



News & Media Press Releases Press Release Archive Press Statements Archive Featured Stories Video Gallery Frequently Requested Info Press Kits Download Multimedia Social Media Contact Pfizer Media Rela

Monday, January 14, 2008 - 05:30pm

(BUSINESS WIRE)--European vets are about to be given the same powerful medical tool which has helped U.S. vets manage obese dogs who don't respond to exercise and diet.

Since Pfizer Animal Health's SLENTROLTM was introduced eight months ago in the U.S., thousands of obese dogs have benefited from healthier weights and more active lives.

Now, European vets will be able to talk to dog owners about Slentrol as an additional tool to improve weight loss success with diet and exercise. "We've set a challenge for European vets to encourage owners to take a proactive approach and beat the rise of canine obesity, and to follow the lessons learned and the success of their veterinary colleagues in the U.S.," said Patrick Loiseau, group director, Companion Animal Marketing and Technical - Europe, Africa, Middle East, Pfizer Animal Health.

Pfizer has been focused on helping U.S. veterinarians better engage their clients in bringing their pets to a healthy weight. Tens of thousands of U.S. dog owners have used Pfizer's BARC, the Body Assessment Rating for Canines, available at www.StopCanineObesity.com.

Slentrol is a daily, oral solution, available only through veterinarians. Slentrol works by decreasing dogs' appetites, making it easier for their owners to help them develop new, long-term diet and exercise behaviours.

"We first have to change the owner's behaviour or we have no chance of helping an obese dog," said Scott McComb, DVM, McQueen Vet Clinic, Arizona. Dr. McComb is one of the thousands of U.S. veterinarians who have successfully moved their clients' dogs to a healthy weight by prescribing Slentrol. "When I talk to them about diet and exercise, it's probably 95% - 98% unsuccessful. They all leave here saying 'I'm going to feed less and exercise more' and it's amazing to me how often that doesn't work," Dr. McComb said. "Pet owners need to see the benefits of their efforts, see the benefits of weight loss, or their own behaviours will never change."

European dog owners and veterinarians are looking for solutions to what is a growing health concern. "Canine obesity is not just a problem unique to U.S. dogs and their owners. It's global," Loiseau said. Studies indicate around 25-40% of all dogs are overweight or obese.

"The frustrations and the lack of results associated with various diets or attempts at regular exercise are universal to all dogs and their owners," according to Loiseau. But in Europe, dog owners are simply failing to take action against excess weight in their pets, he said.

A Pfizer-sponsored online survey of 1500 pet owners in the UK, Spain and Germany, recently showed that just 22% of owners had even tried to get their dog to lose weight.

"One of the biggest problems facing European pet owners is that they are not aware of how overweight their dog can be," said Andy Green, Pennard Veterinary Practice, Kent, UK. "They're not aware of gradual weight gain until they bring their dogs in for check-ups and see over time how much their dog has gained weight."

Additional facts about Slentrol

Slentrol is not for use in any other animal, including cats. Veterinarians are urged not to give Slentrol to dogs with liver disease or dogs that have been taking steroid treatments for a long time. The most common side effect from Slentrol is vomiting. A few dogs may develop diarrhea, seem unusually tired or completely stop eating. Pet owners also are advised that if any of these side effects last longer than two days their veterinarian should be consulted. Slentrol should never be taken by people under any circumstances. For a copy of Slentrol prescribing information and for additional information on how

Slentrol works to stop canine obesity, go to www.PfizerAH.com/Slentrol.

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 vaccines and prescription medicines. Pfizer Animal Health is dedicated to improving the safety, quality and productivity of the world's food supply by enhancing the health of livestock and poultry; and in helping companion animals live longer and healthier lives. For additional information on Pfizer's portfolio of animal health products, go to www.PfizerAH.com.

David Bellis U.K.: +44 (0)20 8399 1184 Db@Garnett-Keeler.com or Rick Goulart U.S.: 212-733-7457 rick.goulart@pfizer.com