



Animal Health

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Pfizer Encourages Families to Bring Their Dogs To This Year's Holiday Celebration

NEW YORK, November 18, 2009 – Pfizer Animal Health wants families to talk with one another about bringing the family dog along when they travel to their Thanksgiving-to-New Year's celebrations.

For most people, the holidays are a time of joy and celebration. But some people feel guilty or sad about leaving their dog behind because they consider their dog part of the family.

"In addition, this year, many families are experiencing tough economic times," said Amy Trettien, DVM, Veterinary Operations, Pfizer Animal Health. "The unconditional love from your family dog can go a long way toward helping your entire family manage that extra stress."

To help families talk about including their dog in their family holiday, Pfizer Animal Health has prepared seven simple [tips](#), and is encouraging family dialogue at a new holiday Twitter feed, www.Twitter.com/DogOnBoard.

But some families who want to include their dog in holiday travel can't because many dogs get carsick when they travel. According to Pfizer Animal Health

research, one in six dogs – an estimated 7.2 million – will suffer from vomiting caused by motion sickness.

Which is why Pfizer Animal Health is encouraging dog owners to also talk with their veterinarians about canine motion sickness.

Since Pfizer Animal Health's CERENIA® (maropitant citrate) was FDA-approved in 2007 to prevent vomiting caused by motion sickness and acute vomiting, thousands of families have been able to get on the road with their dogs, increasing the quality time spent with their dog.

"Pfizer Animal Health wants more families to find the peace and joy of a relationship with their dog, especially during this holiday season," Dr. Trettien said.

About CERENIA

CERENIA is available by prescription only from veterinarians and is available in an easy-to-give, once-daily tablet that will not cause sedation. In the past, canine motion sickness has been treated with a variety of products designed for people, often with a sedating effect. Because CERENIA does not cause drowsiness, dogs will be alert during and upon arrival at family holiday gatherings, making family holiday travel this year a more positive experience.

CERENIA works to prevent vomiting due to motion sickness as well as treat and prevent acute vomiting. CERENIA is recommended for dogs 16 weeks and older. The common side effects seen with CERENIA are excessive drooling, lethargy and vomiting not due to motion sickness. For more information, read the full [prescribing information](#) or visit www.CERENIA.com.

About Pfizer Animal Health

Pfizer Animal Health, a business of Pfizer Inc (NYSE: PFE), is a world leader in discovering and developing innovative animal prescription medicines and vaccines, investing an estimated \$300 million annually. For more information on how Pfizer Animal Health helps dogs and cats live longer, healthier lives, visit www.PfizerAnimalHealth.com.

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BRING YOUR DOG TO THIS YEAR'S FAMILY HOLIDAY CELEBRATION

- 1. Start the conversation.** Ask the host of your family holiday celebration if you can bring your dog. Be sure to check if other guests may be bringing pets or are allergic to animals.
- 2. Reassure your host that you have a plan to manage your dog's holiday visit.** Review the American Veterinary Medical Association tips on [Traveling with Your Pet](#).
- 3. Help make your dog – and your host – comfy.** Your dog may need a break from playtime. Think about bringing a gate, crate, or comfortable bed. If using your host's backyard, be sure the area is properly fenced and secure.
- 4. Bring on the Food!** But make sure it's your dog's own food. Review the American Kennel Club's [holiday safety tips](#) as certain food or plants your dog might find during the holidays can be harmful.
- 5. Be responsible.** Some relatives or friends may not be comfortable around your dog. Keep an eye on your dog to ensure your dog's interactions with others stay positive. Some children may not know how to safely play with your dog.
- 6. Before you travel, talk with your veterinarian.** Make sure your dog's vaccines, paperwork and dog tags are up-to-date. Be sure to ask about flea control, heartworm prevention, and canine motion sickness medication – like CERENIA™ that is non-sedating and easy-to-administer when traveling this holiday season.
- 7. Share your experience with others.** Go to www.Twitter/DogOnBoard to share thoughts on how you and your dog enjoyed this year's family holiday celebration.