

Reconcile[®]

(fluoxetine hydrochloride)

Affordable. Reliable. Chewable.



Feature #1:	Feature #2:	Feature #3:
FDA-approved for use in dogs for the treatment of separation anxiety in conjunction with a behavior modification plan.	Flavored, chewable once-a-day tablets.	Available in both 30 and 90 count bottles, Reconcile [®] is priced to be an affordable veterinary alternative to prescribing human generic tablets off-label.
Benefit #1:	Benefit #2:	Benefit #3:
As pet owners head back to work following COVID-19 restrictions, Reconcile – and pet owner support tools found on Reconcile.com – are available for patients that may suffer separation anxiety from change in routine.	The easy, once-a-day administration of flavored tablets helps make dosing less stressful for pet owners heading back to work.	Veterinary-exclusive formulation has been clinically tested and designed to maintain the veterinarian/client relationship through use of medication specific to veterinary patients.

Important Safety Information: The most common adverse events reported in decreasing order of reported frequency are: decreased appetite, depression/lethargy, shaking/shivering/tremor, vomiting, restlessness and anxiety, seizures, aggression, diarrhea, mydriasis, vocalization, weight loss, panting, confusion, incoordination, and hypersalivation. Reconcile chewable tablets are contraindicated for dogs with a history of seizures or when used with MAOIs. **For product label, including complete safety information, see package insert on Reconcile.com.**

**sound
byte**



Reconcile.com
PRNPharmaceutical.com/reconcile

A return to the office may be stressful, but how will the change impact pets?

Nearly 60% of pet owners are concerned that leaving their pet at home when the time comes to return to the office would cause their pet to suffer from separation anxiety.

Source: Banfield Pet Hospital



sound byte

CHECK-OFF &
ECHO NOTES

State the issue

Veterinarian to pet owner: "Do you have any concerns about your dog's response when you head back to work following the COVID-19 shutdown?"

If yes: "Reconcile.com has a separation anxiety quiz that you can take to determine whether or not your dog may be developing separation anxiety. If you have concerns, please make an appointment to come back in for an evaluation."

If no: "You might consider investing in a treat-dispensing activity puzzle to help keep them busy while you are gone during the transition."

At a follow up visit,

Pet owner to veterinarian: "My dog is showing signs of separation anxiety such as household destruction, excessive vocalization and pacing. What can I do to help my dog?"

State the Solution

One option is to prescribe once-a-day Reconcile® (fluoxetine hydrochloride) chewable tablets in combination with a behavior modification plan. Results of clinical trials showed that after 8 weeks, 73% of dogs receiving Reconcile and behavior modification training combined had significant behavioral improvement, compared with only 51% of dogs receiving behavior modification training alone.

Source: Elanco Animal Health. Field study. T8E420001. Efficacy Evaluation of Fluoxetine (fluoxetine hydrochloride) for the Control of Separation Anxiety in Dogs. Freedom of Information Summary NADA 141-272; Reconcile Fluoxetine Hydrochloride Chewable Tablets: Dogs 2007:3.

Make Your Recommendation

Veterinarian to pet owner: "By incorporating Reconcile® flavored chewable tablets and the support materials on Reconcile.com, you can see measurable improvement in your dog's separation anxiety and ultimately improve the bond with your dog."