

***Urinary incontinence can  
test even the strongest  
pet-owner bond...***



**Propalin™**

# Pressing Problem, Growing Need

## More than 20% of spayed females are affected.<sup>1</sup>

Both male and female dogs can be affected by urinary incontinence.

Mid to large-sized breeds are more prone to urinary incontinence.<sup>1</sup>

Number of cases is likely to increase

- Growing number of older dogs
- Advances in geriatric veterinary care
- Significant amount of time pets spend indoors

## Urethral Sphincter Mechanism Incompetence is diagnosed in:

- **81%** of incontinent adult females<sup>2</sup>
- **57%** of all dogs with involuntary urine loss<sup>2</sup>

USMI is the most commonly diagnosed cause of urinary incontinence.

# Propalin™

(Phenylpropanolamine)

**A new approved veterinary product to safely and effectively manage urinary incontinence... and preserve the pet-owner bond**

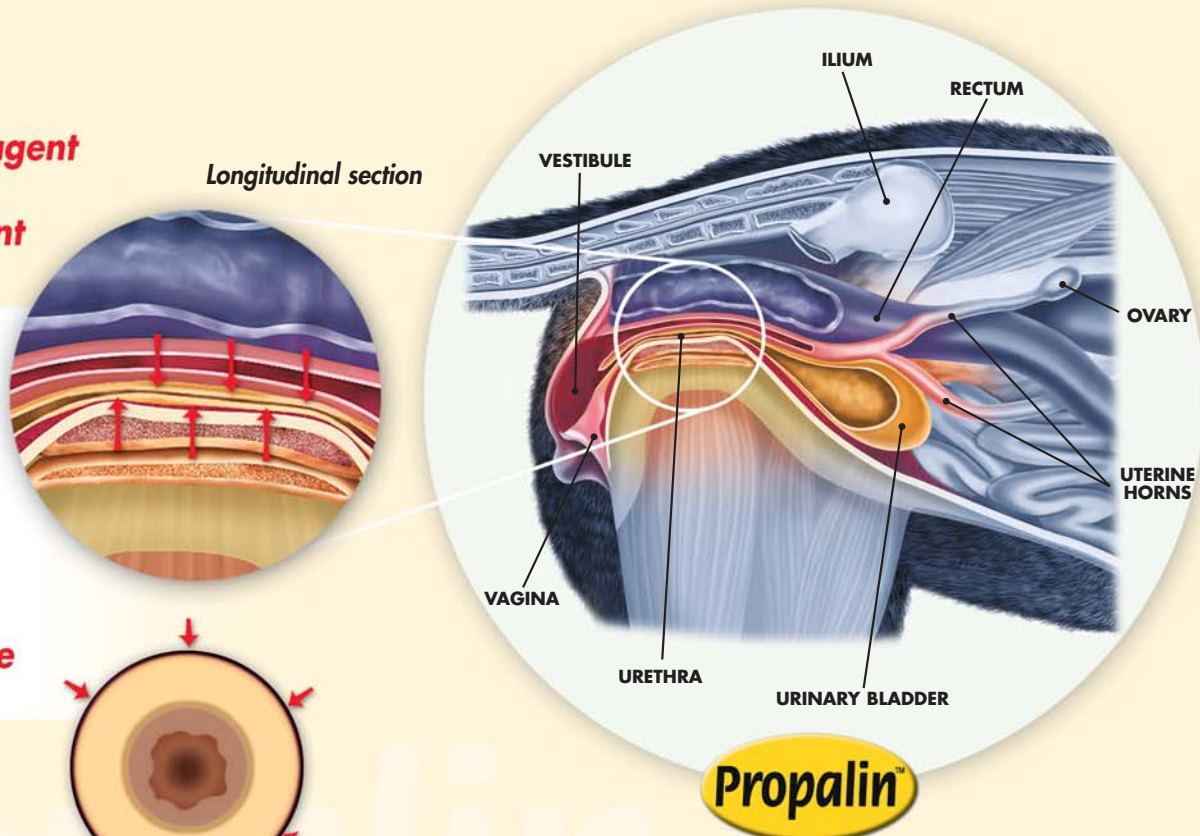
▶ **Sympathomimetic agent**

▶ **Non-hormonal agent**

▶ **Stimulates the alpha adrenergic receptors of the urethral muscle<sup>3</sup>**

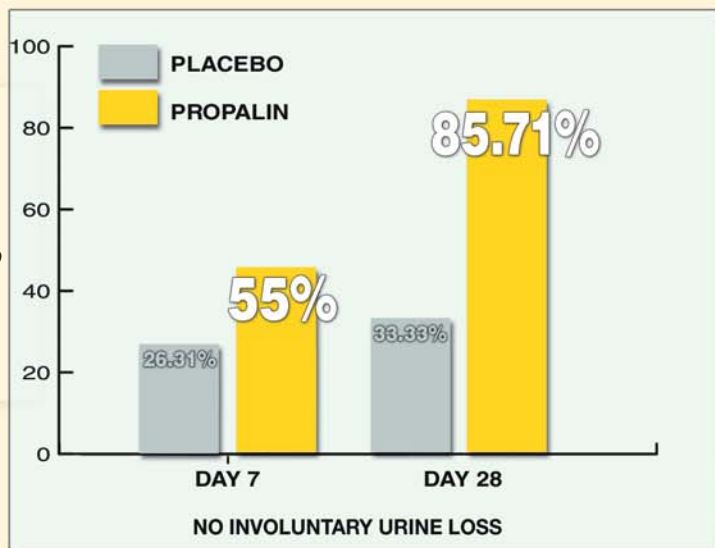
▶ **Increases sphincter tone and alleviates urinary incontinence**

Cross section of the urethra



**Directly targets the urethral smooth muscle**  
**DIRECT ACTION = FAST ACTION**

## Short Response Time, High Success Rate



In a placebo controlled trial, significant improvement was already evident on day 7, with more than half the test subjects (55%) being reported as experiencing "no unconscious micturition." By day 28, that percentage had risen to over 85%.<sup>6</sup>

## Rapid onset

- ▶ Well absorbed following oral administration
- ▶ Maximal plasma concentration: **1 to 2 hours**
- ▶ Rapid improvement, usually **within the first week**<sup>4</sup>

## Superior efficacy

- ▶ Proven effective in controlled clinical trials
- ▶ Improvement maintained over time<sup>5</sup>
- ▶ Successful history of managing urinary incontinence in the U.K.

