



A WORLD OF
EXPERIENCE, TRUST
AND INNOVATION



World no. 1 insulin
for dogs and cats*

*CEESA 2018



caninsulin®
with you for life



CANINE



A preferred 1st choice insulin for dogs^{3,5,6,7}

- **Rapid and sustained effect¹: biphasic insulin activity**

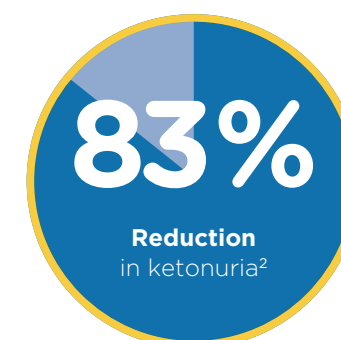
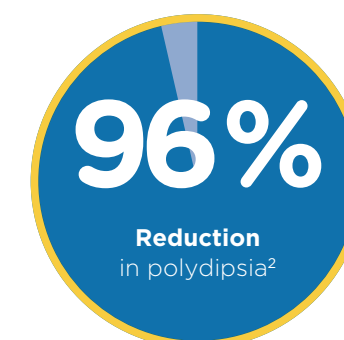
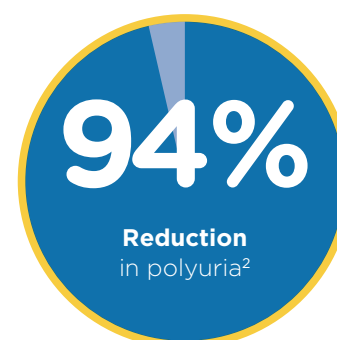
- amorphous fraction 30% peaks at about 4 hours post-injection and lasts for 8 hours¹.
- crystalline fraction 70% is slowly absorbed, peak activity at 11 hours post-injection¹.

- **Flexible dosing: with once or twice-daily dosing option¹⁶**

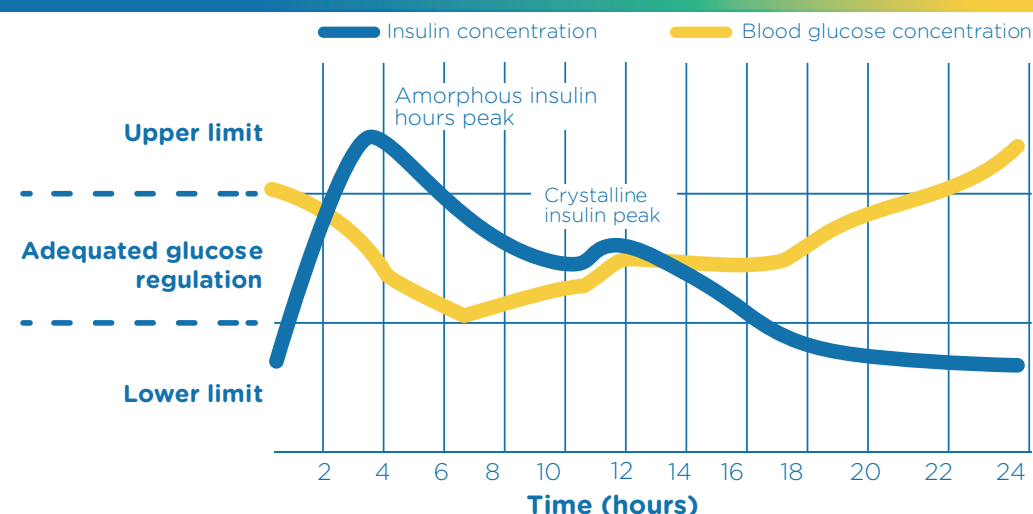
- duration of activity 14 to 24 hours^{2,9}.
- once-daily dosing in up to one-third of diabetic dogs¹⁶.

- **Minimising the risk of anti-insulin antibodies** – Structurally identical to canine insulin¹⁷.

