



**tru**

**Elanco**

# Introducing **TruCan™** and **TruFel.™**

Innovative vaccines for happier wellness visits



# Happy pets, **happy vets.**



We are all in this industry for one thing — to improve the lives of pets and make them (and their owners) happy. Now you can make happier wellness visits a reality with Tru vaccines.





# Easier on **everyone.**

Now vaccine innovations can make your job — and pets' visits — more enjoyable.

With our simple packaging, you can identify the right vaccines quickly. Many convenient combinations and fewer needle sticks support a Fear Free® experience. And with highly purified ½ mL volumes, vaccines are easier for you to administer and for pets to receive.



# New name. New look. Same trusted vaccines.

Elanco's pet vaccines are now TruCan™ and TruFel™. Here's how that benefits your practice:



### Same purity and safety

No changes to Elanco's trusted formulations.



### Intuitive names

Simplified product names make your job easier.



### Easy-ID packaging

Find the vaccine you need at a glance.

### NAMES TO KNOW



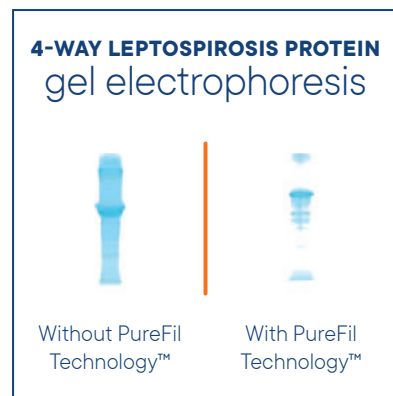
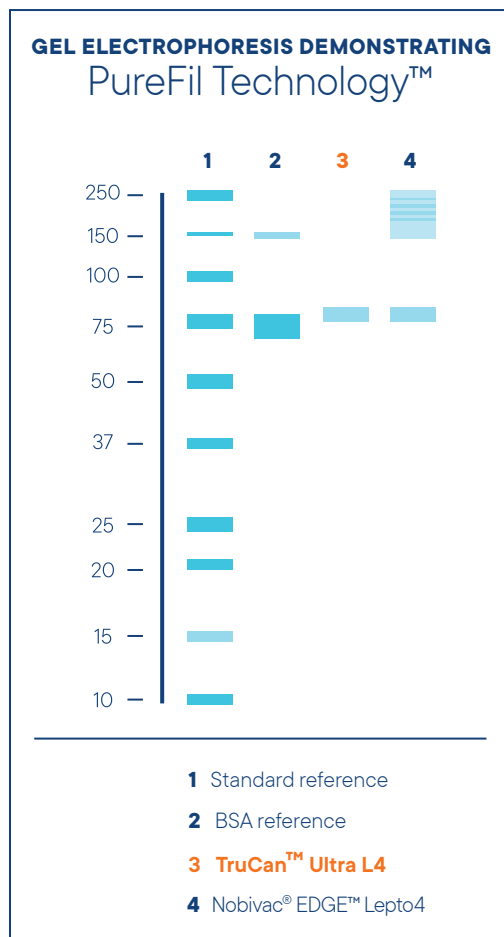
TruCan™ Ultra leptospirosis vaccines

# Good clean fun

With TruCan™ Ultra leptospirosis vaccines, dogs can continue being dogs, even on the same day as their veterinarian visits.

## Redefining vaccination with PureFil Technology™

Our exclusive process for creating our highly purified ½ mL Ultra line of vaccines **reduces proteins by up to 75%.**



## Pure comfort. Proven safe.

TruCan™ Ultra leptospirosis vaccines have been demonstrated safe in extensive real-world safety studies.<sup>1</sup>

- In a field trial of 15,000 doses of TruCan™ Ultra L4, only six adverse events were reported.<sup>1</sup> All reported adverse events were those typically seen in a vaccine trial.\*
- In a field safety study, 96.3% of dogs had no reported adverse events after vaccination with two doses of TruCan™ Ultra DAP+CL4.<sup>2</sup> All reactions were mild and transient and required no medical treatment.<sup>2</sup>

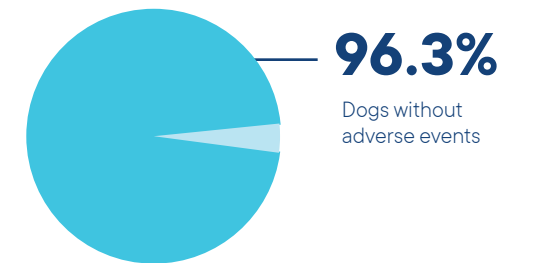
**FIELD TRIAL**

**15,000** doses

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**6** adverse events

**SAFETY STUDY**



\*All dogs received more than one vaccine or medication. Clinics were asked to report any abnormal observation using their normal protocols. Reactions included two site swellings, three allergic reactions/hive cases and one case of anorexia/nausea.





## TruCan™ Lyme vaccines

# Fewer positive results, more positivity.

See fewer blue dots with TruCan™ Lyme.

