

SUNDAY, 10:00 AM

WHEN MOM UNLEASHES THE VACUUM MONSTER

Sileo®
(dexmedetomidine
oromucosal gel)



SILEO can help

Feature/Function:

First FDA approved treatment for canine noise aversion; works without the need for other treatments or training.

Benefit:

Sileo has been proven to be a safe and effective treatment for canine noise aversion, a serious medical condition.

Feature/Function:

SILEO can easily be administered at home by owners. Due to the fast onset of action, dosing can be tailored to the timing and duration of the noise event.

Benefit:

Dogs are treated as needed to reduce the signs of fear and anxiety associated with noise aversion.

Feature/Function:

Sileo administered oral transmucosally results in low (28%) bioavailability of dexmedetomidine.

Benefit:

The low level of dexmedetomidine means that Sileo may calm the signs of noise aversion without sedating the dog.

IMPORTANT SAFETY INFORMATION: Do not use SILEO in dogs with severe cardiovascular disease, respiratory, liver or kidney diseases, or in conditions of shock, severe debilitation, or stress due to extreme heat, cold or fatigue or in dogs hypersensitive to dexmedetomidine or to any of the excipients. SILEO should not be administered in the presence of preexisting hypotension, hypoxia, or bradycardia. Do not use in dogs sedated from previous dosing. SILEO has not been evaluated in dogs younger than 16 weeks of age or in dogs with dental or gingival disease that could have an effect on the absorption of SILEO. SILEO has not been evaluated for use in breeding, pregnant, or lactating dogs or for aversion behaviors to thunderstorms. Transient pale mucous membranes at the site of application may occur with SILEO use. Other uncommon adverse reactions included emesis, drowsiness or sedation. Handlers should avoid direct exposure of SILEO to their skin, eyes or mouth. Failure to lock the ring-stop on the syringe before dosing SILEO could potentially lead to an accidental overdose. Always review INSTRUCTIONS FOR USE before dispensing and dosing. See brief summary of Prescribing Information on page XX.

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byte**

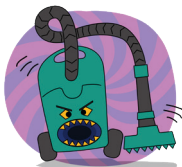
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At least two thirds of dogs in the United States have noise aversion¹, a serious medical condition which leads to distress and suffering, and only half of these cases are diagnosed and treated².

Common triggers include:



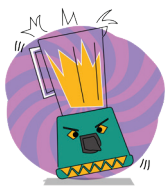
Thunder



Vacuum



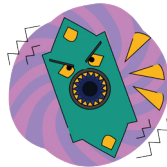
Rescue Vehicle Sirens



Kitchen Equipment



Party Noises



Doorbell

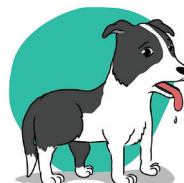
Common clinical signs include:



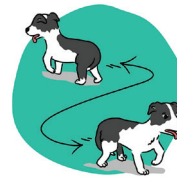
Trying to escape



Hiding



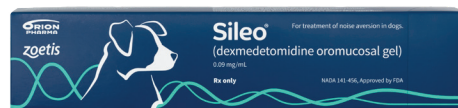
Panting



Pacing / Restlessness



Download the Noise Aversion Checklist to use in your practice.



sound byte

CHECK-OFF & ECHO NOTES

Be ready to talk with your clients about their dogs' noise aversion to everyday noises.

Ms. Jones:

Noise aversion is a serious medical condition that can progress if not effectively treated. Let's see if your dog suffers from noise aversion.

State the issue

Two out of three dogs suffer from fear and anxiety associated with noise. Fireworks and thunder are the most common triggers for canine noise aversion. But, everyday noises can be just as likely to incite fear and anxiety in dogs, causing them to have a "panic attack". Spending time at home may have caused your customers to notice behaviors in their dogs that they may not have noticed before—like fear of everyday "noise monsters" around the home.

State the solution

Ask the owner to complete the noise aversion checklist to identify triggers and signs of noise aversion. Once diagnosed initiate an effective treatment plan with Sileo to relieve the suffering associated with noise aversion.

Make your recommendation

Sileo is the first FDA approved treatment for canine noise aversion and calms without sedating. Sileo is designed for easy at home administration, which can be administered on an as needed basis. Take time to review the dosing instructions with your client. For more information go to sileodvmus.com.