



**DONT
WAIT**

AT THE FIRST SIGN OF CHF,

USE VETMEDIN®



VETMEDIN is recommended by the ACVIM as part of the standard treatment for dogs with CHF.¹



**START
VETMEDIN
HERE**

STAGE C

Structural abnormality and
**current or previous clinical
signs of heart failure**

STAGE D

Clinical signs of heart failure
refractory to standard treatment

VETMEDIN is a versatile, first-line therapy for the treatment of CHF.

- Indicated for treatment of atrioventricular valvular insufficiency or dilated cardiomyopathy
- Can be used for mild, moderate, or severe CHF
- Can be administered alone or with other cardiac treatments

**Proven in clinical trials*
in dogs with CHF due to
valvular disease.^{2,3}**

- Lengthens dogs' lives²
- Improves quality of life³

vet**edin®**

**(pimobendan) CHEWABLE
TABLETS**

A heart's best friend



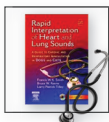
**Sound
Byte**

*Clinical studies were completed using VETMEDIN Capsules. In the US, only the chewable tablets are licensed. Both the capsules and chewable tablets contain the same pharmaceutical ingredient, pimobendan, and are considered equivalent for clinical use. Bioequivalence, however, has not been shown.

References: **1.** Atkins C, Bonagura J, Ettinger S, et al. Guidelines for the diagnosis and treatment of canine chronic valvular heart disease. *J Vet Intern Med.* 2009;23(6):1142–1150. **2.** Häggström J, Boswood A, O'Grady M, et al. Effect of pimobendan or benazepril hydrochloride on survival times in dogs with congestive heart failure caused by naturally occurring myxomatous mitral valve disease: the QUEST study. *J Vet Intern Med.* 2008;22(5):1124–1135. **3.** Lombard CW, Jöns O, Bussadori CM; for the VetSCOPE Study. Clinical efficacy of pimobendan versus benazepril for the treatment of acquired atrioventricular valvular disease in dogs. *J Am Anim Hosp Assoc.* 2006;42(4):249–261.

ACT NOW. Take advantage of this special limited time bonus offer.*

Offer available from August 15 – September 30, 2011.

	Reward	Order Amount
Level 1	 3D Heart Poster Retail value of \$50	\$200
Level 2	 Littmann® Classic II SE stethoscope with engraving Retail value of \$99	\$450
Level 3	 Littmann® Classic II SE stethoscope with engraving and <i>Rapid Interpretation of Heart and Lung Sounds</i> (CD-ROM version) Retail value of \$165	\$700

Important safety information

- VETMEDIN should not be given in case of hypertrophic cardiomyopathy, aortic stenosis, or any other clinical condition where an augmentation of cardiac output is inappropriate for functional or anatomical reasons.
- The safety of VETMEDIN has not been established in dogs with asymptomatic heart disease or in heart failure caused by etiologies other than atrioventricular valvular insufficiency or dilated cardiomyopathy.
- The safe use of VETMEDIN has not been evaluated in dogs younger than 6 months of age, dogs with congenital heart defects, dogs with diabetes mellitus or other serious metabolic diseases, dogs used for breeding, or pregnant or lactating bitches. Use only in dogs with clinical evidence of heart failure.
- The most common side effects reported in field studies were poor appetite, lethargy, diarrhea, dyspnea, azotemia, weakness, and ataxia. If side effects should occur, pet owners should contact their veterinarian.

Sound **Byte**

CHECK-OFF & ECHO NOTES

Qualify

“Doctor, has your Boehringer Ingelheim rep discussed VETMEDIN recently?”

If yes: Review understanding of benefits

If no: Discuss/review topics
(DSR is primary contact)

Confidence

“Doctor, when you see a dog that’s showing the first clinical signs of CHF, the ACVIM recommends using VETMEDIN as part of your standard treatment protocol.”

Invitation (neutral)

“Let me review some of the clinical trial data showing how VETMEDIN lengthens dogs’ lives and improves quality of life.”

It’s the customer’s decision

“Then you can determine whether you want to take advantage of our special limited time offer.”



*Limit one reward per account. Orders must be on one invoice. All prizes will be redeemed when the promotion ends on September 30, 2011.

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