Now there's a simpler, natural solution that wraps up the problem

Once a day. One simple starting dose for all female dogs.
By comparison, other urinary incontinence treatments are old news.

Incurin™ (estriol) Tablets are not just more convenient. They really work. Incurin improved or eliminated urinary incontinence in 93% of dogs in a 6-week study.[1] And Incurin was also well tolerated in a long-term (42-month) study.[1] Now your clients can uncover their normal way of life again, and Sadie can go fetch the paper, not leak on it.

INTRODUCING

Incurin™ (estriol) Tablets

The simple solution

TRY INCURIN TODAY!
Talk to your Merck Animal Health or distributor sales representative.

Incurin is indicated for the control of estrogen-responsive urinary incontinence in ovariohysterectomized dogs. The most common side effects associated with Incurin treatment under field conditions included loss of appetite, vomiting, excessive water drinking, and swollen vulva. The safety and effectiveness of Incurin Tablets have not been evaluated in dogs less than 1 year of age, intact female dogs, male dogs, dogs used for breeding, or lactating dogs. Incurin is contraindicated in dogs showing polyuria secondary to polydipsia, or in pregnant dogs. Please see full prescribing information.

www.merck-animal-health-usa.com

Reference: 1. Incurin™ (estriol) Tablets for Dogs [Freedom of Information Summary]. Summit, NJ: Intervet, Inc.; 2011.

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MERCK Animal Health

NADA 141-325, Approved by FDA

Incurin™ (estriol) Tablets

For Oral Use in Dogs Only

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

INDICATION: INCURIN™ Tablets are indicated for the control of estrogen-responsive urinary incontinence in ovariohysterectomized female dogs.

CONTRAINDICATIONS: Animals showing polyuria-polydipsia should not be treated with INCURIN™ Tablets. The use of INCURIN™ Tablets is contraindicated during pregnancy.

WARNINGS:

Human Warnings: Not for human use. Keep out of the reach of children. Women who are of child-bearing age or those who are breastfeeding should use caution when administering INCURIN™ Tablets. Wash your hands with soap and water after administration to avoid exposure to the drug. Consult a physician in case of accidental ingestion by humans.

Animal Warnings: Some estrogens have been associated with bone marrow changes and an increased risk of mammary tumors. However, target animal safety study results and foreign post-market pharmacovigilance data for INCURIN™ Tablets have shown that estriol-treated dogs are at low risk for developing these conditions.

PRECAUTIONS: Evaluation of factors contributing to urinary incontinence should be considered prior of administration of INCURIN™ Tablets.

Do not use with other estrogens. The concomitant use of INCURIN™ Tablets with other estrogens has not been evaluated.

The concomitant use of INCURIN™ Tablets with glucocorticoids has not been evaluated.

The use of INCURIN™ Tablets in dogs with liver disease has not been evaluated.

The safe use of INCURIN™ Tablets has not been evaluated in intact female dogs, pregnant or lactating dogs, male dogs, and dogs less than 1 year of age.

ADVERSE REACTIONS: In the initial phase of a placebo-controlled field study conducted to determine effectiveness, 115 of 226 dogs were dosed with INCURIN™ Tablets orally at 2 mg per day for 14 days. Adverse reactions during the first study phase included primarily gastrointestinal and estrogenic effects. In the second phase of the field study, all dogs received treatment with INCURIN™ Tablets from Day 14 to Day 42; the drug dose was adjusted up or down (not to exceed 2 mg per day) at weekly intervals depending on whether urinary incontinence was controlled. Adverse reactions reported in dogs treated with INCURIN™ Tablets during the second study phase included gastrointestinal and estrogenic effects. Adverse reactions tended to lessen when dogs received lower drug doses. One dog that received 10 doses of estriol was removed due to suspected uterine stump pyometra. The relationship between this adverse reaction and INCURIN™ Tablets could not be determined. Extended-use studies continued after the field studies involving more than 300 dogs. Additional adverse reactions to those seen in the field studies included hyperpigmentation and lichenification of the vulva. Also, 3 dogs receiving INCURIN™ Tablets were euthanized due to aggressive behavior.

Foreign market experience: Foreign post-market pharmacovigilance data for INCURIN™ Tablets were collected from the years 2000 through 2010 by Intervet, Inc. Approximately 20% of reported adverse events were for local or general alopecia. Vaginal hemorrhage, possible stump pyometra, an increase in epileptic seizures, and anemia, leukopenia, and thrombocytopenia were seen in 1 or more dogs. Other adverse events reported were similar to those seen during the US studies.

For technical assistance or to report suspected adverse reactions call Intervet at 1-800-224-5318. For a copy of the Material Safety Data Sheet (MSDS), call 1-800-770-8878.

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- **Nobivac® Lyme**—the only Lyme vaccine proven to induce borreliacidal antibodies that bind specifically to OspA and OspC, forming a complex that attacks the cell membrane and kills the *Borrelia*[1,2]
- **Nobivac® Lepto$_4$**—the only lepto vaccine to protect and defend against mortality and urinary shedding
- **Nobivac® core vaccines**—a wide range of 1-year vaccines and a 3-year labeled core vaccine for customized protocols

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References: 1. Data on file, Merck Animal Health. **2.** LaFleur RL, Dant JC, Wasmoen TL, et al. Bacterin that induces anti-OspA and anti-OspC borreliacidal antibodies provides a high level of protection against canine Lyme disease. *Clin Vaccine Immunol.* 2009;16(2):253–259.

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