Veterinary Guide to Prilium®
TOP Efficacy

the only ACEI supported by 2 published, long term, controlled, trials\(^1\)\(^2\)

**Quality of Life**

<table>
<thead>
<tr>
<th>% of population</th>
<th>Prilium®</th>
<th>Enalapril</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>60%</td>
<td>40%</td>
<td>20%</td>
</tr>
<tr>
<td>40%</td>
<td>20%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Response

No response

**Survival**

Survival distribution function

<table>
<thead>
<tr>
<th>% of initial population</th>
<th>Prilium®</th>
<th>Enalapril</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>90%</td>
<td>80%</td>
<td>70%</td>
</tr>
<tr>
<td>80%</td>
<td>70%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**TOP Safety**

Perfectly safe, even at 20 times the registered dose long term

**TOP Elimination Profile**

Double elimination guaranteeing no molecule accumulation even in case of chronic kidney disease

“Prilium® stands at the summit for treating heart failure.”

\(^1\) Amberger C. et al. on the behalf of the FIRST group. Effects of Imidapril on clinical signs and survival time of dogs with naturally acquired heart failure: Results of an international, multicentre, prospective, randomised, comparative long term clinical trial versus enalapril. Journal of Veterinary Cardiology, 6 (2), 9-16, November 2004.

Liquid Formulation
Tablets even when they are palatable may be difficult to administer

Tablets are sometimes difficult to give, especially, but not only, for smaller dogs*

Difficulties at tablet administration

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 9 kg</td>
<td>40%</td>
</tr>
<tr>
<td>10 - 29 kg</td>
<td>29%</td>
</tr>
<tr>
<td>30 kg and +</td>
<td>31%</td>
</tr>
</tbody>
</table>

Palatable tablets may seem easier until you try them*

Compliance at palatable tablets administration

<table>
<thead>
<tr>
<th>Administration</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never given</td>
<td>29%</td>
<td>48%</td>
<td>52%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Already given</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“Prilium®, a transparent liquid, odourless & tasteless for a 100% acceptance by the dogs...”

Prilium®, a perfect acceptance by pets, for owner compliance and satisfaction

Prilium® given in food is perfectly accepted by dogs

Prilium® is preferred by a vast majority of dog owners:

In comparison with tablets

* Survey on 100 owners of cardiac dogs, screened out of a base of 6 000 pet owners.
Storage Benefit

The fridge, a unique location for maximising treatment compliance and convenience

Evidence from the food industry regarding refrigerated storage

Presently, **98% of households own a refrigerator compared to only 50% with a dishwasher.** The fridge has adapted to our new ways of life and consumption. Its size has increased dramatically. It has become interactive and intelligent. The organisation has become more rational.

- The **food industry is putting a lot of attention on this piece of furniture:** all new product launches take into consideration how they will be placed in the fridge, as for instance, the special fridge pack of Coca cola.
- A Magnum study on women’s eating habits reported that 76% say their favourite pleasure is to go to the fridge at night for a treat.

- **According to a Gitem study, a refrigerator is opened on average 14 times a day.** There is no other place in the household that is opened more often.
- Opening a fridge is 3 (rural area) to 10 (urban area) times more frequent than opening a cupboard.
- **The rotation of meals in the fridge is from 2 to 10 times more rapid than in any other place (the bread is the only exception of the rule).**
- Some product (ex: mustard, ketchup, chocolate...) are advised to be **kept in a fridge although it is not needed.**

Prilium® for maximising the chances of making the owner compliant with YOUR prescription.

**Prilium® leaflet**

**Owner Information**
- Explain how to use Prilium®
- To be used by the vet or the nurse

**Prilium® leaflet**

**Presentation**

**Prilium® 150 mg**
5 mg/ml Imidapril cloridrate
(1 ml/20kg)

**Prilium® 300 mg**
10 mg/ml Imidarpil cloridrate
(1 ml/40 kg)

**Easy dose titration**

Give the right dosage with the easy dosing syringe provided with every package.

**Child proof cap**

Makes Prilium® the only heart drug to be safely kept in a fridge.
Make sure your heart treatment prescription will be followed

The fridge is one of the busiest places in the household. Recent surveys* have shown that it is opened up to 14 times a day by any member of the family. With its safety child-proof top, Prilium® is the only heart medication that can be stored in this strategic place for an improved owner respect of your prescription. Liquid, tasteless, odourless and transparent, Prilium® can be mixed in food without changing the dog’s feeding habits. Prilium® can be kept up to one week out of the fridge during holidays.

*GITEM 2008

Prilium®, transparent liquid, odourless and tasteless for a 100% acceptance