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COSEQUIN[®]

Joint Health Supplement



**A Pet Owner's Guide
to Joint Health for Dogs**

*Source: Among retail brands. Survey conducted in February 2014 of small animal veterinarians who recommended oral joint health supplements.

*Cosequin[®] contains FCHG49[®] Glucosamine and TRH122[®] Sodium Chondroitin Sulfate, proprietary veterinary researched specifications.

COSEQUIN[®]
Joint Health Supplement



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What is Cosequin®?

Cosequin is a scientifically researched nutritional supplement dispensed by thousands of veterinarians for over twenty years to help dogs maintain healthy joints. ***As dogs age, it is common for their joints to become less flexible, which impacts their mobility and quality of life.*** You may have noticed that your dog has difficulty walking up stairs or jumping on the bed. While he used to be eager to play, now he is content to rest. Even at younger ages some dogs are subject to joint health concerns which affect flexibility and mobility.

Cosequin contains proprietary researched veterinary specifications, FCHG49®* Glucosamine and TRH122®* Chondroitin Sulfate. These ingredients have been scientifically formulated to help support and maintain the health of your dog's joints. Published studies have shown that the specific ingredients in Cosequin work together to help maintain the structure of the cartilage while inhibiting the enzymes that break down cartilage. It is very important to note that the published studies on Cosequin do not apply to other brands.

What is joint cartilage?

Cartilage is a slippery and resilient tissue produced and maintained by its own specialized cells. It cushions the surfaces where two or more bones meet to form a flexible joint. ***When a dog is in motion there is tremendous pressure on the joint.*** Cartilage, joint fluid, and underlying bone work together like a shock absorber allowing flexible joint function.

Because cartilage lacks a direct blood supply, nutrients must pass into the cartilage from surrounding tissue. These nutrients sustain cartilage cells and provide the components necessary to maintain a healthy cartilage structure.

Scientists are not sure about all the factors that cause cartilage breakdown; however, they know that enzymes play a role in the process. With age, injury, or over-activity, the process of cartilage breakdown can exceed the process of replacement leading to problems in the joints and less flexibility. That's when it's time for Cosequin which helps maintain healthy cartilage metabolism.

How does Cosequin® Joint Health Supplement work?

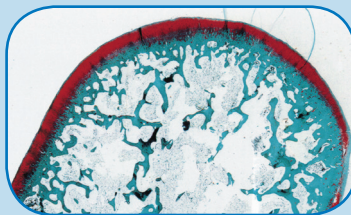
The ingredients in Cosequin work together to help support and protect the cartilage.

Glucosamine hydrochloride acts as a building block of cartilage by supplying a key nutrient that keeps cartilage cells healthy and functioning properly. Chondroitin sulfate helps block certain enzymes that break down cartilage.

When is the use of Cosequin® recommended?

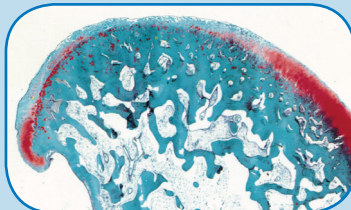
Early action is always the best advice. Different breeds of dogs age at different rates. With regular check-ups your veterinarian can talk with you about your dog's aging process. Your veterinarian may discuss weight control, selective use of medications, exercise and the administration of Cosequin.

It is important to have your dog examined by your veterinarian if you notice the dog having difficulties climbing stairs, jumping into the car, going for walks or even getting up. Your veterinarian can advise you if Cosequin can help. Your veterinarian may also suggest using Cosequin as a protective measure. This can be important for maintaining an active life for many dogs, especially large breeds and working dogs of all sizes. Cosequin may also be used to help support cartilage following joint surgery.



Cosequin Group
(More cartilage)

**RED =
CARTILAGE**



Placebo Group
(Less cartilage)

How much Cosequin® should I give my dog?

Every dog's needs may differ. Dogs will respond at different rates of time. While the initial administration period is four to six weeks, some dogs may respond in a shorter period. When your dog achieves a favorable response, you can begin to decrease the number of Cosequin soft chews/tablets/capsules you give to your dog each day. Watch your dog's movement and attitude to ensure that he is feeling comfortable as you decrease the administration. If you see that your dog is not as comfortable, increase the number of soft chews/tablets/capsules to the previous level, observe your dog for a few weeks, then try lowering again. Many dogs can be maintained on a low number of soft chews, chewable tablets, or sprinkle capsules long term.

How long does Cosequin® Joint Health Supplement take to work?

Since Cosequin is a supplement and provides nutrients to maintain your dog's joint health, it works more gradually than prescription medicines. Improvement on Cosequin can range from gradual to dramatic. Following the administration schedule on the label for your dog's weight, we recommend an initial administration period of four to six weeks. Some dogs may show a response in a shorter period of time.

Are there any side effects?

