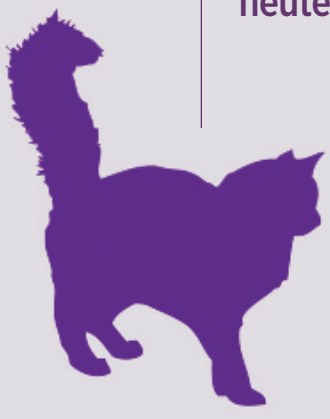


Diabetes in Dogs and Cats

Type I or Type II diabetes in pets is more common than you think and more manageable than you'd imagine. With careful monitoring and a thorough plan, your diabetic dog or cat can lead an active, happy life.

1 in 230

At increased risk: neutered cats.²

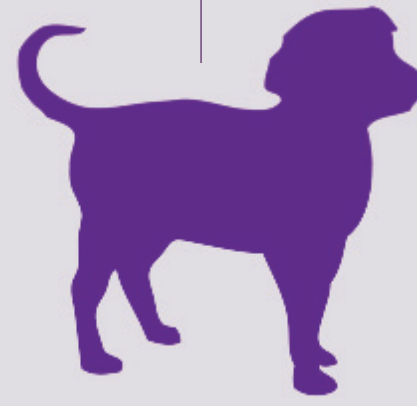


are diagnosed with diabetes^{3,4}

During a recent four-year study, diabetes diagnosis in pets has increased by 32 percent in dogs and 16 percent in cats.⁵

1 in 308

At increased risk: female dogs.³



Could Your Pet Have Diabetes?¹

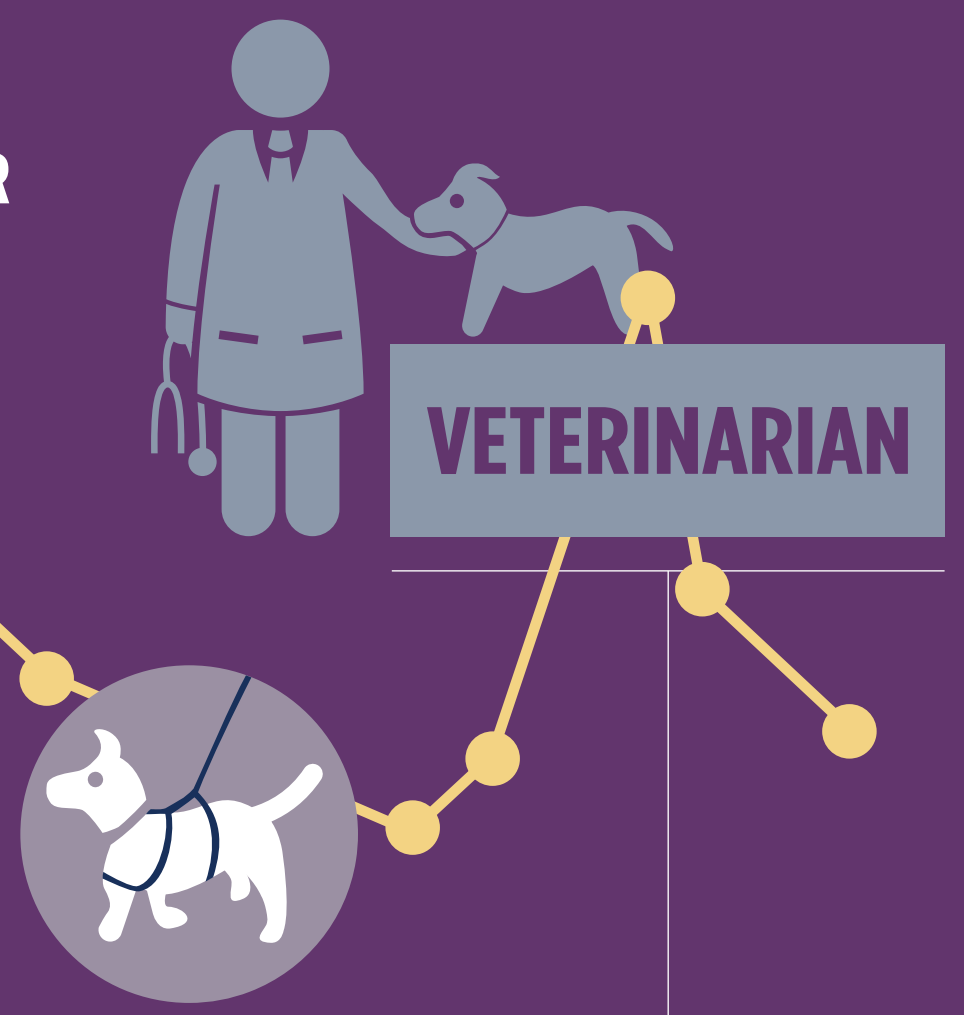
- Appears fatigued or weak
- Has excessive thirst
- Urinates frequently
- Has an increased appetite
- Has lost weight

