

... you're
welcome ...



Baytril.[®]

My answer to infections.



... don't worry ... **you'll get better soon!**

As a dedicated veterinarian, you combine a scientific eye with a compassionate heart in your daily practice. Your respect and empathy for pets, along with your knowledge and experience, help provide the fast recovery and lasting health pets need.

"It makes patients in distress feel better."*

Restoring health is the aim – every time.

Everyday, pets across Australia face a broad range of infections caused

by a wide range of pathogens that cause suffering and even endanger lives. It's your role to "understand" the animals' needs, to relieve them of the physical and emotional

distress, and ensure their recovery. So isn't it good to know that Baytril® is always by your side?

"It helps my client's pet, helps the profession and helps me achieve the results I want."*

Confidence leads to trust. And trust leads to healing.

Pet owners and their four-legged friends rely on your expertise.

They place their trust in you to restore their pet's health – even in complex clinical cases. So your experience, together with a well-established therapy and proven antibiotic, can make all the difference.

"People love their pets and spend a lot of money on them. I'm pleased that I'm the one to heal them."*

"I always wanted to care for animals. I feel like I love them more than people."*

care

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*Statements by veterinarians, Bayer international market research, 2007/2008

... be confident ... I know what to do!



"I remember a male dog with a swollen prostate. I started off with an injection and continued with tablets for two weeks. There are only two antibiotics that go into the prostate. 9 times out of 10 I would use Baytril and not a less expensive alternative."*

How you run your practice is entirely your business. Based on your knowledge and experience, your decisions ensure fast disease control and a predictable recovery for pets.

Outstanding performance – in every case.

Bronchitis, pyoderma or a urinary tract infection? Strong therapeutic

"You know that Baytril has started working by the next day."*

"Baytril has such a broad spectrum that I can always rely on it."*

impact and a fast recovery are important whatever the problem, even if there's not always time for a complete check up. The decision to treat with an effective broad spectrum antibiotic helps to control the disease and achieve a fast and reliable cure.

"It doesn't make sense to use a cheaper treatment that's not as effective. I'd end up using a more expensive one afterwards."*

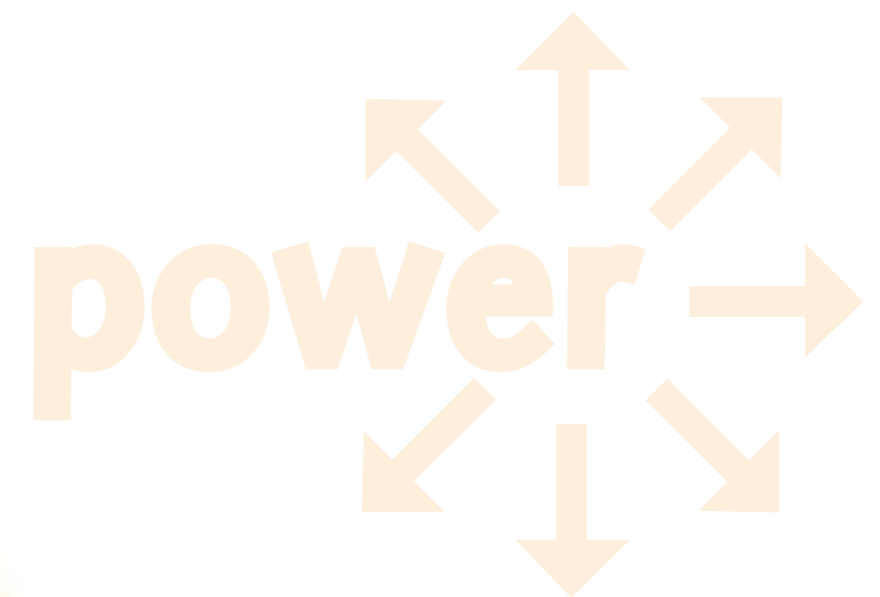
An effective treatment – for everybody involved.

Baytril provides the targeted and fast action that puts you in control. Meanwhile the suffering pet and its owner can finally relax. As a progressive veterinarian you can be confident that you've done your best – and you've gained a little extra time to dedicate to your clients.

"I use anti-infectives to control the situation, otherwise serious illnesses would get worse."*

"You want quick solutions to make the client happy. Baytril gives me the quick solution."*

"The anchor of my confidence."*



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*Statements by veterinarians, Bayer international market research, 2007/2008

...don't mention it ...that's my job



"It makes me feel relieved to know that Baytril works. It means I can relax as I solve the problem."*

"It's good to please the owners. It makes me feel like I've done a really good job."*

Happy endings don't just happen in the movies. In the veterinary profession they're a fulfilling reward. No more suffering, no more worries and on top of that, a rewarding smile from owners. Isn't it great to see your work turn into positive results?

Recovery is a common effort – and a common success.

It looks and feels great when pets regain their health. Obviously they cannot express their gratitude

verbally, but they still say "thank you" in their own way. And their recovery is the sign that you've succeeded in your job.

At the time, owners are always appreciative. But later on, this is expressed through their loyalty and recommendation.

"I want to do my job as well as I can, but I also need to think about myself. Using Baytril means I can take time off without continuously worrying about my patients."*

Success is rewarding – and demanding.

To be appreciated and respected for your work are some of the perks of veterinary practice.

But even more valuable recognition can come from knowing that you've done a good job.

And that Baytril is proud to support you.

"Besides the increased safety, using Baytril made me feel more valuable... and more respected as a vet."*

success

"... I have a special relationship with Baytril. I feel it belongs to me in a certain way"*

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*Statements by veterinarians, Bayer international market research, 2007/2008



... our answer to your daily work ... Baytril

The benefits of Baytril are unquestionable. Its proven features cover all relevant aspects of a successful fight against infection.

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^{1,2}
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. pyoderma³
4. It concentrates in the urine⁴
5. It penetrates the blood-bronchial barrier to reach therapeutic concentrations in bronchial mucus³
6. It's available in a choice of formulations, including: flavoured tablets, oral solution, injection and topical ear drops

For more information please call our customer information line on 1800 678 368 or contact your Bayer Area Manager.

References:

1. Boeckh A et al. Suppl Compen Contin Educ Pract Vet, Vol 21, No 12, pp 40-43, 1999.
2. Hawkins EC et al. J Vet Pharmacol Therap, Vol 21, pp 18-23, 1998.
3. King LG, Boothe DM. Bacterial infections of the respiratory tract, veterinary learning systems, pp 65-85, 1997.
4. Monolouis JD et al. J Vet Pharmacol Therap, 20 (Suppl 1), pp 21-86, 1997.

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Baytril® is a registered trademark of Bayer AG, Leverkusen, Germany. Contains enrofloxacin. For the treatment of bacterial infections in dogs and cats. Indicated for infections with susceptible Gram-positive and Gram-negative microorganisms. Not for use on dogs less than one year of age, or less than 18 months of age in exceptionally large breeds of dogs with a longer growth period, as articular cartilage damage may occur with fluoroquinolone use during the rapid growth phase. Do not exceed the recommended dose in cats; retinal damage has been reported with use of enrofloxacin at high dosages. Normal sterile precautions should be taken.

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