



What veterinarians are saying about Lysinex:

"After prescribing Lysinex to many cats at our hospital, I found it effective and palatable.

Owners are very happy with the results, but more important, their cat's quality of life is that much better. I highly recommend this product."

- Michael S, DVM, Port Jefferson, NY

"I had tried an oral gel and a mini-treats lysine supplement for our own rescue kitten with chronic upper respiratory symptoms. The gel turned into a huge chase scene, and getting him to eat enough of the mini-treats each day was becoming a challenge. Enter Lysinex and problem solved. He eats the 1 chew dose per day readily and our kitchen counters are clean of all the discharge. Thank you Bock and Lysinex."

- Allen G, DVM, Chicago, IL

Lysinex Makes Herpes Treatment a Treat!

- ✓ **Once A Day**
- ✓ **Safe & Effective**
- ✓ **The Right Dose Every Time**
- ✓ **100% Satisfaction Guaranteed**
- ✓ **Available Exclusively From Your Veterinarian**

To learn more about Lysinex and our other products, visit www.bockvetpharma.com or call us at **1-877-699-2155**.



Sources:

1. Burton GG: Feline Herpes Dermatitis. Australian College of Veterinary Scientists Dermatology Chapter Science Proceedings 2007, Gold Coast.
2. Maggs DJ, et al. Evaluation of serologic and viral detection methods for diagnosing feline herpesvirus-1 infection in cats with acute upper respiratory tract or chronic ocular disease. J Am Vet Med Assoc. Feb 1999; 214(4):502-7.
3. Gaskell RM, Povey RC. Experimental induction of feline viral rhinotracheitis re-excretion in FVR-recovered cats. Veterinary Records, February 1977;100(7):128-33.
4. Stiles J, Townsend WM, Rogers QR, Krohne SG. Effect of oral administration of L-lysine on conjunctivitis caused by feline herpesvirus in cats. American Journal of Veterinary Research, January 2002, 63(1):99-103.



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LYS-BRC-001

Feline Herpes

And Your Cat



tearing
sniffing
sneezing
squinting

Lysinex®

My Cat Has Herpes?

Understanding Feline Herpes Virus

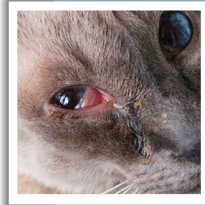
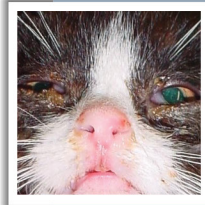
Feline Herpesvirus-1 (FHV-1) is the most common cause of upper respiratory infections in cats and is a proven cause of ulcerative dermatitis¹. It is a species-specific virus that affects only cats and is easily transmitted from cat to cat through oral, nasal or ocular secretions. As a member of the Herpesviridae family of viruses, FHV-1 it has the unique ability to “stick around” following the initial infection, remaining in the body in an inactive or latent state. This latent virus has the potential to reactivate at any time and cause recurrent disease, potentially impacting the cat throughout its lifetime.

FHV-1 Facts

- ◆ Up to 97% of cats show evidence of exposure to FHV-1²
- ◆ 82% of those cats remain latently infected, never clearing the virus³
- ◆ Latently infected cats can be asymptomatic or develop recurrent illness
- ◆ Environmental or health stressors may trigger herpes recurrence



Signs of Feline Herpes in your cat may include:



- Sneezing
- Sniffing
- Congestion
- Squinting
- Runny eyes
- Nasal discharge
- Less social, hiding
- Decreased appetite
- Raised third eyelid
- Sores or crusts on face and nose
- Oral inflammation
- Ulcers on lips

STRESSORS MAY INCLUDE:

Rehousing, illness, boarding, multiple pets, household changes, pregnancy, breeding and/or certain medications

How Can I Tell?

Recognizing The Clinical Signs

Although feline herpes infections are easily recognized in kittens, adult flare-ups can be more difficult to diagnose, often appearing similar to allergies or other causes of upper respiratory disease.

If your cat has any of the above signs, talk to your veterinarian about feline herpes at your next visit.

What Can I Do?

The Lysinex® Difference

Lysinex® is an innovative easy chew designed to aid in the management of feline herpes. It contains the full-recommended therapeutic dose of lysine in one 500mg daily chew¹. The lysine in Lysinex safely suppresses the herpes virus and results in an improvement in the clinical signs of disease⁴.

At Bock Vet Pharma, Compliance Made Easy™ is the cornerstone of our company's mission. Cats come running for our easy chews, and our patented IntegriDose® system guarantees your cat gets the right dose every time. No more fighting over powders or messy gels; no struggling to give multiple doses of lysine a day. Make herpes treatment a treat with Lysinex.

Recommended Dosing

Give 1 Lysinex daily for a minimum of 2 weeks. Treatment should always continue for a full week past resolution of clinical signs. If there is no improvement in 3 weeks, contact your veterinarian. Persistent clinical signs can indicate unresolved stressors, other causes of upper respiratory disease or the presence of irreversible nasal or ocular changes.

Lysinex can be safely administered for as long as necessary. Your veterinarian may recommend alternate dosing in specific cases. Lysinex can be dissolved in milk replacer for kittens.

Compliance Made Easy™