Ask your veterinarian if you see any of these signs!

Many Factors Affect Your Pet's Blood Sugar Levels

HIGH BLOOD SUGAR

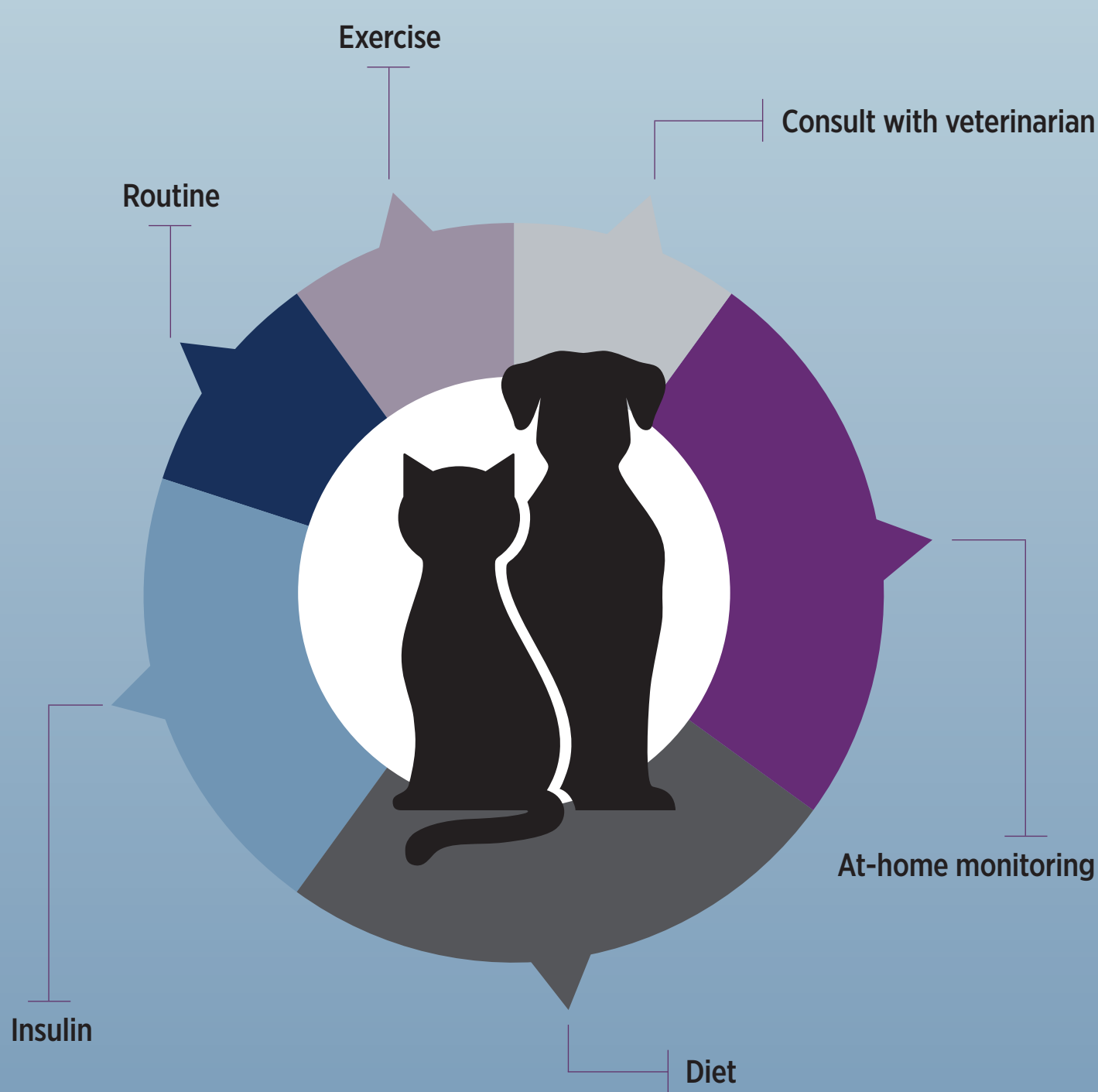
LOW BLOOD SUGAR



Many factors contribute to levels:

