

CONGRATULATIONS ON YOUR NEW VETERINARY PRACTICE!

As a trusted partner of veterinarians, Elanco knows that opening a new practice is a challenge and we want to help by offering you a big discount on your first order.

Please contact your Elanco Sales Representative to see if you qualify for the Elanco New Practice Program. We want to assist you in stocking your new practice with the products that will help you provide the best options for the animals in your care.

Please check all that apply:

- Licensed Veterinarian
- Existing practice with a new build
- Building a new hospital
- Opening a satellite clinic at a new address
- Complete ownership change
- Practice operates at a fixed business address
- Existing practice expanding into treatment of pets
- Not owned by a multi-practice corporate entity
- Practice has been open less than 180 days



Take the following steps to ensure your new practice savings:

1. Contact your Elanco Sales Representative to confirm your eligibility
2. Complete the application for a new account with Elanco:
<https://secure.inetcreditexchange.com/viewform/elanco>
3. Work with your Elanco Sales Representative to complete the New Practice Program order

PLACE A NEW PRACTICE PROGRAM ORDER AND RECEIVE FREE GOODS FROM ELANCO

Products	Limits
 <p>For complete directions for use and safety information see product label.</p>              	<p>Max of 2 free cartons per SKU*</p> <p>*Match free goods to purchased goods</p>
                   <p>Before using Bexacat, it is important to read the entire package insert including the boxed warning.</p>  <p>Before using Zenrelia, it is important to read the entire package insert including the boxed warning.</p>	<p>Max of \$2,500 in free goods* (mix/match)</p> <p>*Match free goods to purchased goods</p>
    	<p>Max of 500 free doses* (mix/match)</p> <p>*Match free goods to purchased goods</p>

BEXACAT INDICATION:

Bexacat is indicated to improve glycemic control in otherwise healthy cats with diabetes mellitus not previously treated with insulin.

BEXACAT IMPORTANT SAFETY INFORMATION:

Before using Bexacat, you must read the entire package insert, including the boxed warning. Call 1-888-545-5973 or visit <https://www.elancolabels.com/us/bexacat> for complete safety information.

Cats treated with Bexacat may be at an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis, both of which may result in death. Development of these conditions should be treated promptly, including insulin administration and discontinuation of Bexacat. Do not use Bexacat in cats with diabetes mellitus who have previously been treated with insulin, who are receiving insulin, or in cats with insulin-dependent diabetes mellitus. The use of Bexacat in cats with insulin-dependent diabetes mellitus, or the withdrawal of insulin and initiation of Bexacat, is associated with an increased risk of diabetic ketoacidosis or euglycemic diabetic ketoacidosis and death. Sudden onset of hyporexia/anorexia, lethargy, dehydration, diarrhea that is unresponsive to conventional therapy, or weight loss in cats receiving Bexacat should prompt immediate discontinuation of Bexacat and assessment for diabetic ketoacidosis, regardless of blood glucose level. Bexacat should not be initiated in cats with pancreatitis, anorexia, dehydration, or lethargy at the time of diagnosis of diabetes mellitus, as it may indicate the presence of other concurrent disease and increase the risk of diabetic ketoacidosis. Due to risk of severe adverse reactions, do not use Bexacat in cats with evidence of hepatic disease or reduced renal function. Consult a physician in case of accidental ingestion by humans.

ZENRELIA INDICATION:

Zenrelia is indicated for control of pruritus associated with allergic dermatitis and control of atopic dermatitis in dogs at least 12 months of age.

ZENRELIA IMPORTANT SAFETY INFORMATION:

Read the entire package insert before using this drug, including the Boxed Warning. For Full prescribing information call 1-888-545-5973 or visit www.elancolabels.com/us/zenrelia

WARNING: INADEQUATE IMMUNE RESPONSE TO VACCINES. Based on results of the vaccine response study, dogs receiving Zenrelia are at risk of an inadequate immune response to vaccines. Discontinue Zenrelia for at least 28 days to 3 months prior to vaccination and withhold Zenrelia for at least 28 days after vaccination. Dogs should be up to date on vaccinations prior to starting Zenrelia. Do not use in dogs less than 12 months old or dogs with a serious infection. Monitor dogs for infections because Zenrelia may increase susceptibility to infections, including adenoviral hepatitis and pancreatitis. Neoplastic conditions (benign and malignant) were observed during clinical studies. Consider the risks and benefits of treatment in dogs with a history of recurrence of these conditions. The most common adverse reactions were vomiting, diarrhea and lethargy. Zenrelia has not been evaluated in breeding, pregnant, or lactating dogs and concurrent use with glucocorticoids, cyclosporine, or other systemic immunosuppressive agents has not been tested. For full prescribing information see package insert.

PLEASE SEE TERMS AND CONDITIONS ON THE NEXT PAGE





NEW PRACTICE PROGRAM TERMS & CONDITIONS

- "New Practice" refers to a small/mixed animal practice, with a brick-and-mortar location employing licensed, practicing veterinarians in a bona-fide veterinarian-client patient relationship (VCPR), that has submitted a new account request with Elanco and been approved by Elanco as a new practice within one hundred and eighty (180) days of the practice opening. A New Practice does not include practices owned by a multi-practice corporate entity.
- This offer is open to veterinary clinics, practices, and hospitals in the US only.
- A single Elanco New Practice Program order must be placed directly with their Elanco Sales Representative; an authorized distribution agent must be identified with the order.
- Any orders placed directly with an authorized distribution agent will not be considered an Elanco New Practice Program order and will not be eligible for free goods.
- The Elanco New Practice Program order must be placed within 180 days of practice opening.
- Required minimum purchase of \$5,000 at list price; no maximum limit for purchased goods.
- Elanco will match free goods to purchased goods, with the following limits – Category 1: Match free goods to purchased goods; max of 2 free cartons per SKU, Category 2: Match free goods to purchased goods; max of \$2,500 in free goods (mix/match), Category 3: Match free goods to purchased goods; max of 500 free doses (mix/match).
- Any purchased goods shipped by Elanco will have payment terms of net due 30 days.
- Return of product purchased in association with the New Practice Program are subject to Elanco's approval.
- Elanco, at its sole discretion, reserves the right to modify or terminate this offer at any time.

Advantage, advantus, Advantage Multi, Atopica, Bexacot, Cheristin, Claro, Comfortis Credelio, Credelio Quattro, Deramaxx, Droncit, Frontal Plus, Elura, Entyce, Galliprant, Interceptor, K9 Advantix, Milbemite, Onsiar, Percorten, Profender, quailin, Rabvac, Suralan, Seresto, Trifexis, TruCan, TruFel, UltraNasal, Varenzin, Veraflox, Zenrelia, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. Baytril is sold by Elanco or its affiliates and is not a Bayer product. The Baytril trademark is owned by Bayer and is used under license. © 2026 Elanco or its affiliates. PM-US-25-2016

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