

truCanTM ultra
CIV H3N2/H3N8



Breathe Easy.



BEYOND BORDETELLA – Canine Infectious Respiratory Disease Complex (CIRDC) is more than just a cough

Respiratory Disease Outbreaks Continue to Occur

- + It only takes one CIV-infected dog to spark an outbreak

Clinical Signs Typically Don't Help Identify Pathogens

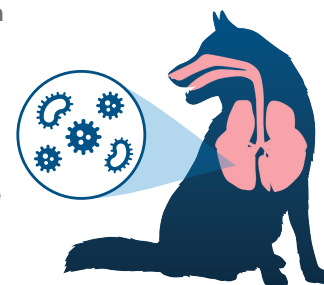
- + Signs for different pathogens can be similar
- + Dogs are often contagious before they show clinical signs
- + Testing can be confusing and difficult to interpret in individual cases

Tracking and Protecting Affected Dogs is Difficult

- + With no formal reporting system for CIV-infected dogs, it's hard to know **exactly** how many dogs are affected

Multiple Bacteria and/or Viruses Can Contribute to CIRDC

- + Leads to uncertainty on pathogens involved
- + There can be mixed infections
- + Infections with multiple pathogens can result in more severe illness



Many different infectious agents can spark a respiratory infection

Viruses



Canine adenovirus 2 (CAV-2)

Canine influenza virus (CIV)
subtypes H3N2, H3N8

Canine distemper virus (CDV)

Canine parainfluenza virus (CPIV)

Canine respiratory coronavirus (CRCoV)

Canine herpesvirus 1 (CHV-1)

Canine pantropic coronavirus

Canine pneumovirus (CnPnV)

Bocavirus

Bacteria



Bordetella bronchiseptica

Mycoplasma spp. (cyanos)

Streptococcus equi var. zooepidemicus

**Protect Your Patients
Against Every
Pathogen You Can**



- + Vaccines protect against **some** CIRDC contributing bacteria and viruses
- + However, there **aren't vaccines** for all of these infectious agents
- + Use available vaccines, especially for **most at-risk patients**

SOME DOGS ARE AT HIGHER RISK FOR CIRDC

- + Those in multiple-dog settings
- + Social dogs
- + Unvaccinated/incompletely vaccinated dogs
- + Immunocompromised dogs
- + Those with preexisting respiratory disease
- + **Brachycephalics would strongly benefit from added protection**
 - + Respiratory diseases can be life-threatening
 - + Upper respiratory disorders were the cause of death for 17% of extreme brachycephaly compared to 0% for all other breeds.¹



Brachycephalic dogs have a
3.8X increased incidence of pneumonia²

IT ONLY TAKES ONE CIV-INFECTED DOG TO SPARK AN OUTBREAK

Don't forget about your highly at-risk, highly popular patients

Brachycephalic dogs continue to grow in popularity³



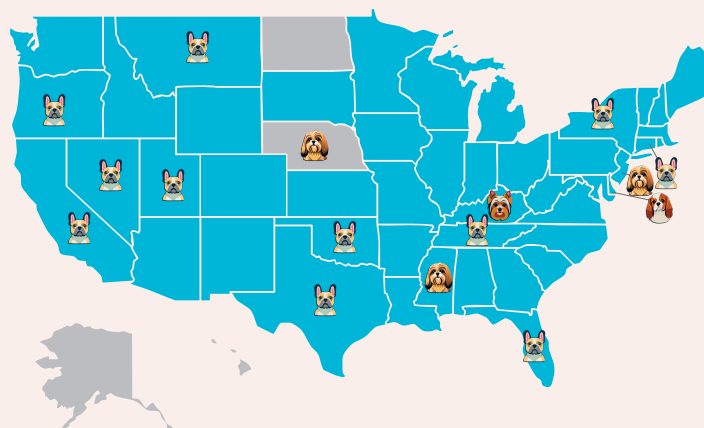
6 of the top 25 dog breeds in the US are *brachycephalic*³

The French bulldog

- + The most popular dog breed in the US since 2021
- + Steadily rising in popularity since 2012
- + The most popular dog in 12 states, including California, Florida, New York and Texas⁴
- + All states with documented CIV outbreaks⁵

