

- ✓ Phenylpropanolamine Hcl [PPA] – clinically effective for urinary incontinence in dogs. ^{1,2}
- ✓ **Easy dosed** chewable tablets – every dose – every day ¹
- ✓ Chicken liver flavoured – **taste tested on dogs** [US survey indicated 98.1% owner satisfaction] ^{1,4}
- ✓ **Product specific clinical trials** indicate a high level of efficacy @2 mg/kg b.i.d ^{1,2,3}
- ✓ Only approved PPA for both **female and male dogs**

PROIN[®]

CHEWABLE TABLETS for DOGS

50 mg Phenylpropanolamine Hcl

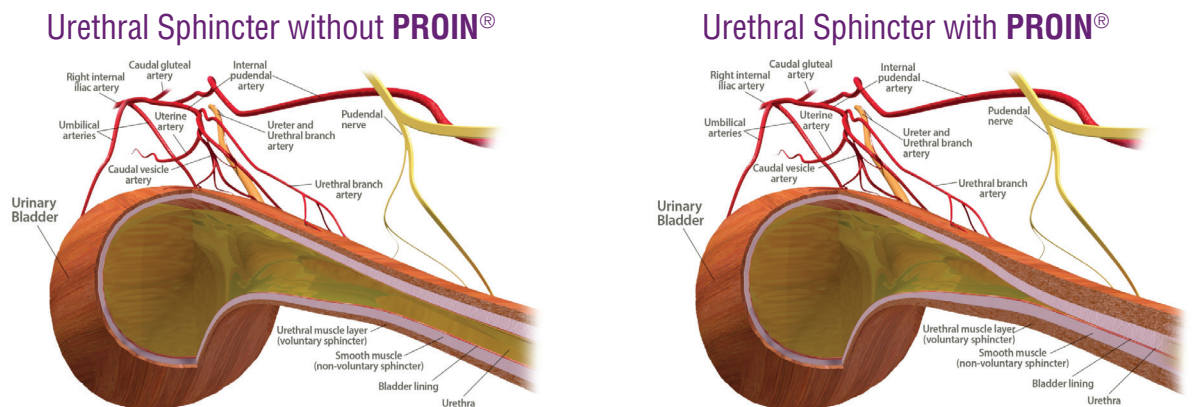
Phenylpropanolamine hydrochloride is a non-hormonal, long-term treatment of canine urinary incontinence due to urethral sphincter hypotonus (poor muscle tone or strength).

Urethral sphincter hypotonus causes canine urinary incontinence as a result of weakened muscles of the urethral sphincter.



Phenylpropanolamine – pharmacodynamics on urinary incontinence

The Bladder



Common clinical signs of urinary incontinence in dogs

- Dripping or leaking urine
- Excessive licking of the genital area
- Red and irritated skin around the genital area
- Needing to go more frequently than normal
- Wetting the bed or sleeping area
- Urinating inappropriately in the house

Canine urinary incontinence may be controlled with PROIN[®], a safe and effective chewable tablet that works by increasing urethral sphincter tone to help prevent urinary accidents.

Why PROIN[®]?

- Approved PPA for the treatment of urinary incontinence due to urethral sphincter hypotonus with proven efficacy.
- Offers half scored, liver-flavored tablets.
- A liver-flavored tablet to help make dosing easier.

1. NADA141-324 August 4, 2011.
 2. APVMA; Approval No's 83434, 83435, 83436.
 3. Scott, L., et al: J. Small Anim. Pract 2002; 34(11): 493-6.
 4. Data on file.

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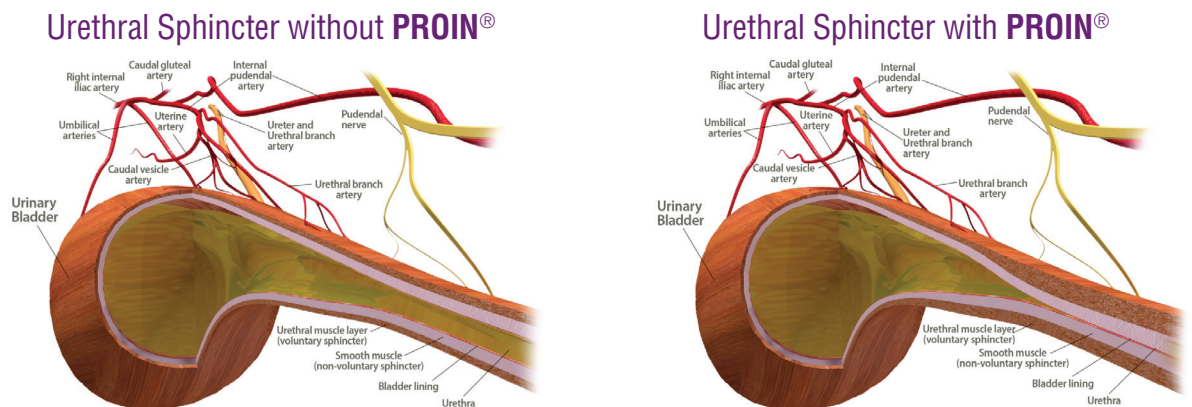
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COMPOSITION

Phenylpropanolamine hydrochloride, 25 mg; 50 mg; 75 mg scored tablets. Specially formulated with liver flavouring – taste tested on dogs.

ACTIONS

Phenylpropanolamine is a sympathomimetic which acts by direct stimulation of the α -adrenergic receptors in the smooth muscle of the internal urethral sphincter.

INDICATION

PROIN is indicated for control of urinary incontinence due to urethral sphincter hypotonus in **female and male dogs**.

CONTRAINDICATION

DO NOT USE in pregnant or lactation bitches.

PRECAUTIONS

Take care when treating animals with severe renal, hepatic insufficiencies or cardiovascular disease, diabetes mellitus, hyperadrenocorticism, glaucoma, hyperthyroidism or other metabolic diseases.

PROIN treatment may be considered at 50% of the recommended dose and then slowly increased to a level at which urinary incontinence is controlled.

ADVERSE REACTIONS

In healthy dogs side effects were not observed when up to five times the recommended dose was administered.

INTERACTIONS

Do not administer to dogs treated with non-selective monoamine oxidase inhibitors. Possible interactions should be considered when PROIN is concurrently administered with sympathomimetics, anticholinergic drugs and tricyclic antidepressants.

OVERDOSING

When overdosed phenylpropanolamine may produce excessive stimulation of the sympathetic nervous system; treatment of side effects should be symptomatic.

DOSAGE AND ADMINISTRATION

Female and male dogs 2 mg/kg b.i.d (twice a day).

PRESENTATION

Chewable tablets scored – 25 mg, 50 mg, 75 mg in packs of 60 and 180 (not all tablets or pack sizes may be marketed).

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