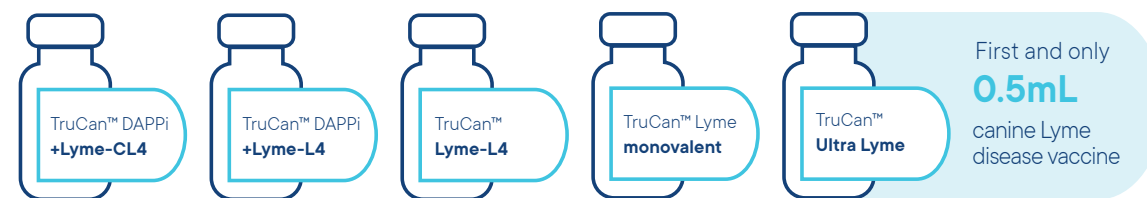
- The **only** Lyme vaccine that comes in convenient combinations
- The **only** leptospirosis/Lyme combination vaccine in the market
- The **only** vaccine with an impressive 92.2% efficacy against natural infection in a highly endemic area<sup>3</sup> **and** 100% efficacy in a laboratory study<sup>4</sup>

**(92.2% efficacy)** in highly endemic area **100% efficacy** in a laboratory study

- Contains more major types of outer-surface proteins (Osps) — including OspA, OspB, OspC and many others — than Zoetis Vanguard® crLyme<sup>5,6</sup>

## Flexible options = fewer needle sticks

That means a more comfortable experience for pets.



# Vaccines simplified. Happiness guaranteed.

We believe that providing an easier experience for you helps provide a happier clinic experience for pets. That's why we've made our product packaging and names easier to understand, and created innovations to make pets more comfortable.



## Science behind the smile

- Exclusive process for creating our highly purified ½ mL ULTRA line of vaccines
- Designed to reduce vaccination reactions associated with unwanted protein and debris

## Half the volume, twice the comfort

- Lower volume for easier and quicker administration on distal limbs for improved patient experiences
- TruFel™ Ultra HC2P Hybrid — the first and only non-adjuvanted, low-volume FVRCP vaccine with exclusive dual-strain calicivirus protection



## Fewer needle sticks

- Many Tru core and lifestyle vaccines are available as combinations, offering solutions for any protocol
- Convenient combinations mean fewer sticks
- Easier on pets and vets alike



## Happiness Guarantee

- We don't just stand behind our pet vaccine products — we guarantee their efficacy.
- If our products fail to live up to your or your patients' expectations, we offer reimbursement of up to 100% of standard, reasonable diagnostic and treatment costs up to \$5,000.





# Full-spectrum protection for dogs

TruCan™ vaccines are available in comfortable and convenient combinations to fit any protocol.

## Core canine vaccines

NEW NAME	OLD NAME	distemper	adenovirus type 2	parvovirus 2b*	parainfluenza	coronavirus	L. canicola	L. grippotyphosa	L. icterohaemorrhagiae	L. pomona	B. burgdorferi	B. bronchiseptica	rabies
● TruCan™ Ultra DAP	Ultra Duramune® DAP	M	M	M									
● TruCan™ Ultra DAP+L4	Ultra Duramune® DAP + 4L	M	M	M			I	I	I	I			
● TruCan™ Ultra DAP+C	Ultra Duramune® DAP + C	M	M	M		I							
● TruCan™ Ultra DAP+CL4	Ultra Duramune® DAP + C4L	M	M	M		I	I	I	I	I			
● TruCan™ DAPPi+C	Duramune® Max 5-CvK	M	M	M	M	I							
● TruCan™ DAPPi+L4	Duramune® Max 5/4L	M	M	M	M		I	I	I	I			
● TruCan™ DAPPi+CL4	Duramune® Max 5-CvK/4L	M	M	M	M	I	I	I	I	I			
● TruCan™ DAPPi	Duramune® Max 5	M	M	M	M								
● TruCan™ Parvo	Duramune® Max Pv			M									
● TruCan™ PC	Duramune® Max PC			M	I								
● No Change	Rabvac® 1												I
● No Change	Rabvac® 3												I



## Lifestyle canine vaccines

NEW NAME	OLD NAME	distemper	adenovirus type 2	parvovirus 2b*	parainfluenza	coronavirus	L. canicola	L. grippotyphosa	L. icterohaemorrhagiae	L. pomona	B. burgdorferi	B. bronchiseptica	rabies
● TruCan™ Lyme	Duramune Lyme®												I
● TruCan™ DAPPi+Lyme-CL4	Duramune Lyme® + Max 5-CvK/4L	M	M	M	M	I	I	I	I	I	I		
● TruCan™ Lyme-L4	Duramune Lyme® + LeptoVax® 4						I	I	I	I	I		
● TruCan™ DAPPi+Lyme-L4	Duramune Lyme® + Max 5/4L	M	M	M	M		I	I	I	I	I		
● TruCan™ Ultra Lyme	Ultra Duramune® Lyme												I
● TruCan™ Ultra L4	Ultra Duramune® 4L						I	I	I	I			
● TruCan™ B (ORAL)	Bronchi-Shield® ORAL												M
● TruCan™ BAPI (IN)	Bronchi-Shield® III			M	M								M
● TruCan™ L4	LeptoVax® 4						I	I	I	I			

\*Contains a CPV-2b strain that protects against disease caused by both CPV-2b and CPV-2c.  
M = modified live I = inactivated/killed



# All-around **protection for cats**

TruFel™ vaccines are available in comfortable and convenient combinations to fit any protocol.

