

Monitor Your Pet's Diabetes from the Comfort of Home

WHY AT-HOME MONITORING?

- Readings are based on pet's normal daily conditions
- Provides your veterinarian with more accurate data when assessing pet's treatment plan
- Clinic visits can be stressful for pets and may cause blood sugar levels to spike or drop⁵
- Reduces stress for more accurate readings
- More convenient than clinic visits
- Saves time and money

WHY USE AlphaTRAK[®] 2?

- Designed to account for the differences in the distribution of glucose within the blood of cats and dogs
- More accurate than human meters for pet diabetes⁶
- Same portable blood glucose monitor your veterinarian uses in the clinic
- One-touch settings for dogs or cats
- Requires no calculations or conversions
- Accurate readings ready in seconds
- Easy to use and requires very small blood sample

THE AlphaTRAK STARTER KIT

Setup is quick and easy. The AlphaTRAK diabetes education tools walk you through diabetes basics, how to use the meter, how to get a blood sample, and more.

The Starter Kit includes all of the supplies you need:

- AlphaTRAK 2 meter, with specific settings for dogs and cats
- 25 easy-wicking test strips
- Lancing device
- 30 lancets
- Quick user's guide
- Instructional DVD
- Diabetes diary



AlphaTRAK[®]
BLOOD GLUCOSE MONITORING SYSTEM



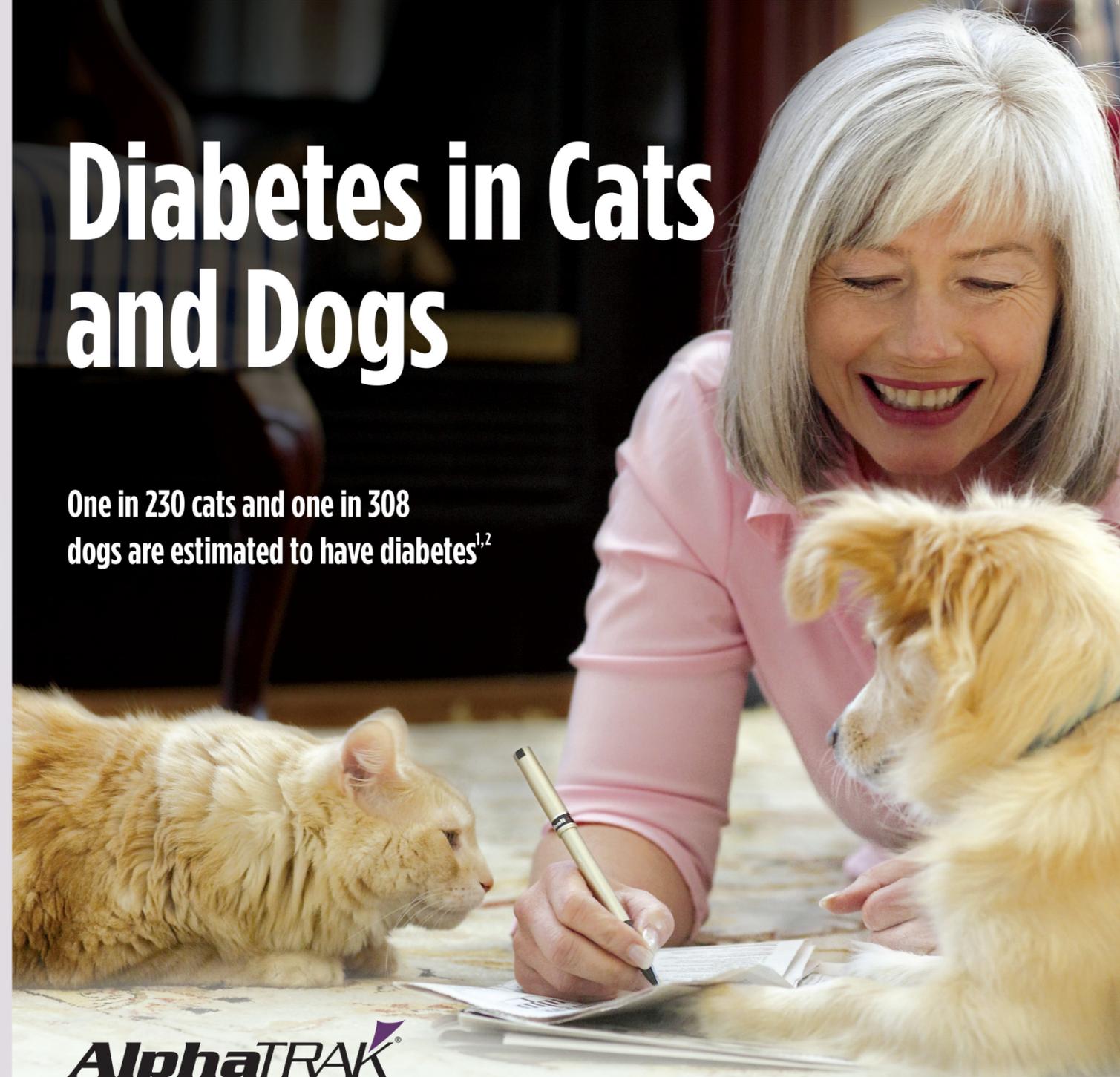
Learn more about diabetes management, at-home blood glucose monitoring and AlphaTRAK at www.AlphaTRAKmeter.com. Purchase the AlphaTRAK Starter Kit from your veterinarian.

