

Rimadyl® LA

Effective relief from inflammation, fever and pain



Inflammation, fever and pain can delay healing, decrease feed and water intake and impair immune function. In cattle this can interfere with normal function and dramatically reduce productivity. When this occurs it makes sense to get your clients' cows back on track quickly with the use of non steroidal anti-inflammatory drugs (NSAIDs).

NSAIDs have anti-inflammatory, analgesic, antipyretic and anti-endotoxic properties. Common conditions in cattle which may benefit from NSAID treatment include;

- Difficult calvings
- Endotoxic shock
- Mastitis
- Respiratory disease
- Surgical procedures
- Trauma & Injuries
- Downer cows
- Lameness
- Metritis
- Diarrhoea
- Dehorning

When choosing an NSAID it is important to take into consideration the effectiveness and the duration of action to ensure the best possible results are achieved. Additionally a nil milk withhold allows easier management and economic benefit to the client.

Keep her productive and happy — Rimadyliriously happy.

Rimadyl LA

- Fast and effective inflammation, fever and pain control
- Long acting
- Nil milk withhold

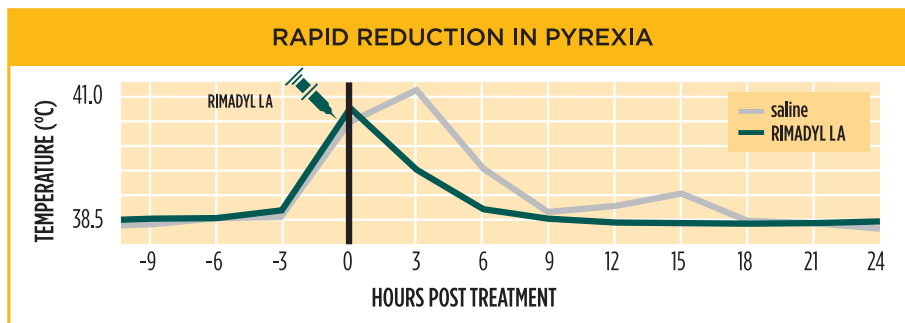


Fast & effective

PROVEN EFFICACY — FEVER AND PAIN

Rimadyl LA has been proven to reduce key indicators of pain in a study¹ in cows with acute mastitis. An increase in temperature and heart rate, and a decrease in ruminal motility are known to be indicative of pain.²

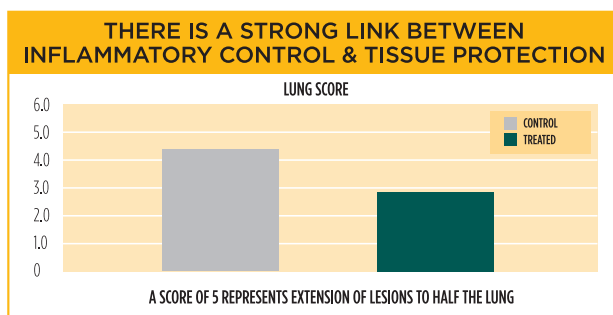
- Rimadyl LA demonstrated rapid reduction in pyrexia and heart rate.
- Rimadyl LA demonstrated rapid return to normal ruminal function.



STUDY DESIGN: 25 primiparous cows induced with *E coli* mastitis were randomly treated once clinical signs appeared (9 hours post inoculation) with either Rimadyl LA or saline. No antibiotic treatment was given.

PROVEN EFFICACY — INFLAMMATION CONTROL

- Rimadyl LA has been proven to reduce inflammation in cattle. A reduction in inflammation aids in control of permanent tissue damage.
- Rimadyl LA reduces inflammatory lung tissue damage in calves with respiratory disease.³
- Rimadyl LA has demonstrated fast recovery of normal milk composition in cows with mastitis.¹



STUDY DESIGN: 12 Calves were experimentally challenged via intratracheal route with *Mannheimia (Pasteurella) haemolytica* and received either Rimadyl or a placebo 1 hour after inoculation.

