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Pfizer Says Vacation with Your Dog before the Summer Ends

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(BUSINESS WIRE)--With canine motion sickness the leading reason pet owners are not able to take their dogs on day trips or vacation, Pfizer is encouraging more people to talk with their veterinarians about managing travel with their dog before the summer ends.

Since Pfizer's Cerenia™ (maropitant citrate) became the first-and-only veterinary approved canine medication in America, Europe and Canada to prevent vomiting from a wide range of causes, including motion sickness, Pfizer has seen thousands of dogs successfully treated by their veterinarians. Now, Pfizer is sharing lessons-learned with tips on managing motion sickness while traveling.

In the U.S., traveling with dogs is becoming easier. More airlines are catering to pets and more hotels are providing pet-friendly accommodations. Still, one in six American dogs – an estimated 7.2 million – will suffer from vomiting caused by motion sickness.

"This past year, more families have been able to enjoy the company of their dog as they take day trips or longer vacations," said Pfizer's George Fennell, vice president, U.S. Companion Animal Division. "Our experience is that, with a little pre-trip planning and with the benefits of Cerenia, motion sickness no longer needs to be a reason to leave the family dog behind."

About Cerenia

When dogs travel, their balance can be affected by movement. Or, they may just feel anxious about the traveling itself. In the past, canine motion sickness has been treated with a variety of products designed for people, often with a sedating effect. Cerenia is available by prescription only from veterinarians in easy-to-give, once-daily tablets that will not cause sedation. Cerenia works to prevent vomiting due to motion sickness as well as treat and prevent acute emesis. Because Cerenia does not cause drowsiness, dogs will be alert during and upon arrival, making travel a more positive experience for the entire family.

The safe use of Cerenia has not been evaluated in dogs for breeding, pregnant or lactating bitches, dogs with gastrointestinal obstruction, or dogs that have ingested toxins. Cerenia is recommended for use in dogs 16 weeks and older. Use caution in dogs with hepatic dysfunction. The most common adverse reactions noted during clinical studies were hypersalivation, drowsiness, lethargy, anorexia and diarrhea. Cerenia is not for use in humans. For more information, visit www.Cerenia.com.

About Pfizer Animal Health

Pfizer, Inc (NYSE: PFE), the world's largest research-based biomedical and pharmaceutical company, also is a world leader in discovering and developing innovative animal prescription medicines and vaccines. Pfizer

Animal Health is dedicated to helping companion animals live longer and healthier, and to the safety and quality of the world's food supply with healthier livestock and poultry. For additional information on Pfizer's portfolio of animal health products, go to www.PfizerAH.com.

Don't Leave Your Dog Behind This Vacation

1. Visit your veterinarian to make sure your dog's vaccines are up-to-date before you travel. Talk about medications to manage motion sickness, especially medications like Cerenia™ that are non-sedating and easy-to-administer while vacationing.

2. Try to gradually acclimate your dog to a car trip. Start simply by sitting with your dog in a parked car, then, driving around the block. Test short trips before taking a long vacation. Puppies that are exposed to car trips also will better able to travel as they grow.

3. When you're ready, avoid feeding your dog 1-2 hours before traveling. And allow your dog to relieve itself.

4. Make sure your dog has enough room to lie down. Motion sickness can be made worse by sitting or standing. Consider a large crate or carrier. If your dog is nervous or excited, this can be a quiet place to rest.

5. Be sure your dog can get some fresh air while traveling.

6. Make sure your dog can see out a window. Just like us, dogs tend to feel less nauseous when looking at the horizon.

7. If you're driving, try to be extra careful making sharp turns or driving winding roads or downhill.

8. On longer road trips, take a break at a rest stop every 2-3 hours so that your dog can stretch its legs, have a drink and avoid becoming dehydrated.

9. Never leave your dog alone in the car or on a boat. Even if the windows or entrances are slightly open, the temperature can rise quickly and can cause severe health problems such as hyperthermia or heat stroke.

10. When flying, remember that each airline has slightly different rules and services for dogs including requirements regarding crate size and how to reserve a spot -- for your pet. Consult the airline in advance to avoid surprises at the last minute.

For additional Pfizer travel tips and in multiple languages, visit www.DogsInMotion.ca or www.DogCarsickness.com.

Pfizer, IncRick Goulart, 212-733-7457