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Diabetes in Cats and Dogs

One in 230 cats and one in 308 dogs are estimated to have diabetes^{1,2}



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BLOOD GLUCOSE MONITORING SYSTEM

Just as in humans, our pets can have type I or type II diabetes. Diabetes is a disease that affects the body's ability to convert blood sugar into energy. But don't worry, diabetes is manageable. You are not alone. With careful monitoring and by following your veterinarian's treatment plan, your diabetic dog or cat can lead an active, happy life.



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Understanding Diabetes

WHAT IS DIABETES?

Diabetes mellitus is a condition that occurs when the body cannot effectively move glucose into cells. This results in too much glucose in the blood and not enough glucose in the cells for energy. Without sufficient amounts of glucose, cells cannot function properly.

WHAT IS GLUCOSE?

Glucose is sugar. Every time your dog or cat eats, food is broken down into nutrients that are absorbed by the body. Glucose is one of these essential nutrients. Tissue cells use glucose as a source of energy, or fuel, to function.

WHAT IS INSULIN?

Insulin is a hormone produced by the pancreas that allows glucose to enter tissue cells. As glucose enters the bloodstream, the pancreas is triggered to produce insulin. In a healthy pet, insulin attaches itself to receptors on the cell and acts as a key to allow the glucose to enter the cell and be used for energy.

Without enough glucose, the tissue cells will use other, less effective sources of energy, like breaking down fat and protein from muscles. This can result in muscle wasting, weight loss, and poor body condition.

HYPOGLYCEMIA: A DIABETES EMERGENCY

Hypoglycemia, also known as low blood sugar, occurs when blood glucose falls below normal levels. Very low levels of blood glucose result in a lack of energy source to properly support the body's cells. This condition can be life threatening, so knowing and watching for signs of low blood sugar is important.

Signs of Low Blood Sugar:

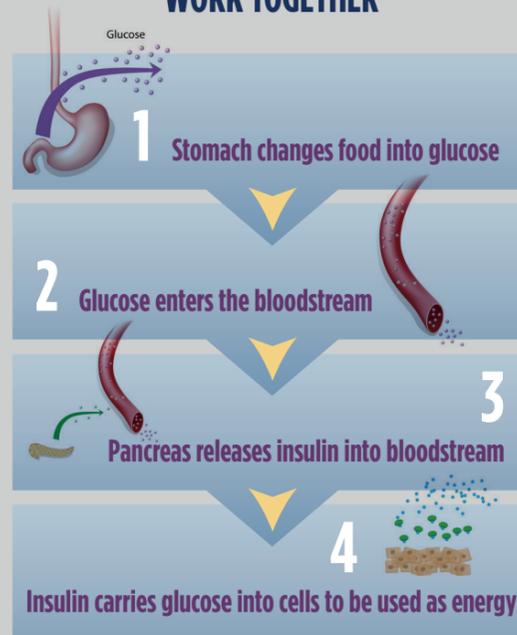
- Weakness, shaking, or unsteadiness
- Lethargy or unresponsiveness
- Seizures

Common Causes:

- Accidental administration of too much insulin
- Insulin administered when pet has an empty stomach
- Vomiting prior to insulin injection
- Unusually high amounts of exercise or activity

Having a blood glucose monitor at home will allow you to measure your pet's blood glucose immediately and report low blood sugar readings to your veterinarian.