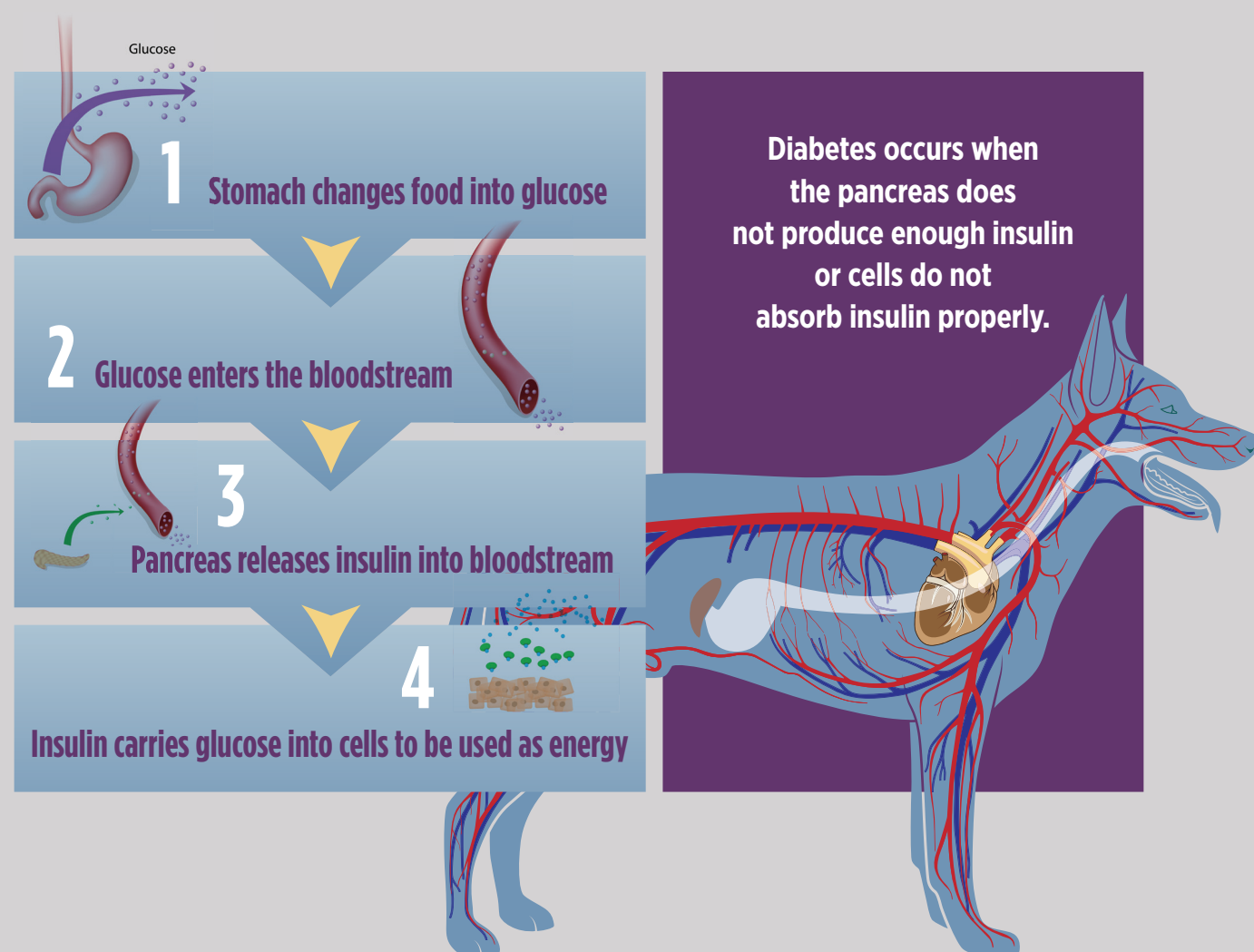
- Exercise
- Diet
- Insulin dosage
- Physical activity
- Stress

Stress, like that caused by a visit to the veterinarian, can cause atypical [or non-routine] blood sugar levels.