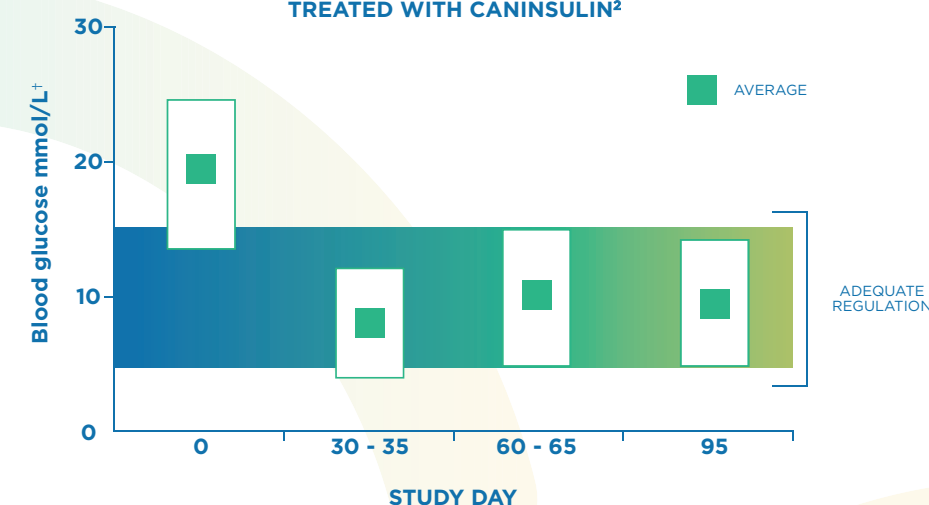
Effectively controls blood glucose levels and reduces clinical signs of diabetes within a few days²



Dual peaks of activity for a consistent effect¹



MEAN BLOOD GLUCOSE LEVELS IN DOGS TREATED WITH CANINSULIN²



[†]Blood glucose should ideally be between 5 mmol/L and 12 mmol/L in dogs.

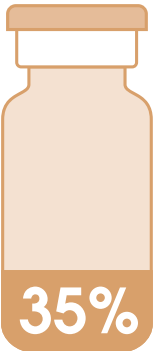


FELINE



25 years of experience and trust

- **Flexible dosing option:**
 - Available in 2.5 ml vials, 10 ml vials and 2.7 ml cartridges for VetPen
 - Reduce waste*
- **VetPen can aid compliance and more accurate dosing¹⁰**
- **Favourable duration of activity (8-12 hours) for twice-daily treatment¹¹**
- **Cost-effective choice for cats*⁴**



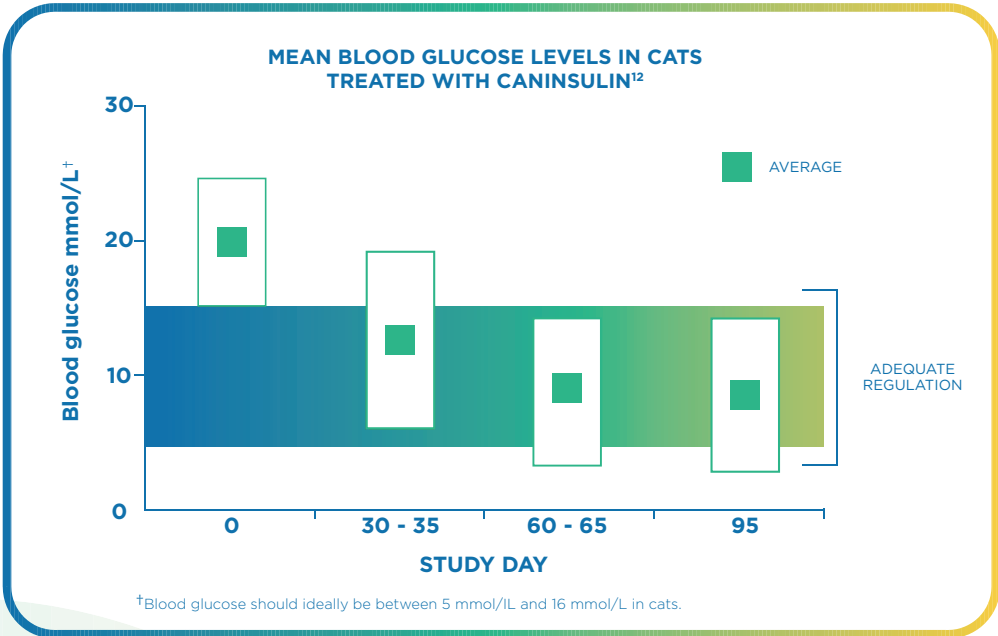
*If using a 10 ml insulin vial for cats, even with a longer broached vial stability period e.g. 60 days, this could result in as much as 35% of the vial being discarded for average cats

35%



*Kynetec data Feb 2019

Caninsulin reduced all major diabetes indicators to within normal range¹¹



86% of cats experienced resolution or improvement of polyuria and polydipsia¹³

Remission rates in cats can potentially be achieved with all insulin when⁸:

Diet is controlled
Insulin management is started early in the course of the disease
Good glycaemic control is achieved and maintained

The only insulin pen exclusively for pets

VetPen® makes insulin injection simple, easy and more accurate¹⁰



THE EASY OPTION



97% of pet owners find VetPen easy to use¹⁵

- Dosing is as easy as turning a dial
- Designed for easy handling
- Simple-to-push injection button

BETTER DOSE ACCURACY



25% more accurate than syringes¹⁰

- VetPen remains accurate and precise with regular use (tested after 3,000 doses)¹⁰
- Less chance of a dosing error¹⁰

REASSURING OPTION



Less intimidating for owners with:

- Newly diagnosed pets
- Injection phobia
- Poor eyesight or unsteady hands

CONVENIENT



- Portable and easy to take on the go*
- Environmentally friendly: can help reduce disposal cost compared to syringes
- Available in two sizes (0.5-8 IU or 1-16 IU)

MINIMISE PET DISCOMFORT



Helps reduce injection pain

- Smaller silicon-coated triple-sharpened needles (29 G / 12 mm)

IMPROVED SAFETY



- Double needle caps
- Needle remover



Better tracking, right in your hands

FREE PetDiabetes Tracker UK app makes diabetes management much easier and less worrying for pet owners.

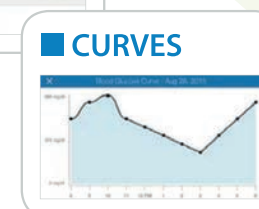
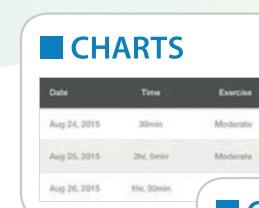
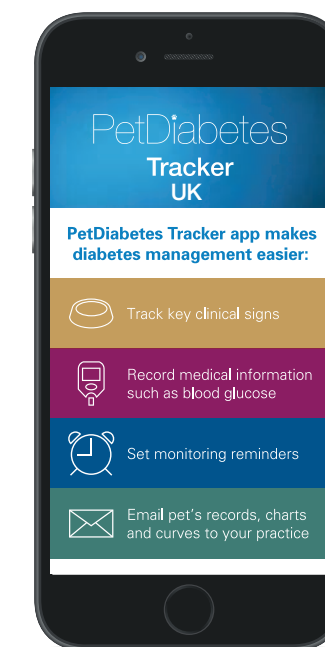
Improve pet owner reporting and compliance

Set reminders

for insulin injections, veterinary appointments and Caninsulin orders.

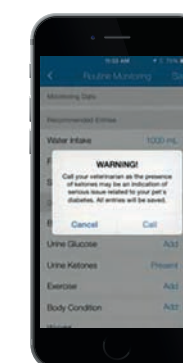
Connect owner directly with practice

Diabetes education for pet owners



Critical alerts

If any of the information provided signals that a pet could be in trouble, pet owners receive an alert to call you.



Pet Diabetes Tracker UK



*The loaded VetPen should be stored in fridge¹⁸



Over 25 years of experience and trust in feline and canine diabetes

- **A preferred 1st choice insulin in dogs**^{3,5,6,7}
- **Cost effective choice for cats**⁴
- **VetPen is a unique device for more accurate dosing and can aid compliance**¹⁰
- **Free PetDiabetes Tracker UK app makes diabetes management much easier!**

Take advantage of useful pet diabetes support items for your practice and pet owners:

- www.caninsulin.co.uk
- Online diabetes training for practice staff
- Nurse clinic training and tools
- **PetDiabetes Tracker app**
- **Sugar and Spike campaign**
- Pet owner starting pack
- Product technical support **01908 685685**



For general information and pet diabetes management tools, please visit caninsulin.co.uk or ask your MSD Account Manager.

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18. Caninsulin Summary of Product Characteristics (SPC)

Caninsulin® contains insulin and is indicated in cases of diabetes mellitus in dogs and cats. Legal category **POM-V**

Refer to the packaging or package leaflet for information about side effects, precautions, warnings and contraindications. Advice should be sought from prescriber.

Further information is available from the SPC / Datasheet or Intervet UK Ltd, trading as MSD Animal Health. Registered office: Walton Manor, Walton, Milton Keynes MK7 7AJ, UK. Registered in England & Wales no. 946942.

Use medicines responsibly. For more information please refer to the Responsible Use sections of the NOAH website.

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