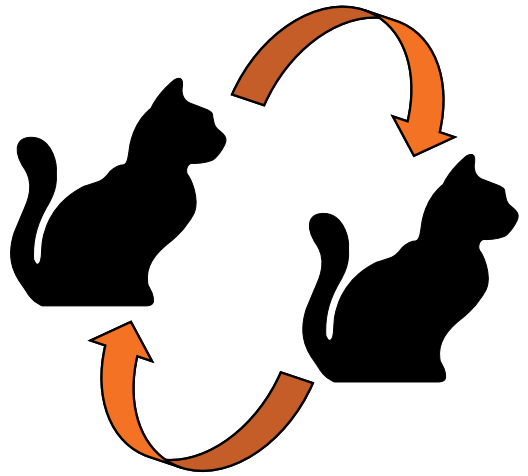


Fel-O-Vax[®] + CaliciVax[™]

**Bivalent for broader protection
against today's calicivirus**



Fel-O-Vax[®] + CaliciVax[™] – inactivated (killed) vaccines

- Bivalent (dual strain) protection
- 3 times better cross neutralization¹
- Proven safety and efficacy² against this highly mutable core antigen virus³

Lifestyle & lifestage appropriate for every cat

- Proven to cross-neutralize a broader range of strains than older, first-generation vaccines⁴
- Available in convenient combinations
- Protocol friendly in support of wellness visits

Combinations available:

Fel-O-Vax[®] PCT + CaliciVax[™]
Fel-O-Vax[®] IV + CaliciVax[™]
Fel-O-Vax Lv-K[®] III + CaliciVax[™]
Fel-O-Vax Lv-K[®] IV + CaliciVax[™]
CaliciVax[™]



¹⁻² Data on file, Boehringer Ingelheim Vetmedica, Inc.

³ 2006 American Association of Feline Practitioners Feline Advisory Panel Report. *JAVMA*. 2006;229(9).

⁴ Huang C, Hess J, Gill M, et al. A dual-strain feline calicivirus vaccine stimulates broader cross-neutralization antibodies than a single-strain vaccine and lessens clinical signs in vaccinated cats when challenged with a homologous feline calicivirus strain associated with virulent systemic disease. *J Fel Med Surg*. 2010; 12(2): 129 – 137.

Calicivirus is: Everywhere – Stubborn – Agile – Shifty

Infected cats can shed virus for weeks and include:

- Cats that are sick
- Cats that have recovered
- Cats with mild signs
- Cats with no signs

Anything shed by a cat can carry the virus

- Fur and dander
- Respiratory secretions (aerosol droplets)
- Saliva, feces, urine or blood
- Nasal & ocular discharge

What about indoor cats?

- Calici can mutate without ever leaving the household by shedding from one cat to another
- Owners can also bring calici into the household from contact with other cats

Sound CHECK-OFF & ECHO NOTES Byte

Identify if BIVI rep has visited the practice recently

Dr, has your BIVI representative visited with you regarding calicivirus lately?

If Yes – then review and support the customers' understanding of key benefits

If No - then DSR is the primary information source

Confidence

“Boehringer’s CaliciVax™ products will provide your clients with the safest and broadest spectrum protection available in the market today.”

Invitation (neutral)

“Let me review the benefits of the CALICIVAX combinations so...”

It’s the customer’s decision

“...you can decide if these combos fit your protocols and should be part of your wellness regime.”

Every cat needs calicivirus protection. Every cat deserves CaliciVax™

Boehringer Ingelheim Vetmedica, Inc. (BIVI) www.bi-vetmedica.com