## Proven safety

- ▶ Adverse effects reported in clinical trials were "infrequent, mild and transient, and required no specific treatment"<sup>5</sup>
- ▶ No statistically significant difference in the incidence of adverse reactions between the test and placebo groups<sup>6</sup>
- ▶ Safe for long-term use<sup>5</sup>

## Easy to administer Two convenient dosage forms

- Tasty chewable tablets
- Rapidly metabolized following oral administration
- Conveniently scored
- Easier to administer than capsules

- Rapidly metabolized following oral administration
- Dropper bottle for precise dosing
- Palatable liquid - easy for owner to add to dog's food
- Ideal for small dogs



## Proven safe and effective in controlled clinical studies<sup>5,6</sup>

- Positive response in 9 out of 10 dogs
- Backed by seven years of monitoring
- Rapid improvement within a matter of days

## Well tolerated<sup>4</sup>

- Side effects rare and transient<sup>5</sup>
- Safe for long-term use<sup>5</sup>
- Non-hormonal active ingredient

## Propalin Administration Guide

- ▶ Preserves pet-owner bond
- ▶ Helps to save otherwise healthy animals from premature euthanasia
- ▶ High level of satisfaction among owners<sup>7</sup>

**Dosage:** 3 mg/kg/day  
1.5 mg/kg b.i.d.  
1.0 mg/kg t.i.d.

**Administration:** *Propalin Syrup provides the most accurate dosing for small dogs, while chewable tablets offer a suitable and convenient form for larger dogs.*

BODY WEIGHT	25 MG TABLET	50 MG TABLET	75 MG TABLET	SYRUP
5 kg	—	—	—	0.15 ml b.i.d.
10 kg	1/2 tablet b.i.d.	—	—	0.30 ml b.i.d.
15 kg	1 tablet b.i.d.	1/2 tablet b.i.d.	—	0.50 ml b.i.d.
20 kg	1 tablet b.i.d.	1/2 tablet b.i.d.	—	0.60 ml b.i.d.
25 kg	1 1/2 tablets b.i.d.	1 tablet b.i.d.	—	0.80 ml b.i.d.
30 kg	2 tablets b.i.d.	1 tablet b.i.d.	—	0.90 ml b.i.d.
35 kg	—	1 tablet b.i.d.	—	1.10 ml b.i.d.
40 kg	—	1 1/2 tablets b.i.d.	1 tablet b.i.d.	1.20 ml b.i.d.
45 kg	—	1 1/2 tablets b.i.d.	1 tablet b.i.d.	1.40 ml b.i.d.
50 kg	—	1 1/2 tablets b.i.d.	1 tablet b.i.d.	1.50 ml b.i.d.
55 kg	—	2 tablets b.i.d.	1 1/4 tablets b.i.d.	1.70 ml b.i.d.
60 kg	—	2 tablets b.i.d.	1 1/2 tablets b.i.d.	1.80 ml b.i.d.

The above is provided as a convenient reference chart. Please refer to the label for full dosing details.



PRODUCT	Size	UPC
PROPALIN 25 mg	60 tablets	Single Unit: 0 30521 03530 4 Dozen Box: 0 30521 33530 5
PROPALIN 50 mg	60 tablets	Single Unit: 0 30521 03532 8 Dozen Box: 0 30521 33532 9
PROPALIN 50 mg	180 tablets	Single Unit: 0 30521 03534 2 Dozen Box: 0 30521 33534 3
PROPALIN 75 mg	60 tablets	Single Unit: 0 30521 03533 5 Dozen Box: 0 30521 33533 6
PROPALIN 50 mg	30 ml syrup	Single Unit: 0 30521 03536 6
PROPALIN 50 mg	100 ml syrup	Single Unit: 0 30521 03538 0

1. Arnold, S., Arnold, P., Hubler, M., Casal, M., Rusch, P. Urinary incontinence in spayed bitches: prevalence and breed predisposition. *Schweiz Arch Tierheilk* 1989; 131:259-263.
2. Holt P.E. (1990) Urinary incontinence in dogs and cats. *Vet. Rec.* 127, 347-350.
3. Richter, P.R. and Ling, G.V. (1985) Clinical response and urethral pressure profile changes after phenylpropranolamine in dogs with primary sphincter incompetence. *Journal of the American Veterinary Medical Association* 187, 605-611.
4. Propalin: Product Profile, 11/11/99.
5. Leddy, M.C., Weaver, J. and Eytell-Burton, C. Long-term study of phenylpropranolamine in the control of urinary incontinence in the bitch.
6. Scott L. (2002) Evaluation of the clinical efficacy of phenylpropranolamine in a placebo controlled trial in the control of urinary incontinence in the bitch. *Journal of Small Animal Practice* 43, 493-496.
7. Internal market survey.

## Propalin™

Regaining control,  
restoring harmony

 **Vétoquinol**  
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