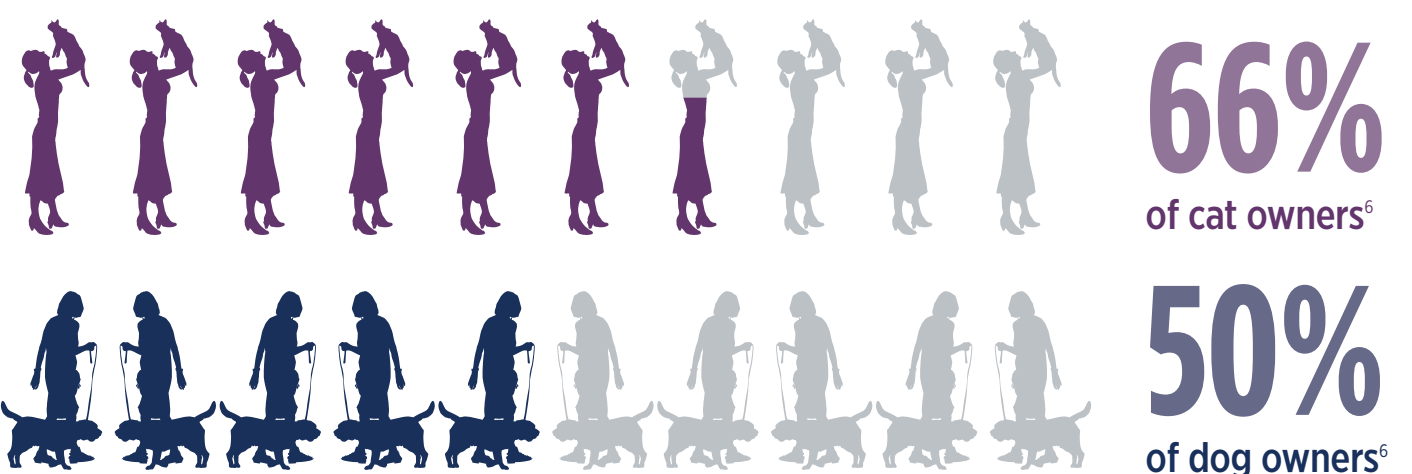
A Recipe for Success

HOW SUGAR OR GLUCOSE AND INSULIN WORK TOGETHER

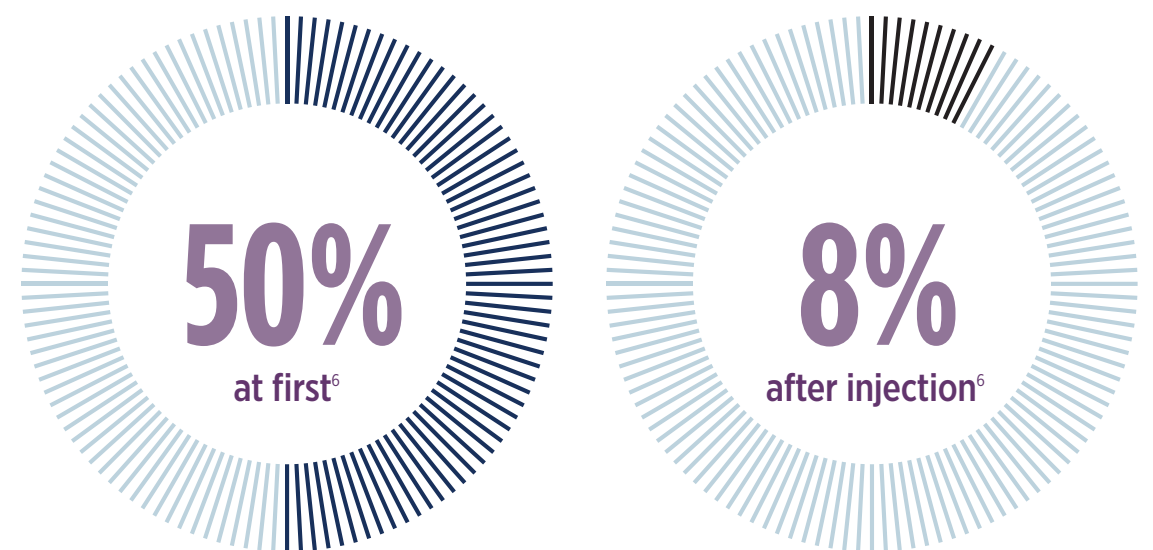


834 Diabetic-Pet Owners Said:

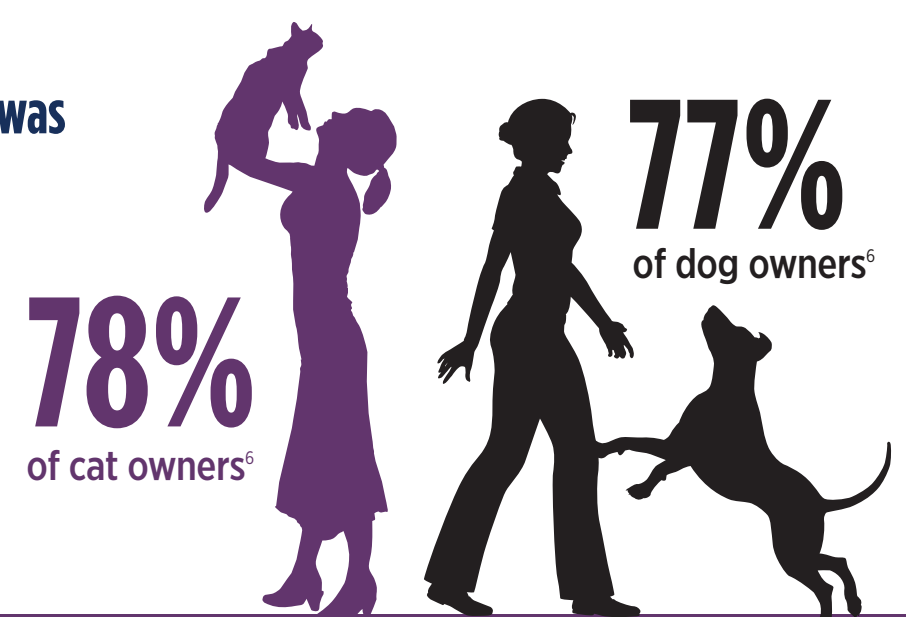
Satisfied with diabetic control in their pets



Fearful of giving injections



Thought treatment was "easy to perform"



66% of owners said pets showed improvement once therapy was initiated.⁶

MONITORING YOUR DIABETIC PET'S GLUCOSE

Three Advantages of At-Home Monitoring:

- 1** Provides accurate data for your veterinarian to make informed management decisions.
- 2** Helps identify potentially serious diabetes complications.
- 3** Saves time and eases stress.



At-home monitoring can contribute to a better, happier life for your pet.

1. Nelson RW. Canine diabetes mellitus. In: Ettinger SJ, Feldman EC (eds) Textbook of Veterinary Internal Medicine (7th ed) Saunders-Elsevier; St. Louis; 2010; pp 1782-1796. 