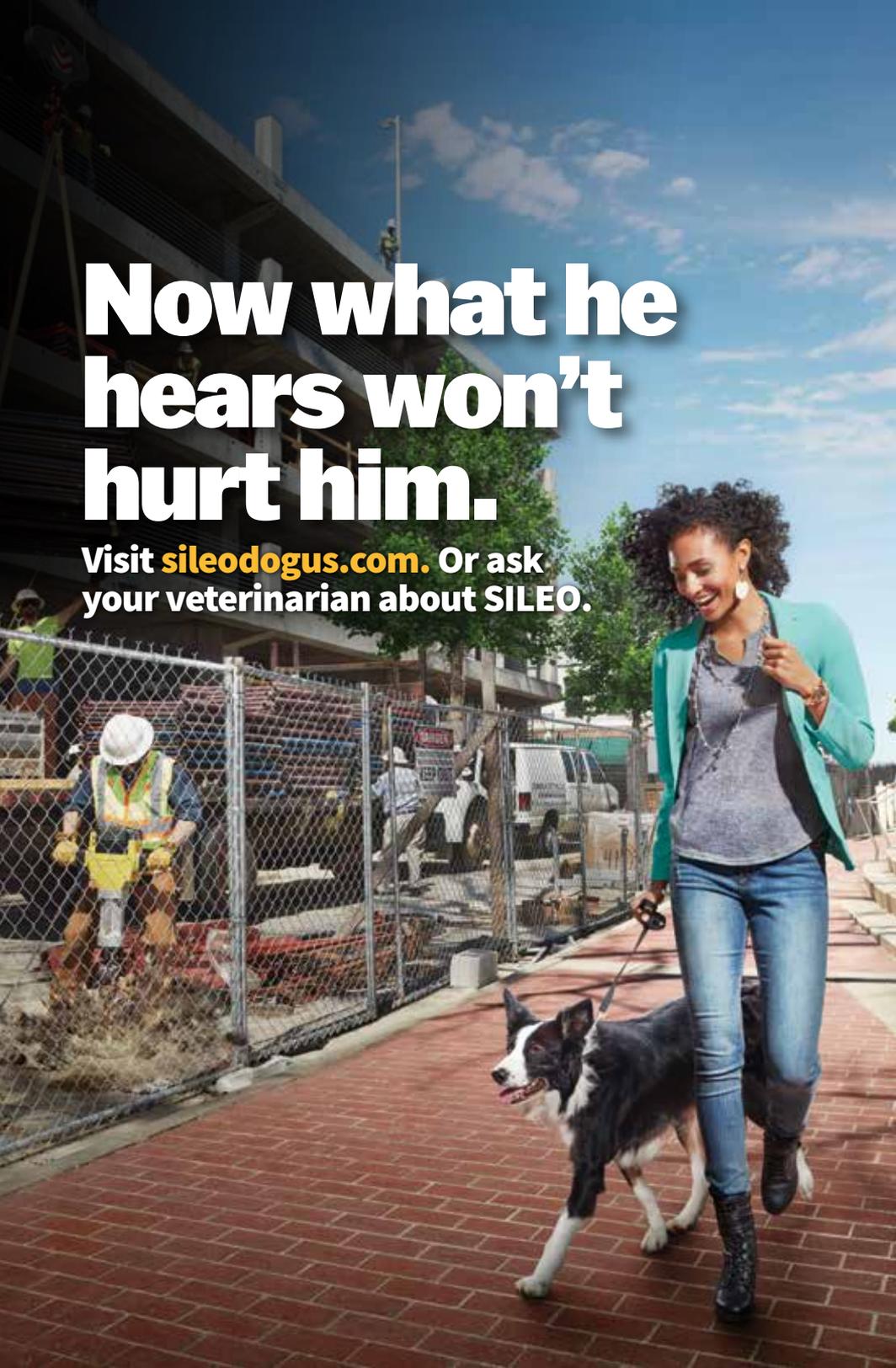


**When noise hurts,
SILEO can help.**

Sileo[®]
(dexmedetomidine
oromucosal gel)

**Introducing the first and only FDA-approved
treatment for canine noise aversion.**



A woman with curly hair, wearing a teal blazer, a grey top, blue jeans, and black boots, is walking a black and white dog on a leash. They are on a brick-paved path. To the left, a chain-link fence separates the path from a construction site. A worker in a white hard hat and a high-visibility vest is visible behind the fence. In the background, there are buildings and a clear blue sky with some clouds.

Now what he hears won't hurt him.

