Dogs are impressed.

Bronchi-Shield® ORAL is making a happy vaccine experience the new normal.

Boehringer Ingelheim Vetmedica, Inc. (BIVI) is proud to show our commitment to proactive innovation with a groundbreaking product that’s redefining Bordetella vaccination one dog at a time!
Modern dog owners have high expectations.  

83% of pet owners consider their pets to be members of the family.\(^1\)

They demand specialized pet services:\(^2,3\)
- Diets
- Training
- Travel accommodations
- Daycare
- Veterinary healthcare

With vaccinations, they dislike:
- Watching their dogs wriggle in discomfort during administration
- Paying for second doses
- Waiting for weeks before boarding their pets

Fortunately, Bronchi-Shield\(^\circledR\) ORAL offers a positive healthcare experience by reimagining *Bordetella* protection.
EXPERIENCE IS THE NEW NORMAL.

With BRONCHI-SHIELD ORAL...

Modern dogs get one-and-done protection.\textsuperscript{5}

\begin{itemize}
  \item \textbf{NO INITIAL BOOSTER}\textsuperscript{7}
    \begin{itemize}
      \item One simple dose provides effective protection\textsuperscript{5}
    \end{itemize}
  \item \textbf{NO ADDITIONAL NEEDLE STICKS}
    \begin{itemize}
      \item Fewer injections over lifetime of pet compared to injectable administrations
    \end{itemize}
  \item \textbf{NO SNEEZE-BACKS OR WRESTLING}
    \begin{itemize}
      \item No pet owners worrying that dogs haven’t received enough vaccine
      \item No need to struggle with dogs during administration
    \end{itemize}
\end{itemize}

Just effective protection against \textit{Bordetella} with 1 dose\textsuperscript{5}

Modern clinics provide a happier vaccine experience.

\begin{itemize}
  \item Simplified client discussions around \textit{Bordetella} vaccination
  \item Decreased stress that can prevent owners from returning to the clinic
  \item Reduced number of injections during each visit
  \item Potential increased compliance
  \item An easier experience for all involved
\end{itemize}

“As I think the oral vaccine is probably nicer for everybody in the room.”\textsuperscript{4}

— Rebecca Ruch-Gallie, DVM, MS
Service Chief of Community Practice, Colorado State University
A modern vaccine with proven safety and efficacy.

- **Demonstrated safety** in a field trial:\(^5\)
  - No adverse events reported within the first 30 minutes following vaccination
  - Trial conducted by Richard Meadows, DVM, University of Missouri

- **Proven effective** in a challenge study:\(^7\)
  - Aerosol challenged with virulent *Bordetella bronchiseptica*

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Bronchi-Shield\(^{®}\) ORAL has been proven to protect puppies against infectious tracheobronchitis (ITB).\(^7\)

<table>
<thead>
<tr>
<th>Control dogs</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccinated dogs</td>
<td>7%</td>
</tr>
</tbody>
</table>

*The clinical case definition for ITB was defined as a dog that coughed for at least 2 days. Control dogs coughed for an average of 6 days, whereas 1 vaccinate coughed for 2 days.*
Mucosal administration offers effective protection.⁶

- 83% of veterinarians believe mucosal vaccination is the best way to protect against canine infectious respiratory disease⁸
- Mucosal vaccines provide a fast onset of immunity⁹

Mucosal vaccines have an appropriate method of action for comprehensive protection⁶

NO INITIAL BOOSTER NEEDED!

“Respiratory protection is expected to be achieved after a single dose of a live mucosal vaccine.”
— James Roth, DVM, PhD, DACVM
Professor of Veterinary Microbiology and Preventative Medicine, Iowa State University
Bronchi-Shield® ORAL protects dogs with modern lifestyles.

- Modern dogs have active lives
- Routines and environments require yearly assessment
- Evaluating patient lifestyles can help improve protection

Dogs at risk include those that:
- Enter boarding facilities or doggy daycare
- Frequent dog parks
- Have brief contact with other dogs on walks, while traveling, at the pet store, etc

BRONCHI-SHIELD ORAL lets you offer convenience and comfort at every Bordetella vaccination.

BRONCHI-SHIELD ORAL turns “OH NO!” into “OH YEAH!”
Our experienced veterinary professionals are available 24 hours a day, 7 days a week.

Just call 866-638-2226 whenever you have questions.

Deliver a happy vaccine experience while earning cash back just for purchasing quality BIVI products like BRONCHI-SHIELD ORAL.

Visit BIVIDollarsAndSense.com for more information.

When you vaccinate against Bordetella with BRONCHI-SHIELD ORAL, our vaccine guarantee goes into effect, offering protection and peace of mind to both you and your clients.

BIVI continually strives to offer innovative vaccine options that help improve the vaccine experience for everyone.
TOTSALLY COOL!

MAKE A HAPPY VACCINE EXPERIENCE THE NEW NORMAL WITH BRONCHI-SHIELD® ORAL.

NO INITIAL BOOSTER?
One simple dose provides effective protection

NO ADDITIONAL NEEDLE STICKS
Fewer injections over lifetime of pet compared to injectable vaccines

NO SNEEZE-BACKS OR WRESTLING
- No pet owners worrying that dogs haven’t received enough vaccine
- No need to struggle with dogs during administration

Mucosal administration aligns with American Animal Hospital Association guidelines for protection against Bordetella


Keep modern dogs and their owners happy with BRONCHI-SHIELD ORAL. Contact your BIVI sales representative or call 866-638-2226 today!