

The vaccines you trust,
now from the company you trust




Fel-O-Guard®

www.BI-Vetmedica.com/products

The vaccines you trust are now made by the family-owned animal health company you trust, Boehringer Ingelheim Vetmedica, Inc.

- NEW look on product labels and packaging
- NO change to product labels or presentation sizes
- NO change to product cap colors

Confidence Backed by proprietary manufacturing technology and purification processes yielding the best outcomes for your patients.

Choice Flexible antigen combinations to meet individual cat needs with fewer injections

Reliability Efficacy you count on from traditional serovars of most common diseases

FEL-O-GUARD ANTIGEN CHART



Fel-O-Guard®

Modified live core antigens for cats, plus convenient combinations with the market-leading FeLV vaccine – all in a single dose.

			<i>calicivirus</i>	<i>panleukopenia</i>	<i>rhinotracheitis</i>	<i>chlamydia</i>	<i>FeLV</i>
Fel-O-Guard® Plus 3	153031-000	25x1ds	M	M	M		
Fel-O-Guard® Plus 3+Lv-K	153131-000	25x1ds	M	M	M		K
Fel-O-Guard® Plus 4	153231-000	25x1ds	M	M	M	K	
Fel-O-Guard® Plus 4+Lv-K	153331-000	25x1ds	M	M	M	K	K

Product codes and sizes will remain the same.

M = modified live K = inactivated (killed).

Old look



Old look

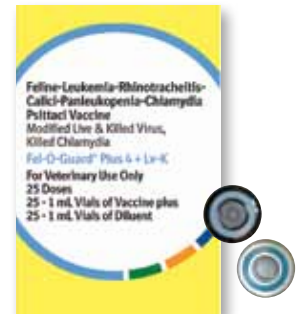


New look



New look

Cap colors will remain the same*



*All sterile water diluents on canine and feline vaccines will have brushed aluminum bottle caps in the future.

Sound Byte

CHECK-OFF & ECHO NOTES

Identify if BIVI rep has visited the practice recently:

(Doctor, has the BIVI rep been in to see you in the last 10 days?)

If Yes – review understanding and benefits

If No – Discuss/Review topics (DSR=Primary contact)

Confidence

Doctor, BIVI has just shipped Fel-O-Guard® SKUS with an updated look on the labels. We'll be seeing label changes throughout 2011.

Invitation (neutral)

Let's take a look at what is going to change and what is remaining the same

It's the customer's decision

Then you can determine how I can assist you and your staff in making this transition and the upcoming label changes smoothly.