A NEW BREED
OF ANTIBIOTIC

Veraflox®
**Veraflox®**

**Welcome to a new breed of fluoroquinolone**

Veraflox® (pradofloxacin) is an exciting new breed of fluoroquinolone that marks a major leap forward in veterinary antibiotic therapy and patient care. The innovative molecular structure of Veraflox® is specifically engineered to deliver an enhanced spectrum of activity when compared to other fluoroquinolones.1,2

- Veraflox® provides effective treatment in a once-daily, flavoured tablet, and is the first veterinary fluoroquinolone licensed for the adjunctive treatment of severe periodontal infections.3,5,6
- Veraflox® oral suspension has been specifically formulated for cats. It’s highly efficacious, and comes in an easy to dose, well-accepted palatable formulation offering accurate dosing.7-10,13

**Enhanced spectrum of antimicrobial activity when compared to other fluoroquinolones**2

**Veraflox® rapidly fights bacteria with high-activity dual molecular targeting**12

- The dual-targeting mechanism means that therapeutic doses of Veraflox® are capable of binding with high affinity to both bacterial DNA gyrase and topoisomerase IV.11
- Inhibition of these target enzymes not only results in enhanced bactericidal activity but also reduces the potential for the development of resistant organisms.5,11,12
- In addition, Veraflox has been shown to be effective against both actively replicating and dormant bacteria.12
Veraflox® and the MPC

- Traditionally, the amount of antibiotic needed to combat bacterial infection has been determined by the Minimum Inhibitory Concentration (MIC); this represents the lowest concentration of an antimicrobial drug needed to inhibit visible growth of a bacterial isolate.

- In substantial bacterial populations, spontaneous mutations can occur; this phenomenon cannot be prevented, however these mutant cells may be less susceptible to the antibiotic being used, with the result that the resistant strain is selected for and will multiply.28,29

- To address this problem, the concept of the Mutant Prevention Concentration (MPC) has been developed, wherein a concentration of drug is used that will inhibit not only the susceptible strains but also the mutant ones.

- Antimicrobial dosing based on MIC and not MPC could lead to underdosing and the selection of resistant mutant strains; by achieving drug concentrations that exceed MPC, one reduces the potential for selection of resistant bacteria.28-30

- With the lowest available MIC and MPC fluoroquinolone values overall (see below), Veraflox fights both susceptible and first-step resistant bacteria at therapeutic concentrations.11

Comparative MPC values of veterinary fluoroquinolones against Staphylococcus sp. in relation to serum drug levels reached in dogs11

**CATS**

Veraflox® for cats is available as a tablet and oral suspension, and is licensed for the treatment of the following conditions:

- Upper respiratory tract infections†•
- Wound infections•
- Abscesses•
Upper respiratory tract infections (URTIs)

- Bacteria isolated from feline URTIs – *Pasteurella multocida*, *Escherichia coli* and *Staphylococcus intermedius* – were found to be highly susceptible to pradofloxacin. ⁸
- Veraflox® reaches markedly higher concentrations in the saliva and tear fluid of cats than in serum – which is favourable for penetration into infected upper respiratory tract tissues. ⁷
- Veraflox® demonstrated superior bacteriological resolution of feline URTI compared with amoxicillin-clavulanic acid. ⁸

Veraflox® oral suspension is bound to a fine-grained ion exchange agent that allows the antibiotic to pass taste buds undetected, improving palatability

- Once daily oral suspension with breakthrough taste-masking technology.
- Easy to administer, and mess-free syringe with both ml and kg graduations, makes dosing more accurate.
- The palatable formulation optimises owner compliance. ¹⁰

Veraflox® oral suspension is highly palatable and easy to administer ³⁵

Veraflox® was assessed for palatability according to the following rating system in controlled studies.

Wound infections and abscesses

- Veraflox® demonstrated a 94.3% cure rate for wound infections. ⁹
- Veraflox® demonstrated a 100% cure rate for abscesses. ⁹

Palatability study scoring key

- 5 = administered without any difficulties
- 4 = easy to administer
- 3 = moderate refusal
- 2 = very difficult to administer
- 1 = not accepted at all
Veraflox® for dogs is available as a once-daily flavoured tablet and is licensed for the treatment of the following conditions:

- Superficial and deep pyoderma
- Wound infections
- Urinary tract infections
- Adjunctive therapy for severe periodontal infections

Safety information

- The safety of Veraflox® was assessed in a series of clinical field studies involving more than 700 dogs and cats.4,13,21
  - Adverse events were mild and transient and comparable to control products.
  - Observed signs resolved without treatment.
- Extensive ocular safety testing demonstrated that pradofloxacin had no adverse retinal effects at 10 times the recommended dosage in cats.22
- Veraflox® was well-tolerated in kittens as young as six weeks of age, with no adverse ocular effects or effects on articular cartilage observed at elevated dosages.23

Safety data from clinical field studies**

<table>
<thead>
<tr>
<th>Adverse event</th>
<th>Number of cats affected</th>
<th>Percentage of cats affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diarrhoea</td>
<td>12</td>
<td>2.5%</td>
</tr>
<tr>
<td>Vomiting</td>
<td>6</td>
<td>1.3%</td>
</tr>
<tr>
<td>Salivation</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>Anorexia</td>
<td>2</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

