



## Calculate Your Horse's Risk of Equine Influenza

*Zoetis™ app helps horse owners assess danger of financial loss*

FLORHAM PARK, N.J., Oct. 11, 2013 — Trips to shows, training sessions and other events will put horses to the test this fall and winter. Zoetis has developed an app for mobile devices that lets horse owners assess environmental risks that can compromise horse health, costing time and money.

The app prompts users for the approximate cost of vaccination, as well as the potential cost of treatment and the number of days off training in the case of an equine influenza infection. Using this information, the app calculates individual risk based on economic and environmental factors of each horse owner. The Equine Influenza Calculator app is available for free in the Apple® [App Store®](#).

The app can help horse owners determine the economic risk for equine influenza virus (EIV), which causes one of the most common respiratory diseases in horses. This contagious disease can cause fever, coughing and nasal discharge, and it can spread rapidly to other horses.<sup>1</sup> The financial risk of an EIV infection for each horse can reach up to \$885 for diagnostics, treatment and days of missed training.\*

Risk increases with very young or geriatric horses, as well as horses that are exposed to unfamiliar horses. That is why it is important for horse owners to determine the risk level of each horse and vaccinate accordingly against EIV. Proper vaccination can help protect horses from infection and help horse owners avoid financial loss.

The American Association of Equine Practitioners (AAEP) recommends that at-risk horses be vaccinated every six months.<sup>2</sup> At-risk horses include those that are less than 6 years of age and those that are geriatric, as well as horses that may be frequently exposed to EIV at shows, trail rides or other events. For at-risk horses that are not vaccinated, the risk of contracting EIV can leap to 93.2%.\*\*

The best way to help protect your horse against the risk of EIV is to vaccinate before exposure. The FLUVAC INNOVATOR<sup>®</sup> line of vaccines helps deliver demonstrated protection against circulating contemporary EIV strains. Vaccination aids in the prevention of equine influenza due to Type A<sub>2</sub> equine influenza viruses. FLUVAC INNOVATOR vaccines can also help prevent equine rhinopneumonitis due to equine herpesvirus (EHV) Types 1 and 4; equine encephalomyelitis due to Eastern, Western and Venezuelan encephalomyelitis viruses; and tetanus. They are also the only vaccines shown to help prevent clinical disease in 100% of vaccinated horses following EIV OH '03 challenge.<sup>3</sup>

To ensure peace of mind, the FLUVAC INNOVATOR vaccines also are covered by the Equine Immunization Support Guarantee from Zoetis.<sup>†</sup> This guarantee provides up to \$5,000 for reasonable diagnostic and treatment costs if a horse properly vaccinated by a veterinarian contracts the corresponding equine disease.

Equine enthusiasts can learn more by visiting [zoetisUS.com](http://zoetisUS.com). Check out our free horse owner app at [zoetisUS.com/EQStable](http://zoetisUS.com/EQStable). Follow us on Facebook<sup>®</sup> at [Facebook.com/EQStable](https://www.facebook.com/EQStable) and on Pinterest<sup>®</sup> at [pinterest.com/EQStable](http://pinterest.com/EQStable).

### **About Zoetis**

[Zoetis](http://zoetis.com) (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2012, the company generated annual revenues of \$4.3 billion. With approximately 9,300 employees worldwide at the beginning of 2013, Zoetis has a local presence in approximately 70 countries, including 29 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information on the company, visit [www.zoetisUS.com](http://www.zoetisUS.com).

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibition Service and the American Veterinary Medical Association of the mobile educational exhibit *Animal Connections: Our Journey Together*. Families visiting the exhibit will explore the vast bonds between people

and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit <http://www.zoetis.com/animal-connections-tour/>.

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†This guarantee does not apply to, and Zoetis shall not be liable for, any (x) damages caused as a result of the improper handling, misuse or abuse of the vaccines that are the subject of this guarantee, or the willful misconduct or negligence of any third party, or (y) any indirect, punitive, special, incidental or consequential damages. Zoetis reserves the right to modify or cancel the terms and conditions of this guarantee.

\* These costs are based on diagnostics, treatment and days of missed training based on the probability of mild, moderate or severe influenza in an unvaccinated horse.

\*\* Results from this model are based on outcomes and mean summaries from research trials<sup>4-6</sup> and include manual inputs of market prices and other variables to customize this report. Results will vary, and printouts generated from this model should not be construed as a guarantee of an outcome.

<sup>1</sup> TheHorse.com. Equine Influenza Vaccine Protocols: Boosters are best. Available at: <http://www.thehorse.com/articles/25042/equine-influenza-vaccine-protocols-boosters-are-best>. Accessed May 17, 2013.

<sup>2</sup> American Association of Equine Practitioners. Equine Influenza. Available at: [http://www.aaep.org/equine\\_influenza.htm](http://www.aaep.org/equine_influenza.htm). Accessed May 20, 2013.

<sup>3</sup> Data on file, Study Report No. B671-08-004.R, Zoetis Inc.

<sup>4</sup> Fretz PB, Babiuk LA, McLaughlin B. Equine respiratory disease on the Western Canadian racetracks. *Can Vet J* 1979;20(2):58-61.

<sup>5</sup> Manley L, Caceres P. Retrospective cohort study of an equine influenza outbreak in the Chilean army in the metropolitan region of Santiago during 2006, in *Proceedings*. 12th Symposium of the International Society for Veterinary Epidemiology and Economics, Durban, South Africa 2009:64.

<sup>6</sup> Sugita S, Oki H, Hasegawa T, Ishida N. Estimation models for the morbidity of the horses infected with influenza virus. *J Equine Sci* 2008;19(3):63-66.

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