



## Today's pet owners want the best for their pets – we know that, and as their veterinarians, you do as well.

Modern clinics provide a better and less stressful vaccine experience for their patients. Elanco is helping veterinary hospitals provide this through their TruCan vaccine portfolio.

The science behind the TruCan B (ORAL) vaccine proves it provides protection against infectious tracheobronchitis in 93% of dogs given the vaccine.<sup>1</sup> This orally administered vaccine will bring:



**Fewer  
Wiggling Pups**



**Less Sneezing  
after Vaccinations**



**Fewer  
Repeat Visits**



**Less Anxious  
Pets & Pet Parents**

In fact, the TruCan B (ORAL) vaccine provides a great way to incorporate Fear Free techniques into a vaccine experience:

- Start by reducing fear, anxiety, and stress when the patient arrives at the veterinary hospital by offering high-value treats upon entry to the reception area and/or exam room.
- Continue offering treats to your patient while discussing your goals for his/her visit that day with the pet owner.
- Apply a higher value treat such as squeezable cheese, peanut butter, baby food, or whipped cream to the outside of the TruCan B (ORAL) syringe.
- Using considerate approach and gentle control to maintain a Fear Free experience, offer a sample of the high-value treat placed on the outside of the vaccine syringe to the patient to create a positive association.
- Using gentle control to keep the veterinary team and patient secure and safe, insert the TruCan B (ORAL) syringe gently into the patient's mouth to allow them to lick off the high-value treat while you administer the vaccine to the mucosal surface.
- Finish their Fear Free experience with more treats and positive interactions!

**Help your patients remain protected from infectious causes of Canine Infectious Respiratory Disease Complex while maintaining your high quality medicine and Fear Free standard of care. Talk with your Elanco rep today about TruCan B (ORAL) vaccine**

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1. Hess TJ, et. al. Evaluation of efficacy of oral administration of Bordetella bronchiseptica intranasal vaccine when used to protect puppies from tracheobronchitis due to B. bronchiseptica infection. Intern J Appl Res Vet Med, 9(3), 300-305 → Hess TJ et al Intern J Appl Res Vet Med 2011 300 (v1.0)