## Feline vaccines

NEW NAME	OLD NAME	feline herpesvirus (FVR)	calicivirus (novel)	calicivirus (traditional)	panleukopenia	Chlamydia felis	feline leukemia virus	rabies
● TruFel™ Ultra HC2P hybrid	Ultra Hybrid FVRCP® (non-adjuvanted)	M	I	I	M			
● TruFel™ Ultra HC2P	Ultra™ Fel-O-Vax® FVRCP	I	I	I	I			
● TruFel™ Ultra FeLV	Ultra™ Fel-O-Vax® FeLV						I	
● TruFel™ Ultra HC2P-FeLV	Ultra™ Fel-O-Vax® FVRCP + FeLV	I	I	I	I		I	
● TruFel™ Ultra C2	Ultra™ Fel-O-Vax® Dual FCV		I	I				
● TruFel™ HC2P	Fel-O-Vax® PCT + CaliciVax®	I	I	I	I			
● TruFel™ HC2PCh	Fel-O-Vax® IV + CaliciVax®	I	I	I	I	I		
● TruFel™ HC2P-FeLV	Fel-O-Vax Lv-K® III + CaliciVax®	I	I	I	I		I	
● TruFel™ HC2PCh-FeLV	Fel-O-Vax Lv-K® IV + CaliciVax®	I	I	I	I	I	I	
● TruFel™ FeLV	Fel-O-Vax Lv-K®						I	
● TruFel™ HCP+FeLV	Fel-O-Guard® Plus 3 + Lv-K	M		M	M		I	
● TruFel™ HCP+Ch-FeLV	Fel-O-Guard® Plus 4 + Lv-K	M		M	M	I	I	
● TruFel™ HCP	Fel-O-Guard® Plus 3 (non-adjuvanted)	M		M	M			
● TruFel™ HCP+Ch	Fel-O-Guard® Plus 4	M		M	M	I		
● TruFel™ HCP (IN)	Feline UltraNasal™ FVRCP	M		M	M			
● TruFel™ HC (IN)	Feline UltraNasal™ FVRC	M		M				
● No Change	Rabvac® 1							I
● No Change	Rabvac® 3							I

M = modified live I = inactivated/killed



Elanco is a proud sponsor of Cat Friendly Practice®, an American Association of Feline Practitioners program designed to make veterinary care less stressful for cats and their caregivers.



We make  
**happy** happen.

Let's innovate **together.**



### At the forefront of innovation

When you choose Tru vaccines, you put the power of Elanco in your practice.

- **First** vaccine brand to update parvo vaccine strains
- **First** to offer an oral Bordetella vaccine
- **First** to offer highly purified ½ mL vaccines. 99% of pet owners said it's important their vet use highly purified ½ mL vaccines for a better experience.<sup>7</sup>
- **First and only** vaccine brand to offer updated Calicivirus strains



### Helping you stay in the know

We provide advanced education and guidance from industry experts and key opinion leaders. Plus, we'll give you access to white papers, webinars, conference presentations and more, so you can stay up to date with the latest in immunology and vaccinology.



### Focused on Fear Free® experiences

Elanco is proud to be the exclusive Biologics Category sponsor of Fear Free®. With Fear Free® content like podcasts, blogs and conference calls, we can help make your job easier.

Interested in Fear Free® certification? We're happy to help you with savings. Learn more at [fearfreepets.com](https://fearfreepets.com).





**Bottom line:**  
Less stress.  
More wags.

## We're here to support you 24/7.

Whether you need to reach a consulting veterinarian, sales staff or tech support, we're available anytime you need us at **888-545-5973**.

## Always read, understand and follow the label and use directions.

1. Moore GE, Guptill LF, Ward MP, et al. Adverse events diagnosed within three days of vaccine administration in dogs. *J Am Vet Med Assoc.* 2005;227(7):1102-8.

2. Elanco Animal Health. Data on file.

3. Levy SA. Use of a C6 ELISA test to evaluate the efficacy of a whole-cell bacterin for the prevention of naturally transmitted canine *Borrelia burgdorferi*. *Vet Ther.* 2002;3(4):420-4.

4. Elanco Animal Health. Data on file.

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5. Chu HJ, Chavez LG Jr, Blumer BM, et al. Immunogenicity and efficacy study of a commercial *Borrelia burgdorferi* bacteria. *J Am Vet Med Assoc.* 1992;201(3):403-11.

6. Levy SA, Millership J, Glover S, et al. Confirmation of presence of *Borrelia burgdorferi* outer surface protein C antigen and production of antibodies to *Borrelia burgdorferi* outer surface protein C in dogs vaccinated with a whole-cell *Borrelia burgdorferi* bacterin. *Intern J Appl Res Vet Med.* 2010;8(3):123-8.

7. Elanco Animal Health. Market data survey on file.