Veraflox® (pradofloxacin) Oral Suspension for Cats is the next step in veterinary antibiotic therapy for cats.

Features
a) An innovative fluoroquinolone antibiotic (pradofloxacin) for cats that combines efficacy, safety and ease-of-use
b) Dual molecular targeting of enzymes offers a broadened spectrum of bactericidal activity compared to previous generation fluoroquinolones1, 2
c) Tested and approved for use in kittens and cats 12 weeks of age and older3
d) Available in 15- and 30-mL bottles for prescriber convenience
e) Excellent 60 day shelf life after opening

Functions
a) Bactericidal, with activity against Gram-negative, Gram-positive, and anaerobic bacteria3
b) In in vitro studies - pradofloxacin demonstrated simultaneous high-activity inhibition of two important bacterial target enzymes1, 2
c) Extensive ocular safety testing where cats were treated with up to 6.7 times the label dose for 23 days4
d) Convenient and easy to administer- in a flavored well-accepted, once-daily premixed oral suspension5, 6
e) Good for 60 days after opening

Benefits
a) Provides a broad spectrum of bactericidal activity1, 2
b) Provides a high rate and extent of in vitro bactericidal activity against target pathogens1
c) Ocular safety was thoroughly tested using the most advanced methods5
(d) Convenience and ease of use may help increase owner compliance5, 6
e) Excellent shelf life limits product waste and may increase owner satisfaction

Sound Byte

Federal law restricts this drug to use by or on the order of a licensed veterinarian. Federal law prohibits the extra-label use of this drug in food producing animals. For use in cats only. The safety of pradofloxacin in cats younger than 12 weeks of age has not been evaluated.

* The clinical significance of in vitro data has not been demonstrated.
Confidence
Doctor, I am sure Veraflox® (pradofloxacin) will be a fluoroquinolone you will want to utilize with your FELINE clients.

Invitation to neutral
Let's take a look at some of Veraflox®'s key benefits…

Show owners how easy it can be. Because the active ingredient is bound to a fine-grained ion exchange agent the bitterness passes the taste buds undetected. In addition to this Veraflox® (pradofloxacin) Oral Suspension for Cats is formulated and packaged for ease-of-use to help achieve compliance with your prescribed therapy.

- **Easy-to-use**, low-mess dispenser makes accurate dosing easy
- **Convenient, once-daily dosing** helps minimize burden on owners
- **May be given with food**, efficacy verified in a field study in which cats were fed free-choice or within two hours of dosing3
- **Pleasant vanilla taste**

Discover the science of Veraflox® (pradofloxacin) Oral Suspension for Cats.
An innovative antibiotic combining efficacy, safety and ease-of-use.


3 Freedom of Information Summary: NADA 141-344.


6 Data on file. Bayer HealthCare LLC, Animal Health Division, Shawnee Mission, KS.

Check-Off (Qualify)
Identify if a Bayer representative has recently discussed Veraflox®:
Doctor, has your Bayer Rep discussed Veraflox® (pradofloxacin) with you recently?
If **YES**, confirm and support benefits.
If **NO**, detail as the primary contact.

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