



# Proven efficacy and a safety profile supported by science.

## Safe. Effective. Convenient.



### FEATURE

EQUIOXX is the first and only coxib class NSAID approved for horses.<sup>1</sup>

### BENEFIT

- EQUIOXX brand products have been tested on more horses in safety studies than any other nonsteroidal anti-inflammatory drugs<sup>1,2</sup>
- Coxib class NSAIDs have a decreased potential for risks commonly associated with nonselective NSAIDs like phenylbutazone<sup>3</sup>

*Important Safety Information: As a class, NSAIDs may be associated with gastrointestinal, hepatic and renal toxicity. A veterinarian should advise horse owners to observe for signs of potential drug toxicity.*

### FEATURE

EQUIOXX is available in three formulations: injection, paste and tablet.

### BENEFIT

- Ease of administration: three formulations allows for drug administration options that help to meet the needs of each client and patient
- Dosing accuracy with EQUIOXX and product efficacy are achieved with all formulations<sup>1</sup>

*Important Safety Information: EQUIOXX has not been tested in horses less than 1 year of age or in breeding horses, or pregnant or lactating mares. As with any prescription medication, prior to use, a veterinarian should perform a physical examination and review the horse's medical history.*

### FEATURE

One dose of EQUIOXX controls pain and inflammation associated with osteoarthritis in horses for up to 24 hrs.

### BENEFIT

- Once daily dosing aids in compliance vs products which require multiple daily doses
- EQUIOXX Tablets and EQUIOXX Oral Paste are labeled for once daily dosing for up to 14 days<sup>1</sup>

*Important Safety Information: Use with other NSAIDs, corticosteroids or nephrotoxic medication should be avoided.*

For additional information, please refer to the prescribing information or visit

[EQUIOXX.com](http://EQUIOXX.com)

# Sound Byte

<sup>1</sup>EQUIOXX product labels and FOI summaries and supplements.

<sup>2</sup>Data on file at Merial, Clinical Experience Report PHN 471, PR&D 0030701.

<sup>3</sup>Kvaternik V, Pollmeier M, et al, Pharmacokinetics and metabolism of orally administered firocoxib, a novel second generation coxib in horses. *J Vet Pharmacol Ther.* 2007;30(3):208-217.

# Equioxx<sup>®</sup>

(firocoxib)

EQUIOXX offers three formulations.

	Injection 20 mg/mL	Paste 56.8 mg		Tablet 57 mg	
Recommended Use	Initiate therapy; excellent option for field and hospital settings	Convenient, accurate dosing; palatable paste		Chewable; can be given with or without feed	
Packaging	25 mL x 10 vials	20 x 1 boxed syringes	72 x 1 bulk syringes	60-count bottle	180-count bottle

For additional information, please refer to the prescribing information or visit

[EQUIOXX.com](http://EQUIOXX.com)

EQUIOXX is a Merial product. Merial is now a part of Boehringer Ingelheim.  
©EQUIOXX is a registered trademark of Merial. ©2018 Merial, Inc., Duluth, GA. All rights reserved. EQU-0653-JH0518



# Sound Byte

CHECK-OFF & ECHO NOTES

### Check-Off (Qualify)

Identify if a Boehringer Ingelheim representative has been in recently:

**Doctor, are you familiar with EQUIOXX (firocoxib), the first and only coxib class NSAID for horses?'**

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

### Confidence

I believe EQUIOXX is a safe, effective, and convenient NSAID for managing pain and inflammation associated with osteoarthritis (OA) in horses.

### Invitation (neutral)

Let's take a look at some of the unique features of EQUIOXX and its three formulations...

### It's the customer's decision

...so you can decide whether EQUIOXX is an important solution for managing OA in your patients.