** n = 474 cats
Deep pyoderma

- 86% of dogs treated for the difficult condition of deep pyoderma displayed rapid clinical remission.\(^2\)
- Veraflo\(^\circ\) proved significantly more effective than amoxicillin-clavulanic acid at preventing a relapse of pyoderma; two weeks after cessation of therapy, no relapses of deep pyoderma were observed, following treatment with Veraflo\(^\circ\).\(^3\)

Urinary tract infections

- Veraflo\(^\circ\) achieved an 89% clinical cure in dogs with UTIs.\(^2\)
- Veraflo\(^\circ\) was significantly more effective in achieving a bacteriological cure than amoxicillin-clavulanic acid.\(^2\)

Periodontal infections

- Veraflo\(^\circ\) is the first and only veterinary fluoroquinolone licensed as an adjunctive treatment for severe infections of the gingiva and periodontal tissues caused by susceptible strains of anaerobic organisms.\(^3\)
- This activity against anaerobes makes Veraflo\(^\circ\) a strong choice for the adjunctive treatment of this important condition.
- Veraflo\(^\circ\) is very effective at eliminating anaerobic bacteria that play a major role in aggressive bone destruction in periodontal disease, including Porphyromonas spp and Prevotella spp.\(^4\)

- Veraflo\(^\circ\) proved clinically superior in the reduction of Gram-negative bacteria compared with metronidazole/spiramycin.\(^2\)
- Veraflo\(^\circ\) reduced the numbers of periodontal pathogens, allowing the re-establishment of healthy flora.\(^2\)
- Veraflo\(^\circ\) was significantly better than clindamycin at reducing numbers of anaerobic bacteria.\(^2\)
- Veraflo\(^\circ\) demonstrated beneficial effects on pocket depth, loss of attachment, and bleeding on probing.\(^2\)
Safety information

- The safety of VerafloxF was assessed in a series of clinical field studies involving more than 700 dogs and cats.4,14-21
  - Adverse events were mild and transient and comparable to control products.
  - Observed signs resolved without treatment.

Safety data from clinical field studies**

<table>
<thead>
<tr>
<th>Adverse event</th>
<th>Number of dogs affected</th>
<th>Percentage of dogs affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diarrhoea</td>
<td>17</td>
<td>4.3%</td>
</tr>
<tr>
<td>Vomiting</td>
<td>13</td>
<td>3.3%</td>
</tr>
<tr>
<td>Tiredness/sleepiness</td>
<td>5</td>
<td>1.3%</td>
</tr>
<tr>
<td>Polydipsia</td>
<td>6</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

** n = 395 dogs
Veraflox® 15 mg tablets contain 15 mg Pradofloxacin. Veraflox® 60 mg tablets contain 60 mg Pradofloxacin. Veraflox® 120 mg tablets contain 120 mg Pradofloxacin.

**Dosage:**

- **Oral Suspensions:**
  - 5 mg/ml contains Pradofloxacin 5 mg. Pradofloxacin 10 mg.
  - 25 mg/ml contains Pradofloxacin 25 mg.

**Contraindications:**

- Do not use in cats with known hypersensitivity to fluoroquinolones.
- Due to the lack of data, pradofloxacin should not be used in kittens aged less than 6 weeks.

**Adverse reactions:**

- Urinary tract infections, including infections of the bladder, kidney, urine tract, and prostate, caused by susceptible strains of Escherichia coli, Staphylococcus group (including S. pseudintermedius), and the anaerobic bacteria Micrococcus, Mycoplasma, Pasteurella, and Porphyromonas species, may be seen in cats treated with pradofloxacin.

**Precautions:**

- Do not use in cats with central nervous system (CNS) disorders, such as epilepsy, as fluoroquinolones could potentially cause seizures in predisposed cats. Do not use in cats during pregnancy and lactation.

**References**


2. European Medicines Agency Website.


+ Specifically engineered to deliver an enhanced spectrum of antimicrobial activity (including Gram-positive and anaerobic bacteria) when compared to other fluoroquinolones.¹,²
+ In dogs, Veraflox® provides effective treatment in a once-daily, flavoured tablet, and is the first fluoroquinolone licensed as an adjunctive treatment for severe periodontal infections.³,⁵,⁶
+ Veraflox® oral suspension has been specifically formulated for cats – it’s highly efficacious, and comes in an easy to dose, well-accepted, palatable oral formulation that offers accurate dosing.²⁰

Veraflox® is formulated for flexibility, palatability and compliance

<table>
<thead>
<tr>
<th>Palatable oral suspension</th>
<th>Dosage</th>
<th>Dose frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veraflox® 25 mg/ml oral suspension for cats</td>
<td>5 mg/kg</td>
<td>1 tablet for 4–5 kg bodyweight cat</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Meat-flavoured tablets</th>
<th>Dosage</th>
<th>Dose frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veraflox® 15 mg tablets for dogs and cats</td>
<td>3 mg/kg</td>
<td>1 tablet for 3.5–5 kg bodyweight cat / dog</td>
</tr>
<tr>
<td>Veraflox® 60 mg tablets for dogs</td>
<td>3 mg/kg</td>
<td>1 tablet for 15–20 kg bodyweight dog</td>
</tr>
<tr>
<td>Veraflox® 120 mg tablets for dogs</td>
<td>3 mg/kg</td>
<td>1 tablet for 30–40 kg bodyweight dog</td>
</tr>
</tbody>
</table>

A data sheet for each formulation is supplied with this brochure.