



DO YOUR PATIENTS HAVE TROUBLE IN THE BACKSEAT?



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Many Pet Owners Don't Recognize The Signs Of Motion Sickness.

48% of dogs exhibit at least one sign of motion sickness.¹

ONLY 6% of dog owners talk about it with the vet.³

Many owners mistakenly attribute these signs of motion sickness to anxiety⁴:

- Trembling or shaking
- Excessive lip licking
- Drooling
- Vomiting

Cerenia® (maropitant citrate) Tablets are the #1 vet choice to prevent vomiting due to motion sickness in dogs.²

SOLUTION:

Ask your clients about the ride to the vet and if their dog experiences vomiting due to motion sickness.

www.cerenia.com

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HAVE A TALK ABOUT MO

Cerenia
maropitant citrate

Start a conversation with your clients about the signs of motion sickness.

Ask your clients about their drive to visit you today. If they noticed any of the common signs in their dog, explain how Cerenia Tablets are FDA-approved to prevent vomiting due to motion sickness for dogs four months and older, without causing drowsiness.

In a study of dogs suffering from motion sickness,
Cerenia prevented vomiting in up to 93% of cases.⁵



Scan the QR code to access our motion sickness quiz for patient screening or to share the link with your clients.



IMPORTANT SAFETY INFORMATION: Use CERENIA Tablets for acute vomiting in dogs 2 months and older, and for prevention of vomiting due to motion sickness in dogs 4 months and older. Safe use has not been evaluated in dogs with gastrointestinal obstruction, or those that have ingested toxins. Use with caution in dogs with hepatic dysfunction. In people, topical exposure may elicit localized allergic skin reactions, and repeated or prolonged exposure may lead to skin sensitization. See Brief Summary of full Prescribing Information on adjacent page.

References:

1. Data on file, ZMR: Custom Motion Sickness and Noise Aversion Omnibus Pet Owner Quantitative Research Report, December 2018, Zoetis Inc.
2. Data on file. 2020 Cerenia A&U Report. March 2020. Zoetis Inc.
3. Data on file, ZMR: Cerenia Motion Sickness Study February 2012, Zoetis Inc.
4. Data on file, Burke Dog Owners Motion Sickness Experience Study 2025, Zoetis Inc.
5. Conder G, Sedlacek H, Boucher J, Clemence R. Efficacy and safety of maropitant, a selective neurokinin receptor antagonist, in two randomized clinical trials for prevention of vomiting due to motion sickness in dogs. Journal of Veterinary Pharmacology and Therapeutics. 2008;31:528-532.

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CHECK-OFF &
ECHO NOTES

State the issue

The signs you're seeing when riding in the car with your dog could be due to motion sickness.

State the solution

Many pet owners don't realize that lip licking, shaking, drooling, bracing stance, whining and vomiting are common signs of motion sickness. Cerenia Tablets are FDA-approved to prevent vomiting due to motion sickness in dogs.

Make your recommendation

I recommend Cerenia for the prevention of your dog's vomiting due to motion sickness — to help make car rides easier on both of you.



Antiemetic
For oral use in dogs only

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS: CERENIA (maropitant citrate) Tablets are indicated for the prevention of acute vomiting and the prevention of vomiting due to motion sickness in dogs.

DOSAGE AND ADMINISTRATION:

For Prevention of Acute Vomiting

For Prevention of Acute Vomiting in dogs 2-7 months of age: Administer CERENIA Tablets orally at a minimum dose of 2 mg/kg (0.9 mg/lb) body weight once daily for up to 5 consecutive days (see WARNINGS).

For Prevention of Acute Vomiting in dogs 7 months of age and older: Administer CERENIA Tablets orally at a minimum dose of 2 mg/kg (0.9 mg/lb) body weight once daily until resolution of acute vomiting.

If vomiting persists despite treatment, the case should be re-evaluated. CERENIA is most effective in preventing acute vomiting associated with chemotherapy if administered prior to the chemotherapeutic agent.