2. Rosych C. Feline diabetes mellitus. In: Ettinger SJ, Feldman EC, eds. Textbook of veterinary internal medicine, 7th ed. St. Louis: Saunders; 2010:1796-1806. 3. McCom TM, Simpson KE, Shaw DJ, et al. Feline diabetes mellitus in the UK: The prevalence within an insured cat population and a questionnaire-based putative risk factor analysis. J Feline Med Surg 2007; 9: 289-291. 4. Catchpole R, Batic M, Frooman LM, Davison LJ. Canine diabetes mellitus: Can old dogs teach us new tricks? Diabetologia 2005; 48: 1948-1956. 5. Barfield Pet Hospital. State of Pet Health: 2011 Report. Available from: http://www.barfield.com/Barfield/media/PDF/Downloads/soph/Barfield-State-of-Pet-Health-Report_2011.pdf. Accessed Nov. 15, 2015. 6. Aplekman KP, Armstrong J, Coradini M, et al. Owner experiences in treating dogs and cats diagnosed with diabetes mellitus in the United States. J Am Anim Hosp Assoc 2014; 50(12):247-253. All trademarks are the property of Zoetis Services LLC or a related company or a licensor unless otherwise noted. © 2016 Zoetis Services LLC. All rights reserved. ATK-00079

