

A Pet Owner's Guide to Joint Health for Cats

COSEQUIN[®]
For Cats

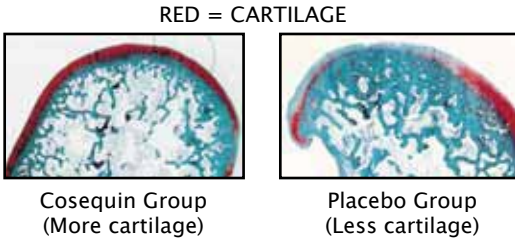


What is Cosequin®?

Cosequin is a patented, scientifically researched nutritional supplement dispensed by thousands of veterinarians to help cats maintain healthy joints. As cats 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 cat is less eager to jump to her favorite spot. While she used to prowl and chase “prey”, now she is content to rest.

Cosequin contains TRH122®* chondroitin sulfate, FCHG49®* glucosamine hydrochloride and manganese ascorbate. These ingredients have been scientifically formulated to support and maintain the health of your cat’s joints. Published clinical studies have shown that the specific combination of ingredients in Cosequin works together to maintain the structure of the cartilage in the joints while inhibiting the enzymes that break down cartilage.

It is very important to note that the published clinical 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. 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 have discovered enzymes that play a role in the process. With age, injury,

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

or over-activity, this process of breakdown can exceed the process of replacement leading to problems in the joints. These problems result in less flexibility. That's when it's time for Cosequin which maintains the cartilage structure and inhibits the enzymes that break down cartilage.

How does Cosequin® work?

The exclusive combination of TRH122® chondroitin sulfate, FCHG49® glucosamine, and manganese ascorbate in Cosequin works together to maintain the structure of your cat's joint cartilage while slowing the enzymes that break down 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 blocks the enzymes that break down cartilage. Manganese ascorbate is included to help optimize the production of cartilage components. Cosequin has been used since 1992 in animals to maintain joint health. While the ingredients have been used separately, published controlled clinical studies show the patented combination of ingredients in Cosequin is superior to using the ingredients alone. On the label, different brands appear to be the same, but unlike drugs, the ingredients in supplements are not equivalent.



Why use Cosequin in my cat?

There are not many joint support options available specifically for cats. There are some products used in dogs that are not as safe in cats. Cosequin has been shown to be safe in cats. Cosequin, a nutritional supplement, safely and effectively provides joint cartilage support while maintaining your cat's comfort level.

When should I start giving my cat Cosequin®?

Early action is always the best advice. With regular check-ups your veterinarian can talk with you about your cat's aging process. Your veterinarian may discuss weight control and the administration of Cosequin to help your cat in her senior years.

Whenever you notice limping, stiffness, or a reluctance to jump, it is important to have your cat examined by your veterinarian. Your veterinarian can advise you if Cosequin can help. When your veterinarian recommends Cosequin, the sooner it is started, the more opportunity your pet will have to respond and return to normal activity.

YOUR CAT AND COS

Have you noticed your cat's reluctance to jump up to her favorite spot or is her activity level down? Joint problems are common in older cats. Although these problems are usually not life-threatening, malfunctioning joints can greatly decrease your pet's quality of life.

The **SHOULDER** is a ball and socket joint. This is a site for "wear and tear" problems.

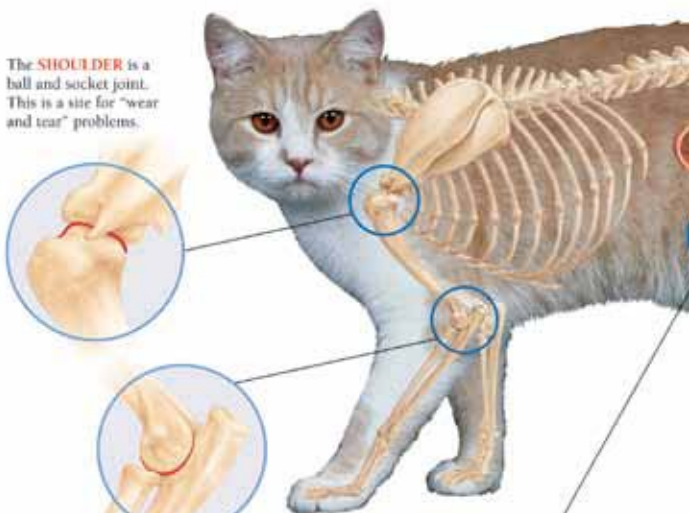


In the **ELBOW** joint, 3 bones come together on a tight "hinge" formation. Wear and tear of this joint may occur.



The **STIFLE** joint functions by having the bones and ligaments work together.

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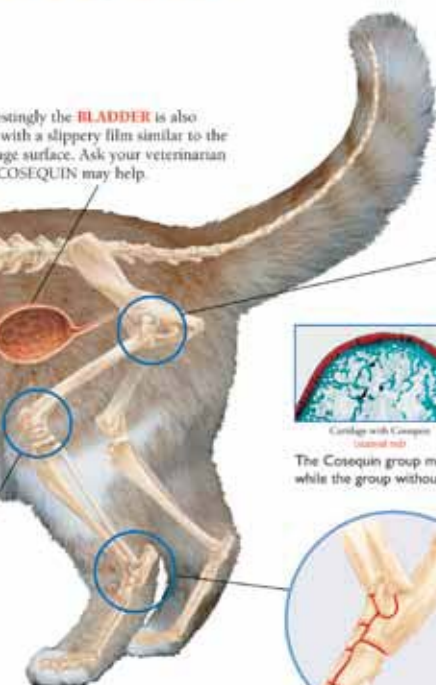


My veterinarian mentioned that Cosequin® can be used to help support the health of my cat's bladder. How does this work?

