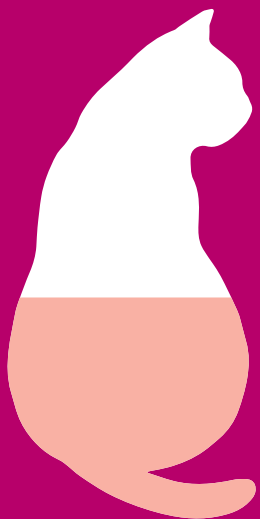


Early diagnosis and treatment of feline osteoarthritis (OA) can give cats their best life back.

Feline OA is a **quiet epidemic** that is often underdiagnosed¹



Nearly

40%

of all cats have
signs of OA¹



But only 13% of affected cats
are being diagnosed²

4 measures you can take to help recognise and treat OA in more cats

1.



PROACTIVELY EDUCATE CAT OWNERS

Make sure cat owners understand the types of **behaviour changes** associated with **feline OA pain** and what should warrant a visit to the vet

CAT OWNERS ARE MISTAKING THE FOLLOWING SIGNS OF FELINE OA WITH AGEING³



Hesitation



Decreased play



Sensitive to touch



Stiffness walking



Decreased grooming



...and even if cat owners are recognising the above behaviours, they **aren't perceiving them as painful** to their beloved cat³

2.



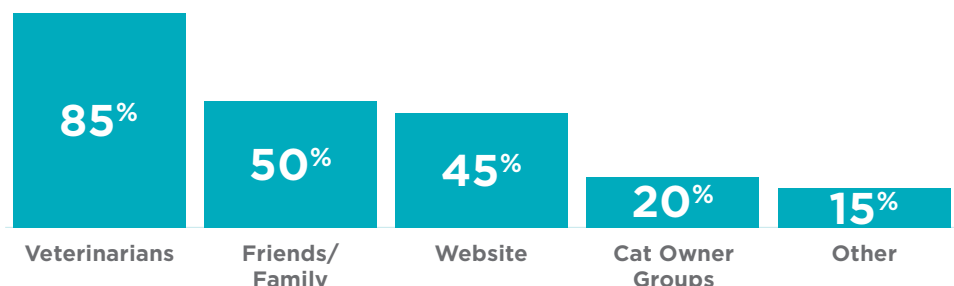
DIAGNOSE

When cat owners have a **confirmed OA diagnosis**, they are more likely to **understand their cat is in pain** and follow your treatment recommendations³



OWNERS TURN TO AND TRUST VETERINARIANS AS THEIR #1 SOURCE OF INFORMATION³

% Use source for information on cats (n=60)



3.



TREAT

A **comprehensive treatment program** for OA starts with **pain management**

CAT OWNERS ARE RECEPTIVE TO GIVING THEIR CATS TREATMENT IF:²



Recommended by a vet



Believe their cat is in pain



Believe treatment will improve their cat's quality of life

BUT, ARE CURRENT PAIN TREATMENT OPTIONS OPTIMAL?⁴⁻⁶



NSAIDs are the most common treatment, but there are:

- Compliance issues with daily medications
- Dosage confusion
- Safety and tolerability concerns

CAT OWNERS DISCONTINUE USE OF TREATMENT DUE TO:²



- Lack of belief in effectiveness
- Lack of belief their cat is in pain
- Difficulty medicating
- Side effects

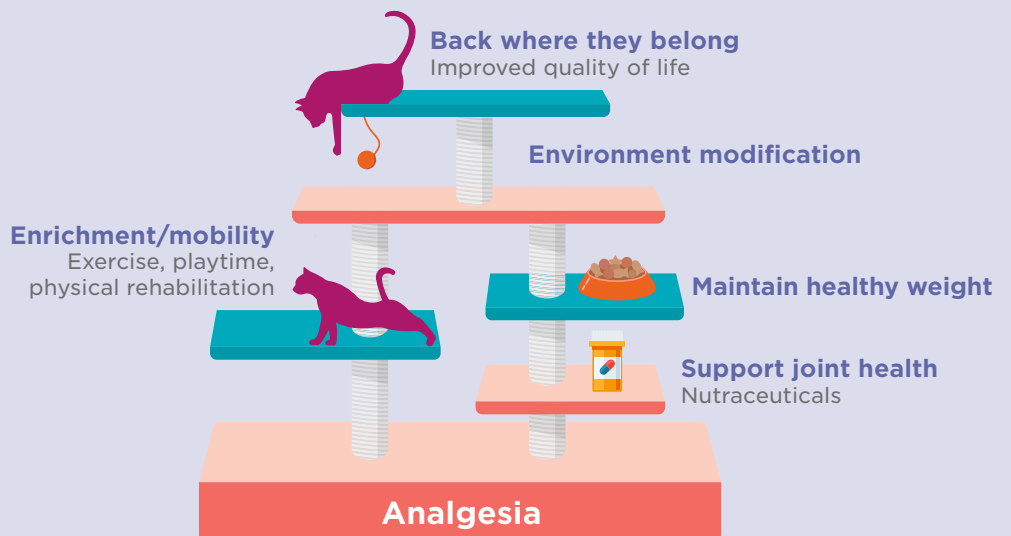
4.



