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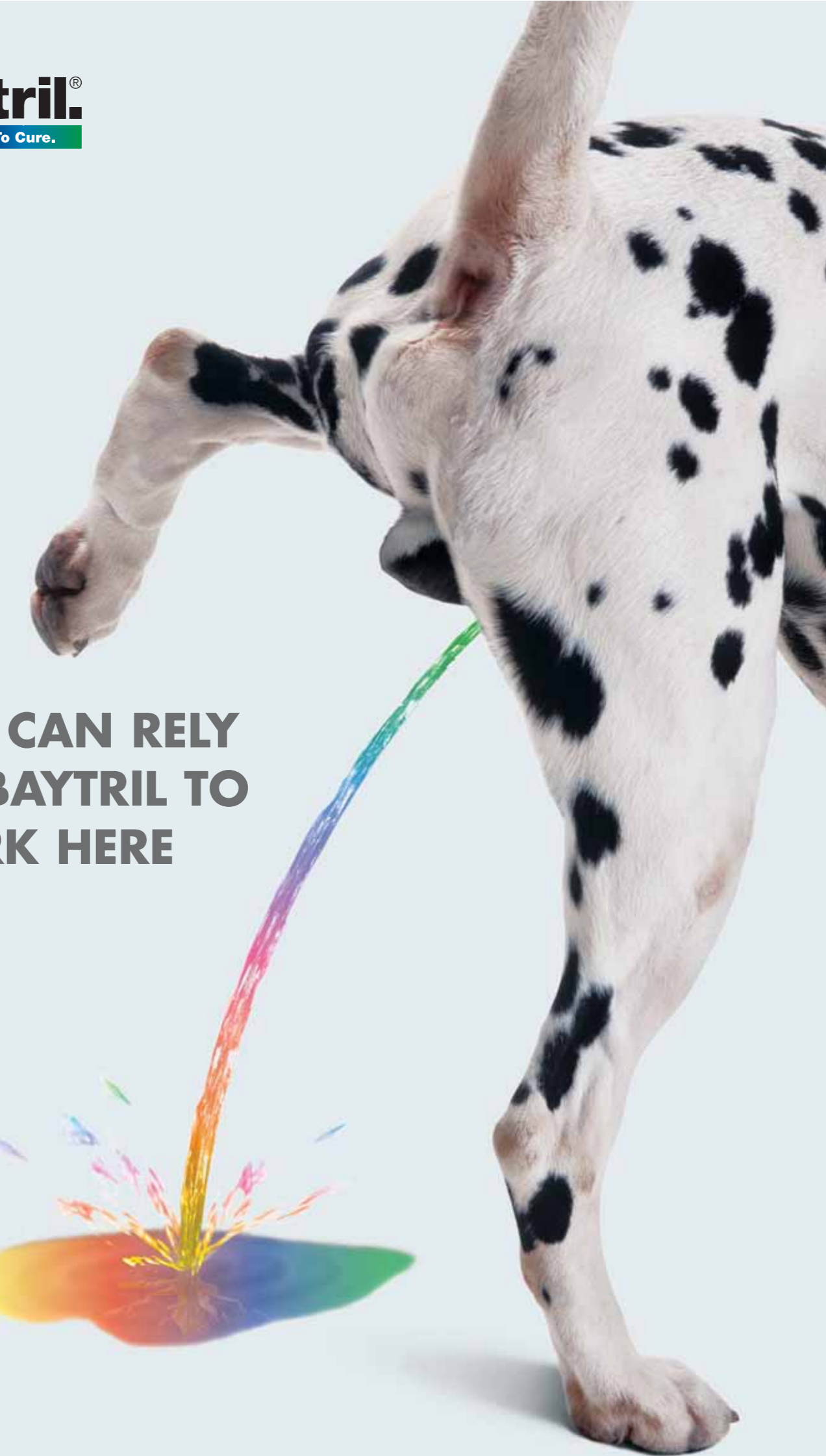
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The Power To Cure.

Baytril®

The Power To Cure.



YOU CAN RELY ON BAYTRIL TO WORK HERE

THE NO.1 VETERINARY FLUOROQUINOLONE IN THE WORLD.