Visit sileodogus.com. Or ask your veterinarian about SILEO.

Is your dog trying to tell you something?

At least one-third of all dogs in the United States suffer from noise aversion.¹

You may have never heard of noise aversion, but it's a real and serious medical condition that when left untreated, progresses to a more severe state.^{2,3} Noise aversion causes your dog to suffer from anxiety and fear during noise events—and creates a strain on the bond you and your family have with your beloved best friend.

About SILEO[®] (dexmedetomidine oromucosal gel)

The name SILEO comes from the Latin word *sileo*, which translates to English as “be silent.” The correct pronunciation for SILEO is /si-lehh-o/.

- The **first and only FDA-approved** treatment for noise aversion in dogs—works the way you need it to.
- A **unique and new gel medication** developed specifically to treat the fear experienced by dogs during loud noises such as fireworks, thunder, construction work, street noise and traffic.
- Clinically proven to be **safe and effective** without other treatments or training.
- A practical, fast-acting, easy to administer **at-home treatment** for noise aversion.
- **Use, as needed**, for each noise event.
- **Calms without sedating**, which allows your dog to interact normally with the family.

1. Based on online survey conducted by Harris Poll on behalf of Zoetis in November 2013 among 784 dog owners.

2. Sherman BL, Mills DS. Canine anxiety and phobias: An update on separation anxiety and Noise Aversions. Vet Clin Nor Amer: Small Anim Pract, 2008; 38: 1081-1106.

3. Shull-Selcer EA, Stagg W. Advances in the understanding and treatment of noise phobias. Vet Clin Nor Amer: Small Anim Pract, 1991; 21: 353-367.

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Look for these common behaviors.



Pacing or restlessness



Lip licking



Panting



Excessive vigilance or hypervigilance



Cowering



Refuses to eat



Yawning



Vocalizing (whining or barking at the sounds)



Brow furrowed and ears back



Freezing or immobility



Trembling or shaking



Owner seeking behavior or abnormal clinginess



Hiding

Additional signs could also include: destruction of property, lifting one of the front paws, running away and self-trauma.

Administering SILEO®

(dexmedetomidine oromucosal gel)

Before administering SILEO, review all instructions provided in this brochure.

- Using the SILEO syringe is likely a new experience for you and your dog.
- SILEO can be administered:
 - Approximately 30–60 minutes before the noise event;
 - Or immediately after your dog shows first signs of anxiety or fear related to noise;
 - Or when you detect a typical noise stimulus that prompts anxiety or fear in your dog.
- Following proper administration of SILEO, it will take approximately 30–60 minutes for it to take full effect.
- Your dog should show less intense noise aversion behavior despite ongoing noise, but should also remain fully aware and functional. (Some dogs may become sleepy or drowsy. These effects should wear off in a few hours. If you observe this, or if SILEO is not improving your dog's signs of noise aversion, please call your veterinarian.)
- SILEO typically lasts 2–3 hours.
- If the noise event lasts more than 2–3 hours and your dog's signs of fear and/or anxiety reappear, you may give another dose as soon as two hours after the initial dose. Do not administer an additional dose sooner than two hours after the initial dose or if your dog appears sleepy or drowsy from the previous dose.
- Any unused portion of SILEO should be used within two weeks.
- Ask your veterinarian to demonstrate how the syringe works.



Complete instructions on how to administer SILEO are provided with your prescription.

Sileo[®]

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oromucosal gel)

IMPORTANT SAFETY INFORMATION: Do not use SILEO in dogs with severe cardiovascular disease, respiratory, liver or kidney diseases, or in conditions of shock, severe debilitation, or stress due to extreme heat, cold or fatigue or in dogs hypersensitive to dexmedetomidine or to any of the excipients. SILEO should not be administered in the presence of preexisting hypotension, hypoxia, or bradycardia. Do not use in dogs sedated from previous dosing. SILEO has not been evaluated in dogs younger than 16 weeks of age or in dogs with dental or gingival disease that could have an effect on the absorption of SILEO. SILEO has not been evaluated for use in breeding, pregnant, or lactating dogs or for aversion behaviors to thunderstorms. Transient pale mucous membranes at the site of application may occur with SILEO use. Other uncommon adverse reactions included emesis, drowsiness or sedation. Handlers should avoid direct exposure of SILEO to their skin, eyes or mouth. Failure to lock the ring-stop on the syringe before dosing SILEO could potentially lead to an accidental overdose. Always review INSTRUCTIONS FOR USE before dispensing and dosing. See full Prescribing Information in inside pocket.

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