ONGOING MANAGEMENT

Continued treatment and monitoring is necessary to maintain quality of life

ANALGESIA IS FOUNDATIONAL TO A MULTIMODAL APPROACH



85% of cat owners did not find taking their cat to the vet burdensome⁷

Feline OA can't be stopped, but if identified and treated earlier, both cat owners and cats experience relief

Cat owners just want what's best for their cats, and to improve their cat's quality of life, they are willing to:⁷



Visit the Vet monthly



Pay more for treatment

86%

of pet owners were willing to initiate a treatment for their cat with OA and

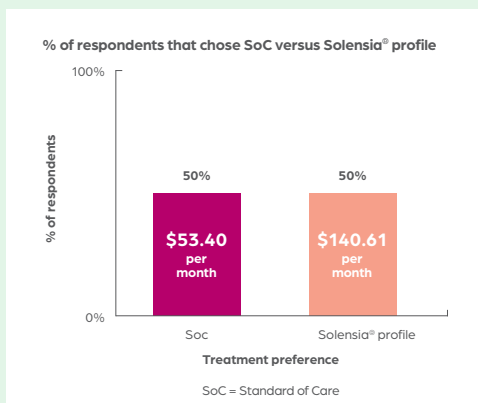
61%

would pay more to ensure their cat has an improved quality of life⁷



What are owners prepared to pay to manage their cats OA pain?

When price was presented, **half of the pet owners STILL preferred Solensia[®]**⁷



SOLENSIA[®]

=

REGULAR CUP OF COFFEE PER DAY



50% of all pet owners surveyed highlighted that they would prefer the profile of Solensia[®] at \$140.61 per month, over the Standard of Care (SoC) at \$53.40 per month, despite the increased price⁷

Thus,

1/2 of all pet owners surveyed appeared to value the improvements associated with the Solensia[®] profile despite the additional cost⁷

Solensia®

Frunevetmab

THE FIRST AND ONLY MONTHLY INJECTABLE ANTIBODY THERAPY FOR CATS WITH OSTEOARTHRITIS



Innovative Monthly Injection

Works differently to NSAIDs by specifically targeting Nerve Growth Factor (NGF), a key player in OA pain⁸



Monoclonal Antibody Technology

Minimal impact on the liver, kidneys and GIT⁹



Mobility

Increases mobility and decreases pain after the first injection¹⁰

Reducing pain helps to improve life quality¹¹

zoetis

zoetis.com.au

1. Enomoto M, *et al. J Feline Med Surg* 2020;22(12):1137-1147. 2. Foster Rosenblatt Zoetis Anti-NGF data on file. May 2019. 3. Fulcrum Research Group: Osteoarthritis Cat Owner Journey 2020. 4. Zoetis Project November Veterinarian, April 2018. 5. Epstein M, *et al. J Fel Med Surg*. 2015;17:251-272. 6. Marino CL, *et al. J Feline Med Surg* 2014;16:465-472. 7. Feline OA-Willingness to PayPet Owner' Willingness To Pay For Therapy Outcomes In Feline Pain Associated With Osteoarthritis. 8. Epstein ME. *Vet Rec*. 2019;184(1):20-22. 9. Keizer RJ, *et al.* Clinical pharmacokinetics of therapeutic monoclonal antibodies. *Clin Pharmacokinet*. 2010;49(8):493-507. 10. Gruen ME, *et al. J Vet Intern Med*. 2016;30(4):1138-1148. 11. Reid J, *et al. Vet J*. 2018;236(6):72-79.

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