For prevention of acute vomiting, dispense whole or half tablets in strength(s) that most closely result in a 2 mg/kg dose:

Dog body weight		Number of Tablets		
Pounds	Kilograms	16 mg	24 mg	60 mg
8	4	1/2		
15	8	1		
25	12		1	
50	24		2	
65	30			1
130	60			2

Interchangeable use with CERENIA Injectable Solution for Prevention of Acute Vomiting: In dogs that are actively vomiting, to ensure that the full initial dose is administered, **CERENIA Injectable Solution is recommended at a dose of 1 mg/kg once daily.** (See package insert for CERENIA injectable solution.) Thereafter, for the prevention of acute vomiting, **CERENIA Tablets at a dose of 2 mg/kg once daily** may be used interchangeably with CERENIA Injectable Solution for up to 5 days.

For Prevention of Vomiting Due to Motion Sickness in dogs 4 months and older

For Prevention of Vomiting due to motion sickness in dogs 4 months of age and older: Administer CERENIA Tablets orally at a minimum dose of 8 mg/kg (3.6 mg/lb) body weight once daily for up to 2 consecutive days (see WARNINGS).

Administer CERENIA Tablets a minimum of two hours prior to travel with a small amount of food to mitigate vomiting associated with administration of the dose on an empty stomach; however, refrain from feeding a full meal prior to travel.

Prevention of Vomiting Due to Motion Sickness in Dogs 4 months of age and older:
Dispense whole or half tablets in strengths that most closely result in an 8 mg/kg dose once daily for up to 2 consecutive days :

Dog body weight		Number of Tablets			
Pounds	Kilograms	16 mg	24 mg	60 mg	160 mg
2	1	1/2			
3	1.5		1/2		
4	2	1			
6	3		1		
8	4	2			
13	6		2		
16	7.5			1	
22	10				1/2
33	15			2	
44	20				1
66	30				1 1/2
88	40				2
132	60				3

CERENIA injectable solution should not be used interchangeably with CERENIA tablets for the prevention of vomiting due to motion sickness (8mg/kg).

WARNINGS: Not for use in humans. Keep out of the reach of children. In case of accidental ingestion, seek medical advice. Topical exposure may elicit localized allergic skin reactions in some individuals. Repeated or prolonged exposure may lead to skin sensitization. Wash hands with soap and water after administering drug. CERENIA is also an ocular irritant. In case of accidental eye exposure, flush with water for 15 minutes and seek medical attention.

In puppies younger than 11 weeks of age, histological evidence of bone marrow hypocellularity was observed at higher frequency and greater severity in puppies treated with CERENIA compared to control puppies. In puppies 16 weeks and older, bone marrow hypocellularity was not observed.

PRECAUTIONS: The safe use of CERENIA Tablets has not been evaluated in dogs used for breeding, or in pregnant or lactating bitches.

The safe use of CERENIA has not been evaluated in dogs with gastrointestinal obstruction, or dogs that have ingested toxins.

Use with caution in dogs with hepatic dysfunction because CERENIA is metabolized by CYP3A enzymes. Use with caution with other medications that are highly protein bound. The concomitant use of CERENIA with other protein bound drugs has not been studied in dogs. Commonly used protein bound drugs include NSAIDs, cardiac, anticonvulsant, and behavioral medications. The influence of concomitant drugs that may inhibit the metabolism of CERENIA has not been evaluated. Drug compatibility should be monitored in patients requiring adjunctive therapy.

CERENIA causes dose related decreases in appetite and body weight. To maximize therapeutic potential of CERENIA, the underlying cause of vomiting should be identified and addressed in dogs receiving CERENIA.

