating Parvovirus is expensive due to the nursing and supportive costs involved. It is important to consider the impact of interferon use on both survival and decreased clinical scores (in terms of hospitalisation costs) when assessing the overall costs of adding Virbagen Omega® to your treatment protocol.

HOW DO I GIVE IT?

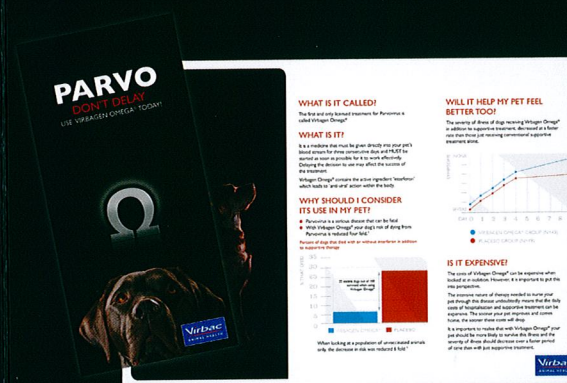
- Virbagen Omega® should be given Intravenously for 3 consecutive days
- The canine dose is 2.5 MU/kg
- Use in a 10kg dog would require 25MU per day and therefore 75MU for the course
- One vial of reconstituted Virbagen Omega® contains 10MU of interferon, which would result in 2.5 vials per day for the above example
- Virbagen is available in packs containing 2 vials and 5 vials

Virbagen Omega® is available in 2 and 5-vial packs. To have sufficient emergency shelf stock to treat a case on the day it arrives we recommend stocking 5-vial packs.

GETTING OWNER CONSENT

To help explain why Virbagen Omega® should be used we have created a simple illustrative guide for you to use to discuss the treatment with your clients

- Explains costs in context
- Outlines expectations of success
- Makes the justification easier for you



STOCKING VIRBAGEN

As a practice you will no doubt stock:

- Intravenous anti-seizure medication to treat status epilepticus
- Intra-venous steroids for shock and spinal injury
- Adrenaline for use in anaphylaxis and other emergencies
- Virbagen Omega® MUST be used on the day of presentation in dogs with Parvovirus - you cannot afford to wait 24 hours for a stock delivery to start therapy.

STOCK VIRBAGEN OMEGA® TODAY AND SHOULD THE PRODUCT GO OUT OF DATE BEFORE YOU USE IT, WE WILL GUARANTEE TO REPLACE IT COMPLETELY FREE OF CHARGE.



LIFE SAVER

For more information 01359 243243

PARVO-ALERT



SHOULD PARVOVIRUS BE DIAGNOSED AT YOUR PRACTICE, CONTACT US FOR POSTERS TO WARN YOUR CLIENTS TO REMAIN VIGILANT AND TO ENCOURAGE VACCINATION.



For technical advice on the use of interferon please phone our 'ASK THE EXPERT' helpline and speak to our veterinary team on 01359 243243 (select option 1)



Virbagen Omega® is also part of the Find it! Treat it! range.

FIND IT! TREAT IT!

To diagnose Parvovirus use Speed® Parvo

- In house
- Results within 10 minutes
- Faecal sample used
- Special filter cap for organic material prevents need to spin sample

Speed® Parvo is part of the Virbac 'Find it, Treat it' range.

Speed® Biogram	Speed® Parvo	Speed® Duo FeLV/FIV Speed® FeLV Speed® FIV
Find it Pyoderma/UJI/Otitis	Find it Parvovirus	Find it FeLV/FIV
Treat it Rilexine*, EasOtic*, Enrox Flavour*	Treat it Virbagen Omega*	Treat it Virbagen Omega*

1: K. De Mari et al, Treatment of canine parvoviral enteritis with interferon-omega in a placebo-controlled field trial, Veterinary record (2003) 152, 105-108.

*Rilexine contains cefalexin, legal category **POM-V**. EasOtic contains Hydrocortisone aceponate, Miconazole nitrate and Gentamicin, legal category **POM-V**. Enrox Flavour contains enrofloxacin, legal category **POM-V**. Virbagen Omega® contains 10mu of recombinant interferon, legal category **POM-V**.

For more information please contact Virbac on 01359 243243 or Virbac Limited, Woolpit Business Park, Woolpit, Bury St Edmunds, Suffolk IP30 9UP.

Email enquiries@virbac.co.uk www.virbac.co.uk