With over one billion doses administered worldwide and a proven heritage stretching back to 1988, it's no surprise that Baytril is the antibacterial of choice for vets around the globe. Its rapid action and proven efficacy has resulted in a high rate of therapeutic success.

This brochure highlights just how versatile Baytril is across a wide range of common infections and why it really is the Powerful Choice – and the first choice – for treating bacterial infection in dogs and cats.



BAYTRIL GETS PETS BACK ON TRACK FASTER

Urinary tract infections

Baytril's high volume of distribution means it gets to the site of the infection quicker. And because it's rapidly bactericidal, it aids in resolving the pet's discomfort faster.¹ In urinary tract infections, Baytril:

- Is highly effective against most common uropathogens
- Achieves therapeutic concentrations throughout the urinary tract, bladder, kidney and prostate.² This is vital in bacterial cystitis, prostatitis and pyelonephritis
- Concentrates up to 100x plasma levels in urine³
- Has high lipid solubility to facilitate drug penetration into the prostate and other urogenital tissues⁴
- Has high accumulation in white blood cells^{5,6} so it is:
 - Delivered directly and selectively to the infection site
 - Concentrated in inflamed urinary tract tissues, not just urine

The following table illustrates how effective Baytril is in dealing with urinary tract infections.

Efficacy against common urinary tract pathogens

Pathogen	Baytril efficacy rating
<i>E.coli</i>	Excellent
<i>Proteus mirabilis</i>	Excellent
<i>Staphylococcus spp.</i>	Excellent
<i>Klebsiella pneumoniae</i>	Excellent
<i>Pasteurella multocida</i>	Excellent
<i>Pseudomonas aeruginosa</i>	Good/Excellent

Dr David Aucoin, Target® The Antimicrobial Reference Guide to Effective Treatment.^{8,9}



BAYTRIL REALLY GETS UNDER THE SKIN

Skin and ears

Baytril is two active ingredients in one. Its active ingredient, enrofloxacin, is converted into ciprofloxacin as it's metabolised by the liver.⁷ And ciprofloxacin provides excellent efficacy in deep pyoderma, enhancing bactericidal activity against tough pathogens such as *Pseudomonas*.^{8,9}

Baytril has the right characteristics to meet the challenges of skin infections.

- Excellent tissue penetration in skin, reaching therapeutic levels as early as 3 hours after administration¹⁰
- It's highly lipophilic, allowing it to pass through fibrous tissue, scar tissue, pus and inflammatory debris to reach the site of infection¹¹
- It accumulates in white blood cells which means:
 - It's directly and selectively carried to the infection site
 - Enhances tissue penetration, which is important in pyoderma as only 9% of cardiac output goes to skin¹²

Baytril Otic is the only fluoroquinolone approved for topical treatment of canine otitis externa because it is:

- Non ototoxic

- Flexible, in that it can be used with or without a steroid
- A broad dual antibacterial and antimycotic spectrum¹³
- Contains silversulfadiazine:
 - An effective antimycotic, killing fungal organisms most commonly found in otitis externa^{13,14}
 - Non-irritating topical antimicrobial that may enhance epidermal repair by reducing inflammation¹⁵
- A highly effective topical and systemic therapy when used with Baytril tablets

Efficacy against common pathogens of skin

Pathogen	Baytril efficacy rating
<i>E.coli</i>	Excellent
<i>Proteus mirabilis</i>	Excellent
<i>Pseudomonas aeruginosa</i>	Good/Excellent
<i>Pasteurella multocida</i>	Excellent

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BAYTRIL IS A BREATH OF FRESH AIR

Respiratory infections

Baytril attains excellent therapeutic concentrations in pulmonary and bronchial tissues, secretions and phagocytic cells – crucial in the treatment of respiratory infections. Baytril:

- Accumulates in the white blood cells of the immune system (macrophages) and is delivered directly to the site of infection
 - Up to 10-100x plasma drug levels^{5,6}
 - Provides more drug where it's needed for rapid elimination of pathogens in the respiratory tract
 - Enhances tissue penetration¹²
- Lipid solubility
 - Baytril can penetrate the blood-bronchial barrier and reach therapeutic concentrations in bronchial mucus and lung tissue¹⁶