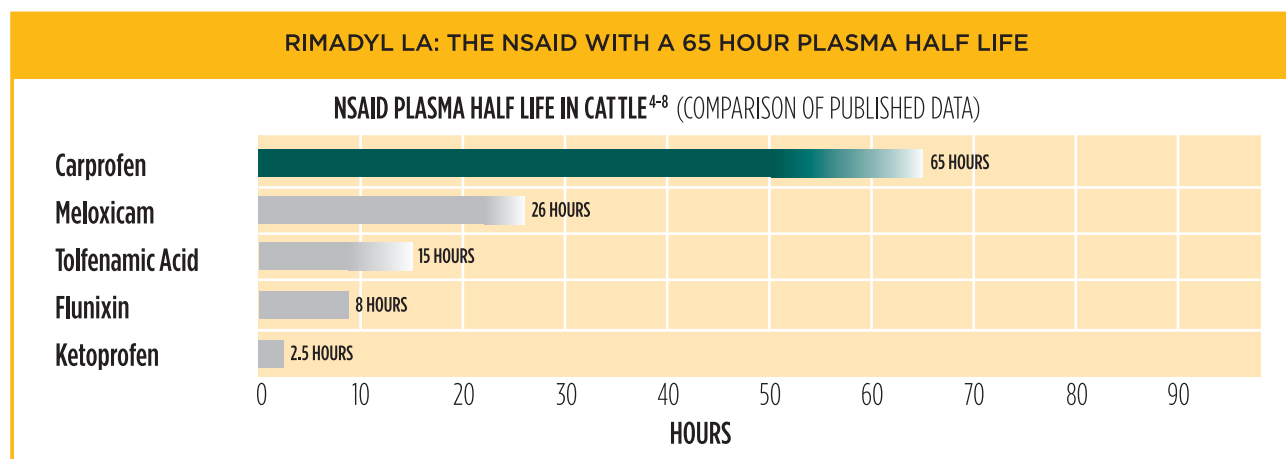


Long acting

RIMADYL LA REGISTERED
LONG ACTING

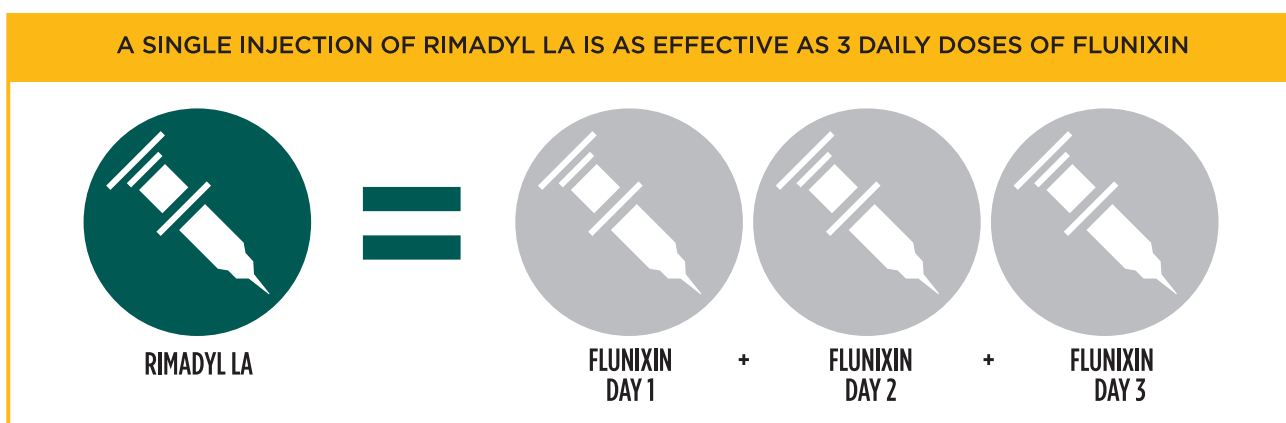
LONGEST PLASMA HALF LIFE

Rimadyl LA's active ingredient carprofen has the longest plasma half life of all NSAIDs registered for use in cattle.



LONGER LASTING CLINICAL EFFICACY

In a field trial⁹ of Bovine respiratory disease it has been demonstrated that a single injection of Rimadyl LA is as effective as 3 days treatment with Flunixin.



STUDY DESIGN: 187 Calves with naturally occurring respiratory disease were treated with antibiotics and either Rimadyl, SC at 1.4mg/Kg as a single dose or Flunixin meglumine, IV at 2.0mg/Kg for 3 days. Treatment efficacy was measured by assessment of clinical parameters; appetite, rectal temperature, respiratory rate and type, coughing and nasal discharge. Assessment was made at the end of treatment and 1 week post treatment.



Nil milk withholding

Inflammation, fever and pain can be managed with a single injection of Rimadyl LA:

- Without the risk of failing to withhold milk.
- With the added economic benefit of extra milk in the vat.

NIL MILK WITHHOLDING GIVES 100% PEACE OF MIND

PRODUCT COMPARISON ⁴⁻⁸		
	HALF LIFE	MILK WHP
Rimadyl LA	65 hours	Nil
Meloxicam	26 hours	84 hours
Tolfenamic Acid	15 hours	Nil
Flunixin	8 hours	Nil
Ketoprofen	2.5 hours	Nil

RIMADYL LA — PROVEN SAFETY

Clinical safety studies in cattle demonstrated up to 5x the recommended dose for 3 consecutive days was well tolerated.

Rimadyl LA

**FAST & EFFECTIVE RELIEF FROM
INFLAMMATION, FEVER AND PAIN.**



FORMULATION	Carprofen 50mg/mL, Aqueous formulation Easily syringeable
PRESENTATION	50mL glass vial
DOSAGE & ADMINISTRATION	CATTLE 1.4mg/Kg (1mL/35Kg) bodyweight by subcutaneous or intravenous injection HORSE 0.7mg/Kg (1mL/70Kg) bodyweight by intravenous injection
WITHHOLDING PERIODS	MILK: NIL MEAT: Cattle 28 days, Horse 30 days



- Fast and effective
- Long acting
- Nil milk withholding



RIMADYL[®] LA

LONG ACTING, NIL MILK WITHHOLD

1. Vangroenweghe et al, 2005 J. Dairy Sci. 88:2361-2376. 2. Lohuis et al, 1990 J. Dairy Sci. 73:333-341. 3. Wallemacq et al, 2007 Revue Med. Vet. 158:8-9. 4. Pfizer Data on File: multiple studies. 5. EMEA Opinion: Meloxicam, 1997. 6. Tolfedine CS Product label, ACVM No. A7321. 7. Flunixin Product Label, ACVM No. A6404. 8. EU Summary of Product Characteristics for Comforion Vet (Ketoprofen). 9. Balmer et al, 1997 Vet J. 154:233-241. 10. Pfizer Data on File: Study No. 2437B-03-00-103.

A division of Pfizer New Zealand Limited. Level 3, Pfizer House, 14 Normanby Road, Mt Eden, Auckland 1024, New Zealand. Tel: 0800 650 277, Fax: 0800 628 629. RIMADYL is a registered trademark of Pfizer Inc. or its subsidiaries. Registered pursuant to the ACVM Act 1997, No. A9897. Restricted Veterinary Medicine; Available only under Veterinary Authorisation. AM753001