Some veterinarians also recommend Cosequin to help support urinary bladder health. The inner lining of the bladder wall is protected by a layer, which contains some of the same compounds as are found in cartilage. This layer prevents urine and the waste products contained within it from seeping into and damaging the lining. Since the chondroitin sulfate found in Cosequin is available to more than just cartilage cells, the bladder may use it to help support this protective layer.

SEQUIN®

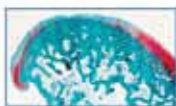
Interestingly the **BLADDER** is also covered with a slippery film similar to the joint surface. Ask your veterinarian if **COSEQUIN** may help.



The **HIP** joint is normally a tight fitting ball and socket joint. In some cats, the bones develop so that the fit is too loose. Many factors can lead to wear and tear.



Cartilage with Cosequin
(control side)



Cartilage without Cosequin
(control side)

The Cosequin group maintained near normal cartilage while the group without Cosequin deteriorated.



The **HOCK** is similar in shape and function to the human ankle joint. It is normally held tightly together by ligaments. These small bones are under stress when the animal runs and jumps.

The **KNEE** joint is similar in shape and function to the human knee. Because the bones are not shaped to fit very closely together, this joint depends a great deal on ligaments to hold the bones in place.

COSEQUIN[®]

For Cats

How long does Cosequin[®] take to work?

Since Cosequin is a supplement and provides nutrients to maintain your cat's joint health, it works more gradually than drugs. Improvement using Cosequin can range from gradual to dramatic. Following the administration schedule on the label, we recommend an initial administration period of 4-6 weeks. Some cats may show an optimal response in a shorter period of time. The long-term maintenance level is one capsule every other day. Administration may be increased at any time depending on your cat's needs.

Is Cosequin superior to other joint health supplements?

Yes. Cosequin, with its exclusive combination of high purity glucosamine, chondroitin sulfate and manganese ascorbate, is the only glucosamine/chondroitin sulfate supplement that has been shown safe, effective, and bioavailable in peer-reviewed, published, controlled, U.S. veterinary studies. Chondroitin sulfate is a large molecule that is difficult to absorb. Low molecular weight chondroitin sulfate found in Cosequin has been studied for absorption. Low molecular weight means the particle size of the molecule is smaller and more easily absorbed by the digestive system than other less pure forms of chondroitin sulfate. While this highly pure form of chondroitin sulfate is more expensive, it is the only chondroitin sulfate supported by published, controlled U.S. clinical studies for efficacy, safety and absorption.

Cosequin is manufactured in the United States by Nutramax Laboratories, Inc. following manufacturing standards adopted by the pharmaceutical industry. Each batch of Cosequin is subjected to stringent quality control measures and meets label claim. However, a number of reports including a study published in the Journal of the American Nutraceutical Association showed that up to approximately 80% of glucosamine/chondroitin sulfate brands did not meet their own label claim.

Are there any side effects?

Cosequin® offers unparalleled safety. A safety study in cats demonstrated no adverse effects of Cosequin administration on blood work parameters, including complete blood count, biochemical and clotting values. Some cats may experience a mild gastrointestinal upset such as may occur when switching foods, but this usually will resolve itself.

How is Cosequin administered?

Cosequin Capsules for Cats contain a flavored powder. The capsule can be opened and contents mixed with or sprinkled over the food. The capsule may instead be “pilled” if more convenient followed by food or water.

RECOMMENDATION as a supplement for cats:

Initial Period—4 to 6 weeks

Under 10 lbs.—1 capsule sprinkled on food daily

Over 10 lbs.—2 capsules sprinkled on food daily

Once desired response is obtained, capsules may be administered every other day to maintain your cat. Number of capsules administered may be increased at any time depending on your cat's needs.

If your cat eats dry food, the food may be moistened with a small amount of water so that the powder sticks. Alternatively, the contents of the capsules may be mixed with a small amount (i.e., tablespoon) of wet or moist food to ensure your cat eats the entire amount.



This product is in a capsule to ensure an accurate amount is administered to your cat.

Capsules may be given once or twice a day depending on your cat's feeding schedule.

Cosequin DS is available for dogs in tasty chewable tablets.



COSEQUIN® FOR CATS

Cosequin is available in a specially formulated natural chicken & tuna flavored sprinkle capsule for cats.

Cosequin® Also Available for Dogs



TIPS FROM THE FDA FOR CONSUMERS ABOUT NUTRITIONAL SUPPLEMENTS

For more information on tips for choosing supplements, go to FDA web site, <http://www.cfsan.fda.gov/~dms/ds-savvy.html>

Nutramax Laboratories, Inc. has Customer Service Representatives to assist you. Please call 1-888-886-6442 between the hours of 8:30 A.M. and 5:00 P.M., Eastern time.

COSEQUIN®

For more information and special offers visit Cosequin.com

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▼Source: Survey conducted in November 2009 of small animal veterinarians who recommended oral joint health supplements.