- Low molecular weight¹⁶
 - Aids in penetration of the blood-bronchial barrier¹⁶
 - Facilitates passive diffusion into bronchial secretions¹⁶
 - Easily moves through open junctions of capillaries¹⁶
 - Accumulates in respiratory secretions, reaching 70% of plasma concentrations¹⁶
- Intracellular and extracellular
 - Certain types of microbes (*Mycoplasma*, *Staphylococcus*) are engulfed by cells and may survive intracellularly out of reach of some antibiotics¹⁶
 - Baytril is rapidly accumulated in phagocytic cells¹⁷
 - Bactericidal action unaffected by intracellular accumulation

Efficacy against common respiratory pathogens

Feline infections	Pathogen	Baytril efficacy rating
Upper and lower respiratory	<i>Pasteurella</i>	Excellent
	<i>E.coli</i>	Excellent
Canine infections	Pathogen	Baytril efficacy rating
Upper respiratory	<i>Staphylococcus</i>	Excellent
	<i>E.coli</i>	Excellent
Lower respiratory	<i>E.coli</i>	Excellent
	<i>Klebsiella</i>	Excellent
	<i>Staphylococcus</i>	Excellent
	<i>Bordetella</i>	Excellent

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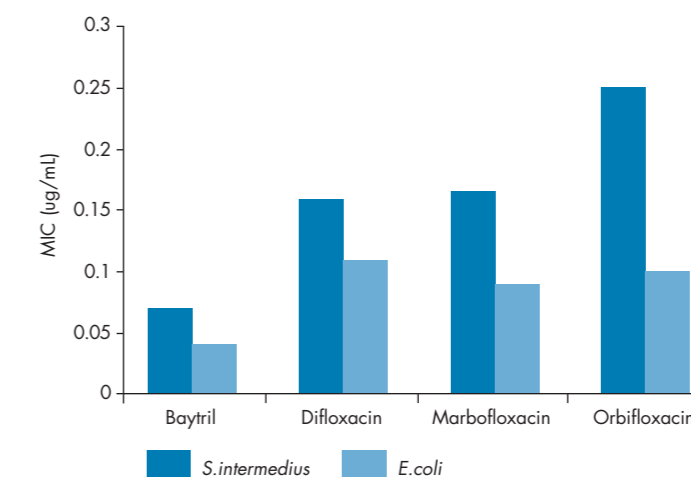
WHY BAYTRIL IS THE POWERFUL CHOICE

Baytril is an antibacterial developed specifically for veterinarians. It works by attacking the nucleus of bacteria, irreversibly inhibiting gyrase, a key enzyme in bacterial metabolism. What's more, it does this without harming the cells of the affected animal.

Unlike other fluoroquinolones, Baytril has an active metabolite – ciprofloxacin. As a result:

- 25-40% of Baytril is metabolised to the potent active metabolite ciprofloxacin^{7,18}
- The COMBINATION of enrofloxacin and ciprofloxacin provides additive inhibitory effects against major pathogenic bacteria – eg *Pseudomonas*⁹
- Some organisms, *Pseudomonas aeruginosa*, are more sensitive to ciprofloxacin than to other fluoroquinolones¹⁹

Mean MIC for common pathogens encountered in veterinary practice:



*A lower MIC is indicative of a greater potency. These values do not take into account the additive activity of Baytril's active metabolite, ciprofloxacin.

Six reasons why Baytril is no.1

1. It has a high volume of distribution, so it gets to the site of infection fast
2. It accumulates in high concentrations in white blood cells^{5,6}
3. It accumulates in phagocytes and thus works with the immune system to rapidly transport the drug directly to the site of infection e.g. pyoderma¹⁶
4. It concentrates in the urine³
5. It penetrates the blood-bronchial barrier to reach therapeutic concentrations in bronchial mucus¹⁶
6. It's available in a choice of formulations, including: flavoured tablets, oral solution, injection and topical ear drops