CIV confirmed in nearly all US states⁵

Includes all states where *brachycephalic* dogs are the number one breed⁴



■ CIV Cases Confirmed ■ No confirmed cases of CIV

1. The Humane Society of the United States. <https://www.humanesociety.org/resources/flat-face-dog-breeds-and-health-issues> 2. Dear, JD et al. Animals 2024, 14, 1601 3. American Kennel Club. <https://www.akc.org/expert-advice/news/most-popular-dog-breeds-2023/> 4. Market Watch. <https://www.marketwatch.com/guides/pet-insurance/most-popular-dog-breeds/> 5. K9 Club. <https://k9club.com/canine-influenza-virus-dogs/> Jan 29, 2025

VACCINE COMPLIANCE GAPS to managing CIRDC¹

Vaccine compliance gaps could mean protection gaps.

A first-of-its kind analysis of non-core vaccination rates in dogs across the US shows that while most social dogs receive Bordetella vaccines, few receive CIV vaccines- leaving gaps in protection.

Close the CIRDC protection gap

- + Close the CIRDC protection gap with **highly purified ½ mL TruCan Ultra CIV**

Beyond Bordetella for CIRDC Compliance



68.7% Bordetella
median clinic vaccination rate



4.8% CIV CIRDC Protection Gap
median clinic vaccination rate

BREATHE EASY WITH COMFORTABLE COMBINATIONS

With TruCan's comfortable combinations, your patients can receive broad protection with less needle pokes.

Add protection to your existing vaccine protocol with TruCan Ultra vaccines—highly purified and convenient combinations designed to reduce adverse reactions and deliver better experiences.

"To protect brachycephalic dogs who have known pre-existing respiratory compromise, we recommend aggressive preventative care against contagious respiratory pathogens. This includes vaccination against canine influenza."

— Dr. Carol Reinero, DVM,
DACVIM (SAIM), PhD, FFCP



Did you know?



In two studies of over 1 million and 4 million dogs respectively, the two factors associated with an **increased rate of adverse events** within 3 days of vaccination were^{2,3}

Dogs < 20 lbs



of injections



The French Bulldog represents the dog breed with the highest rate of vaccine adverse reactions.³

LOW CIV COMPLIANCE LEAVES PROTECTION GAPS, especially for your highly at-risk, highly popular patients¹

Low CIV vaccination rate

(most dogs are naïve when exposed)



Nearly 100% infection rate



Symptomatic 80%



Seriously ill up to 20%



Mortality Rate up to 5%³



TruCan Ultra CIV provides broad spectrum CIV protection – H3N2 and H3N8

- + Antibodies from TruCan Ultra CIV vaccinated dogs provided 100% virus neutralization against 33 currently circulating field isolates of CIV⁵



French
bulldogs
are
**4-5X
MORE LIKELY**
to submit an insurance claim
for pneumonia.²

Did you know?



AAHA Guidelines
recommend bivalent
CIV vaccination as
it “could broaden
protective immunity.”⁴

Respiratory outbreaks are disruptive, costly and unpredictable...

Potential financial clinic impact of thousands of dollars.⁶ TruCan Ultra CIV H3N2 / H3N8 provides broad protection for patients at risk, helping to minimize clinic disruption and financial loss.



1. Malter et al. Vaccine 40 (2022) 1001–1009. 2. Nationwide. https://assets.ctfassets.net/440y9b545yd9/613OGogatihUfkoRtWhwvQ/edb9d6b75ab473eab70e5eb5669c1af5/Nationwide_Brachycephalic_White_Paper_Part_2_2023.pdf 3. American Veterinary Medical Association. <https://www.avma.org/resources-tools/animal-health-and-welfare/animal-health/canine-influenza-veterinary-resources> 4. Ellis, J et al. JAAHA 2024. 5. Elanco Animal Health. Data on file. 6. Mwacalimba, K et al. Preventative Vet Med 151 (2018) 1–4.