ADVERSE REACTIONS:

Prevention of Acute Vomiting (minimum of 2 mg/kg)

The following adverse reactions were reported during the course of a US field study for the prevention of acute vomiting in dogs treated with CERENIA Tablets at a minimum of 2 mg/kg orally and/or Injectable Solution at 1 mg/kg subcutaneously once daily for up to 5 consecutive days:

Frequency of Adverse Reactions by Treatment

Adverse Reaction	Placebo (n=69)		CERENIA (n=206)	
	# dogs	% occurrence	# dogs	% occurrence
Death during study	4	5.8	10	4.9
Euthanized during study	0	0	2	1
Diarrhea	6	8.7	8	3.9
Hematochezia/bloody stool	5	7.2	4	1.9
Anorexia	2	2.9	3	1.5
Otitis/Otorrhea	0	0	3	1.5
Endotoxic Shock	1	1.4	2	1
Hematuria	0	0	2	1
Excoriation	0	0	2	1

Other clinical signs were reported but were <0.5% of dogs.

Prevention of Vomiting Due to Motion Sickness (minimum of 8 mg/kg)

The following adverse reactions were reported during US studies for the prevention of vomiting due to motion sickness in dogs treated with CERENIA Tablets at a minimum of 8 mg/kg orally one time. Dogs may have experienced more than one of the observed adverse reactions.

Frequency of Adverse Reactions by Treatment

Adverse Reaction	Placebo (n=195)		CERENIA (n=208)	
	# dogs	% occurrence	# dogs	% occurrence
Hypersalivation	19	9.7	26	12.5
Vomiting ¹	0	0	11	5.3
Muscle Tremors	1	0.5	2	1
Sedation/Depression	3	1.5	2	1
Retching	3	1.5	1	0.5
Flatulence	0	0	1	0.5

¹ Not associated with motion sickness

The following adverse reactions were reported during a European field study for the prevention of vomiting due to motion sickness in dogs treated with CERENIA Tablets at a minimum of 8 mg/kg orally once daily for 2 consecutive days. Dogs may have experienced more than one of the observed adverse reactions.

Frequency of Adverse Reactions by Treatment

Adverse Reaction	Placebo (n=106)		CERENIA (n=107)	
	# dogs	% occurrence	# dogs	% occurrence
Vomiting	4	4	10	9
Drowsiness/Lethargy/Apathy	1	1	8	8
Hypersalivation	2	2	5	5
Anxiety	0	0	2	2
Trembling/Tremors	0	0	2	2
Inappetence	0	0	2	2
Mucus in stool	0	0	1	1

The following Adverse Reactions were reported during the conduct of a US clinical field trial where CERENIA Tablets were administered once daily for 28 consecutive days to 32 dogs: lethargy, vomiting, inappetence, corneal edema, and enlarged lymph nodes.

Post-Approval Experience (Revised May 2019)

The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using these data.

The following adverse events reported for dogs are listed in decreasing order of frequency: anorexia, depression/lethargy, hypersalivation, vomiting, diarrhea, trembling, ataxia, allergic reactions, weight loss, convulsion, hyperactivity, and panting.

Cases of ineffectiveness have been reported.

Cases of death (including euthanasia) have been reported.

To report suspected adverse events, for technical assistance or to obtain a copy of the SDS, contact Zoetis Inc. at 1-888-963-8471 or www.zoetis.com.

For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at www.fda.gov/reportanimalae.

STORAGE CONDITIONS: CERENIA Tablets should be stored at controlled room temperature 20°–25°C (68°–77°F) with excursions between 15°–30°C (59°–86°F).

HOW SUPPLIED: CERENIA peach-colored tablets are scored with a break line, and contain 16, 24, 60 or 160 mg of maropitant as maropitant citrate per tablet. Each tablet is marked with “MPT” and the tablet strength.

Each tablet size is available in the following strengths and are supplied in blister packs containing 4 tablets:

- 16 mg contains 10 blisters per carton (40 tablets)
- 24 mg contains 10 blisters per carton (40 tablets)
- 60 mg contains 10 blisters per carton (40 tablets)
- 160 mg contains 5 blisters per carton (20 tablets)

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