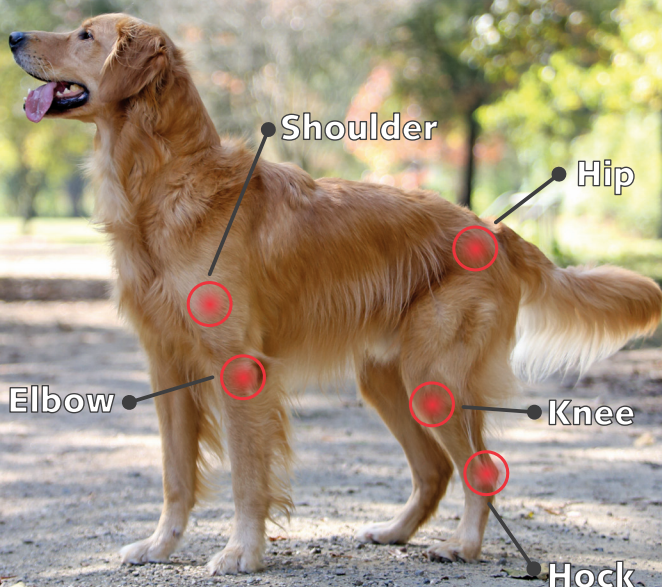
Cosequin joint health supplement offers unparalleled safety. A safety study in dogs demonstrated no adverse effects of Cosequin administration on blood work parameters, including complete blood count, biochemical, and clotting values. Some dogs may experience a mild gastrointestinal upset such as that which occurs when switching foods. If this is the case, you can try offering Cosequin with a meal.

How is Cosequin® different than other joint health supplements?

On the label, different brands may appear to be the same, but unlike prescription medicines, the ingredients in supplements are not equivalent. Cosequin, with its exclusive trademarked combination of FCHG49® Glucosamine and TRH122® Chondroitin Sulfate, has been shown safe, effective, and absorbable in peer-reviewed, published, controlled, U.S. veterinary studies.

In a published survey of over 3,000 veterinarians, over 80% of dogs administered Cosequin improved significantly in their mobility, level of comfort, and attitude. Overall, the veterinarians rated Cosequin as good to excellent.

Cosequin follows manufacturing standards similar to those practiced by the US pharmaceutical industry. Each batch of Cosequin is subjected to stringent quality control measures and meets label claim. However, a number of reports showed that many glucosamine/chondroitin sulfate brands do not meet their own label claim.



I give my dog a food or treat that contains glucosamine and chondroitin sulfate. Do I still need Cosequin® Joint Health Supplement?

Yes. No dog foods contain the researched combination of high quality ingredients in Cosequin. The amount of glucosamine and chondroitin sulfate in dog food is often minimal. Even if these diets contained high quality glucosamine and chondroitin sulfate, a large-breed dog would need to consume more than the daily requirement of food to obtain the amounts of glucosamine and chondroitin sulfate found in Cosequin DS. In addition, both glucosamine and chondroitin sulfate may degrade when subjected to heat or extreme pressure during the manufacturing process of commercial dog food.

Why should I give Cosequin® instead of a supplement labeled for human use to my dog?

Cosequin is specially formulated to meet dogs' unique needs. It's available in tasty soft chews and chewable tablets as well as non-flavored sprinkle capsules. These options make giving the product to your dog easier, too. Cosequin also meets label claim. This means that it contains the ingredients stated on the label in the amounts noted. Unfortunately, this isn't always the case with supplements. Some supplements for human use and other pet brands have been found to not meet label claim.

Should I exercise my dog while he is on Cosequin®?

Exercise is important for optimal joint function as well as weight control for the overall health of your pet. **Joint movement is needed to circulate fluid around the cartilage** as well as to bring nutrients and to remove waste products. It has been shown that when joints are immobilized, cartilage structures break down at a rapid rate. Consult with your veterinarian, but in most cases, moderate exercise is recommended. Walking on sand or another soft surface or even swimming will help circulate needed nutrients and reduce excessive stress to the cartilage. It is important not to push your pet but to exercise at a comfortable pace.

I've noticed that Nutramax Laboratories Veterinary Sciences, Inc. offers several joint health formulas for dogs. How do I know which one to choose?

We offer formulas to meet a variety of needs, depending on your dog's size, age, and activity level. Talk to your veterinarian and visit cosequin.com to help you decide which formula is best for your dog. Your veterinarian may recommend Dasuquin®, our veterinary joint health supplement brand.

Why is my dog on a pain medication and Cosequin® Joint Health Supplement?

Dogs that are beginning to show issues with joint comfort often described as "slowing down" or "getting old" usually respond to Cosequin without any need for other products. In some cases, your veterinarian may recommend pain medication. Your veterinarian may often then reduce or discontinue the pain medication over time as Cosequin takes effect. Research indicates that Cosequin's ingredients can help protect cartilage cells from some of the adverse effects that can occur with some pain medications.