COMPLETING OUR PORTFOLIO OF SAFE AND EFFECTIVE VACCINES

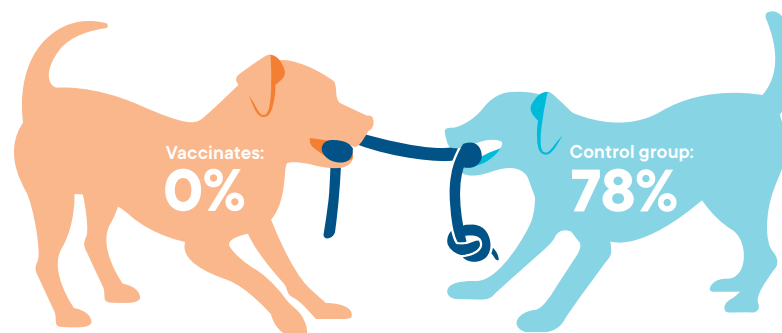
Highly effective in protecting the lungs and improving clinical signs¹⁻³

CIV studies demonstrated TruCan™ Ultra CIV H3N2/H3N8:

✓	✓	✓	✓	✓
Is highly effective in protecting the lungs ^{1,2}	Reduces clinically relevant clinical signs ^{1,2}	Generates a strong immune response ^{1,2}	Reduces viral shedding ^{1,2}	Provides broad protection against current field isolates ³

No lung lesions found in vaccinated dogs¹

In lab studies, **no vaccinated dogs had lung lesions** compared to 78% of control dogs after an H3N2 challenge.



Demonstrated safe in client-owned dogs⁴

- ✓ Proven safe across multiple breed and ages in field safety study
- ✓ 1,370 doses administered to 688 dogs of over 56 different breeds
- ✓ Dog ages ranged from 2 weeks to 15 years

In a pilot safety study, no dogs had systemic or local injection site reactions even up to

4X the labeled dose⁵

CHOOSE BROAD PROTECTION FOR YOUR PATIENTS

Including your highly at-risk, highly popular patients

	truCan [™] ultra CIV H3N2/H3N8	Nobivac [®] NXT Canine flu H3N2	Vanguard [®] CIV H3N2/H3N8
Shown to neutralize H3N2/H3N8	✓ ^{1,2}	X	✓ ³
Shown to neutralize 33 field isolates	✓ ⁴	X	X
Formulation	1/2mL	1/2mL	1mL
1st and only Fear Free recommended	✓	X	X
Zero lung lesions post H3N2 challenge	✓ ¹	X ⁵	X ³

1,2 Elanco Animal Health. Data on File. 3. USDA APHIS. <https://www.aphis.usda.gov/sites/default/files/2023-10/190-15q520.pdf> 4. Elanco Animal Health. Data on File. 5. USDA APHIS. <https://www.aphis.usda.gov/sites/default/files/2024-09/165a-15p5r0.pdf>



For dog flu, trust Tru.

truCan[™] ultra
CIV H3N2/H3N8

Proven Protection^{1,2} and Guaranteed Coverage

For all your patients, even the most at-risk

- ✓ TruCan Ultra CIV is the ONLY 1/2mL bivalent CIV vaccine offering broad protection
- ✓ 100% virus neutralization against 33 current field isolates³
- ✓ Unlike currently available products, only TruCan Ultra CIV demonstrated zero lung lesions in vaccinated dogs post H3N2 challenge^{1,4,5}
- ✓ In a pilot safety study, No dogs had systemic or local injection site reactions, even up to 4x the labeled dose⁶



Elanco's Tru Portfolio of Comfortable and Convenient Combinations

Fewer reactions. **More smiles.**

PUREFIL[™]
TECHNOLOGY

Science behind the smile

Exclusive process for creating highly purified vaccines designed to reduce adverse reactions and deliver better experiences



Focused on Fear Free[®] experiences

The First Vaccine Line Recommended by Fear Free[®]—Trusted for Over 10 Years to Deliver Better Patient Experiences

Elanco is proud to support the Fear Free[®] mission. We believe it's the right thing to do for pets and the people who care for them. Our vaccines help veterinary professionals provide Fear Free[®] experiences - and we support them with Fear Free[®] education and resources.



Happiness Guarantee - Including Complete CIRDC Protection

If our products fail to live up to your expectations, we offer reimbursement of up to 100% of standard, reasonable diagnostic and treatment costs up to \$5,000.



We're always here for you

Our highly trained and experienced veterinarians, veterinary technicians and regional consulting veterinarians are available 24 hours a day, 7 days a week at **888-545-5973**.