HOW GLUCOSE AND INSULIN WORK TOGETHER



Diabetes occurs when the pancreas does not produce enough insulin or cells do not absorb insulin properly.

TYPES OF DIABETES^{3,4}

TYPE I: Insulin-Dependent Diabetes
Most common in dogs
Occurs when the pancreas does not produce enough insulin
TYPE II: Noninsulin-Dependent Diabetes
Most common in cats
Occurs when the body produces enough insulin, but the cells do not properly respond to insulin

Your veterinarian can provide additional details regarding your pet's type of diabetes.

Does My Pet Have Diabetes?

SIGNS OF DIABETES³

The clinical signs of diabetes can vary from pet to pet. It is important that you communicate to your veterinarian any action or behavior that seems to be outside of your pet's normal patterns.

Contact your veterinarian if your dog or cat shows any of these signs:

Fatigue or Weakness

- Sleeping more than usual
- Acting sluggish or less playful
- Appearing sick or not feeling well
- Poor body or coat condition

Increased Hunger

- Your pet has been eating more but has not gained weight

Excessive Thirst

- You have been filling the water bowl more than usual
- Your pet has been drinking water out of the faucet or toilet

Frequent Urination

- Your pet has been asking to go out more
- Your pet has been having accidents in the house
- You have to change the litter box more than usual

Diabetes Relapse

Signs of diabetes may recur after your pet is diagnosed and begins treatment. Watch for these signs and let your veterinarian know if any reappear. Reappearance of signs may indicate that your pet's diabetes treatment plan needs to be adjusted.



DIABETES RISK FACTORS

Certain risk factors increase the chances of a pet getting diabetes.

Risk Factors in Dogs:³

- Middle to Older age
- Unspayed female

Breeds that commonly have diabetes:³

- Australian Terrier
- Bichon Frise
- Cairn Terrier
- Fox Terrier
- Keeshond
- Lhasa Apso
- Miniature Poodle
- Miniature Schnauzer
- Samoyed
- Spitz
- Toy Poodle
- Yorkshire Terrier

Risk Factors in Cats:⁴

- Older age
- Neutered male
- Obesity
- Indoor lifestyle or physical inactivity

Breed that commonly has diabetes:⁴

- Burmese

If your pet has one or more of these risk factors, consult your veterinarian about testing to see if your pet may have diabetes.

1. McCann TM, Simpson KE, Shaw DJ, et al. Feline diabetes mellitus in the UK: The prevalence within an insured cat population and a questionnaire-based putative risk factor analysis. *J Feline Med Surg* 2007; 9: 289-299. 2. Catchpole B, Ristic JM, Fleeman LM, Davison LJ. Canine diabetes mellitus: Can old dogs teach us new tricks? *Diabetologia* 2005; 48: 1948-1956. 3. Nelson RW. Canine diabetes mellitus. In: Ettinger SJ, Feldman EC (eds) *Textbook of Veterinary Internal Medicine* (7th ed) Saunders-Elsevier: St. Louis; 2010; pg 1782-1796. 4. Reusch C. Feline diabetes mellitus. In: Ettinger SJ, Feldman EC, eds. *Textbook of veterinary internal medicine*, 7th ed. St. Louis: Saunders; 2010: 1796-1816. 5. Rand JS, Kinnaird E, Baglioni A, et al. Acute stress hyperglycemia in cats is associated with struggling and increased concentrations of lactate and norepinephrine. *J Vet Intern Med* 2002;16:123-132. 6. Data on file, Study Report No. TI-06-MC-D-CF-AI, Zoetis Inc.