



First Medication to Prevent and Treat Vomiting in Dogs Now Available by Prescription

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In Time for the August Travel Rush, Cerenia™ (maropitant citrate) Helps Dogs Come Along for the Ride

(BUSINESS WIRE)--Pfizer Animal Health, a business of Pfizer Inc (NYSE: PFE), announced today that Cerenia™ (maropitant citrate), the first and only FDA-approved medication for the prevention and treatment of canine vomiting from a wide range of causes, including motion sickness, is now available by prescription in the United States.

Vomiting is one of the most common reasons owners take their dogs to the veterinarian. According to Pfizer Animal Health market research, veterinarians see between 16-28 cases of acute vomiting per month, with an estimated 3 million dogs experiencing vomiting each year in the U.S. In addition, another 7 million dogs suffer from vomiting caused by motion sickness.

“Vomiting is extremely distressing to dogs and owners, whatever the cause may be, including motion sickness,” said George Fennell, vice president, U.S. Companion Animal Division, Pfizer Animal Health. “For many people, dogs are members of the family, and it’s difficult to leave them behind during vacations or even while running errands because of motion sickness. Pfizer understands the strong emotional bond between pet owners and their dogs and is excited to make available this innovative and groundbreaking medication.”

Lack of Reliable Treatments for Vomiting

Vomiting may be a sign of a serious underlying problem. Before Cerenia, there was no product developed and approved specifically to treat and prevent vomiting in dogs.

There also were no medications approved specifically for dogs that reliably control vomiting from motion sickness without causing sedation. In fact, owners tend to leave their dog behind at home for day trips or put their dog in a kennel while they go on vacation because of motion sickness. Pfizer Animal Health market research shows that one in six dogs suffers from motion sickness.

“Every single time my dog Reba rides in the car she vomits. That means that she is miserable, and I have to clean up a crate filled with vomit every time we go anywhere – and then again when we go back home,” said Leah Cohn, DVM, DACVIM, University of Missouri. “I was really looking forward to hiking with Reba but I’ve tried lots of treatments to no avail.

I finally had to give up on that idea and just keep her home.”

Dogs are the most common pet to take on a trip (78 percent), according to the Travel Information Association of America. Additionally:

Nearly 30 million dog owners – 14 percent of all U.S. adults – have traveled with a pet on a trip of 50 miles or more in the past three years. Auto or truck is primary mode of transportation (76 percent), followed by RV (10 percent) and airline (6 percent).

Unique Mode of Action

Addressing an unmet need in veterinary medicine, Cerenia is administered once daily, unlike commonly used medications that often need to be dosed as many as four times per day. Cerenia is now available by prescription only from veterinarians in easy-to-give tablets and an injectable that starts to work within one hour of administration.

While there are two pathways that carry vomiting signals, central and peripheral, veterinarians have mainly relied on human-labeled products that address only a single pathway. This can often lead to inconsistent treatment results and frustration for owner and veterinarian. Cerenia is the first medication that prevents and treats canine vomiting regardless of the pathway involved.

“Whether it’s vomiting from an underlying medical condition or from motion sickness Cerenia is unique because of the way it works directly at the part of the dog’s brain that controls vomiting,” said Amy Trettien, DVM, manager, Veterinary Operations, U.S. Companion Animal Division, Pfizer Animal Health. “Because of this mode of action, Cerenia is able to manage vomiting from many causes unlike the current treatments which are often unreliable.”

Pfizer researchers spent seven years conducting the research and development leading to the approval of Cerenia. In extensive clinical trials, Cerenia was shown to be safe and effective, producing consistent results in a wide range of dog breeds and against several causes of vomiting such as parvovirus, gastroenteritis and renal disease. Cerenia is generally well tolerated by dogs. The most common side effects are excessive drooling, lethargy, lack of appetite, and diarrhea.

Cerenia has not been evaluated in dogs used 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 of age and older. Cerenia should be used with caution in dogs with hepatic dysfunction and with other medications that are highly protein bound. Cerenia is not for use in humans.

About Pfizer Animal Health

A business of Pfizer Inc, Pfizer Animal Health is a global leader in discovering, developing and marketing medicines and vaccines for companion animals and livestock, including beef and dairy cattle and swine.

For a copy of prescribing information for Cerenia, please go to
<http://www.pfizerah.com/cerenia/product%20information/overview.asp>.

Media: Pfizer Animal Health Daniel Martz, 212-733-4125 daniel.martz@pfizer.com or M G
H Laura Crovo, 410-902-5058 lcrovo@mghus.com