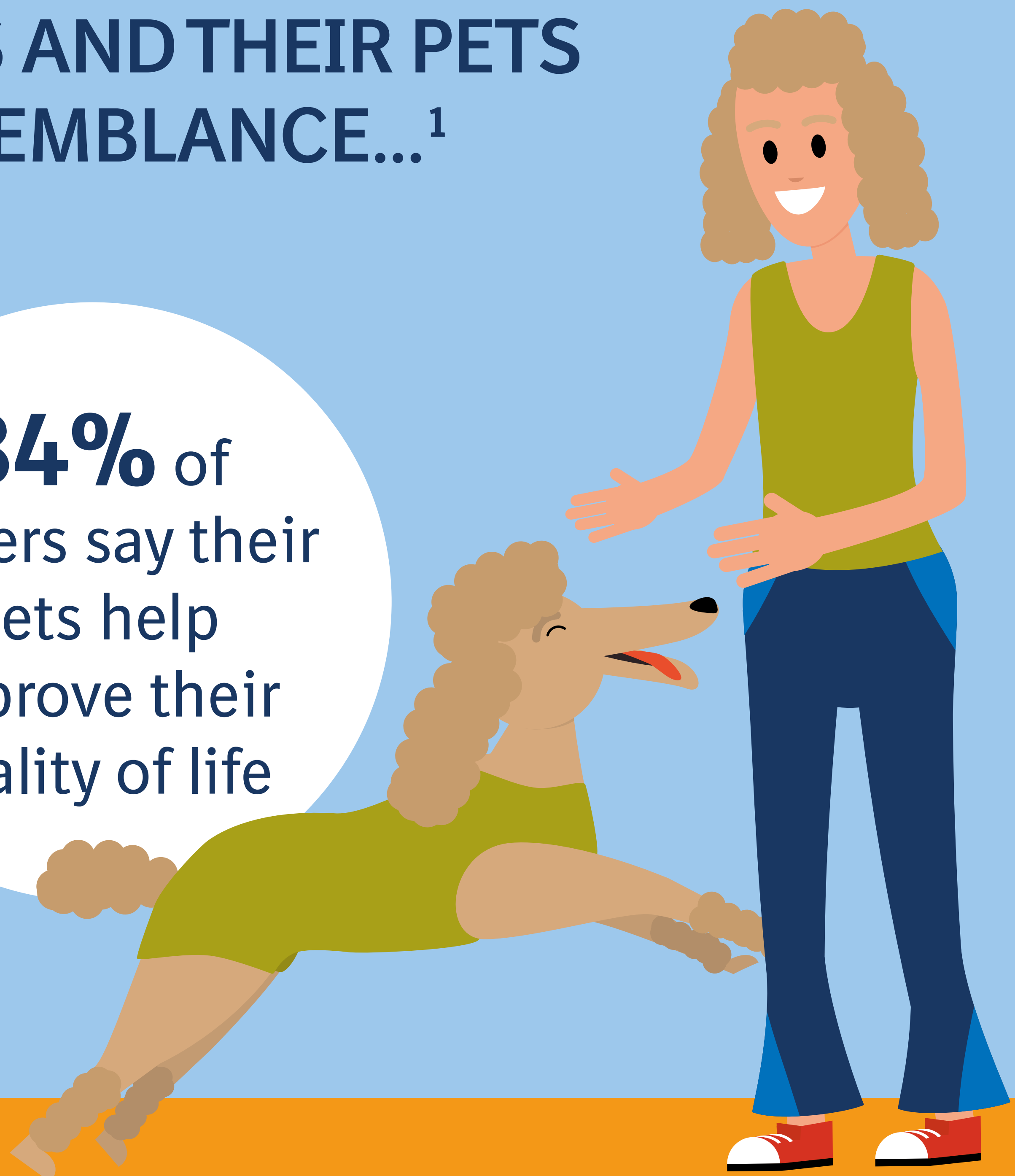


THE BOND BETWEEN OWNERS AND THEIR PETS GOES BEYOND PHYSICAL RESEMBLANCE...¹

Being close to a pet can help people lower their medicine intake including antidepressants

84% of owners say their pets help improve their quality of life

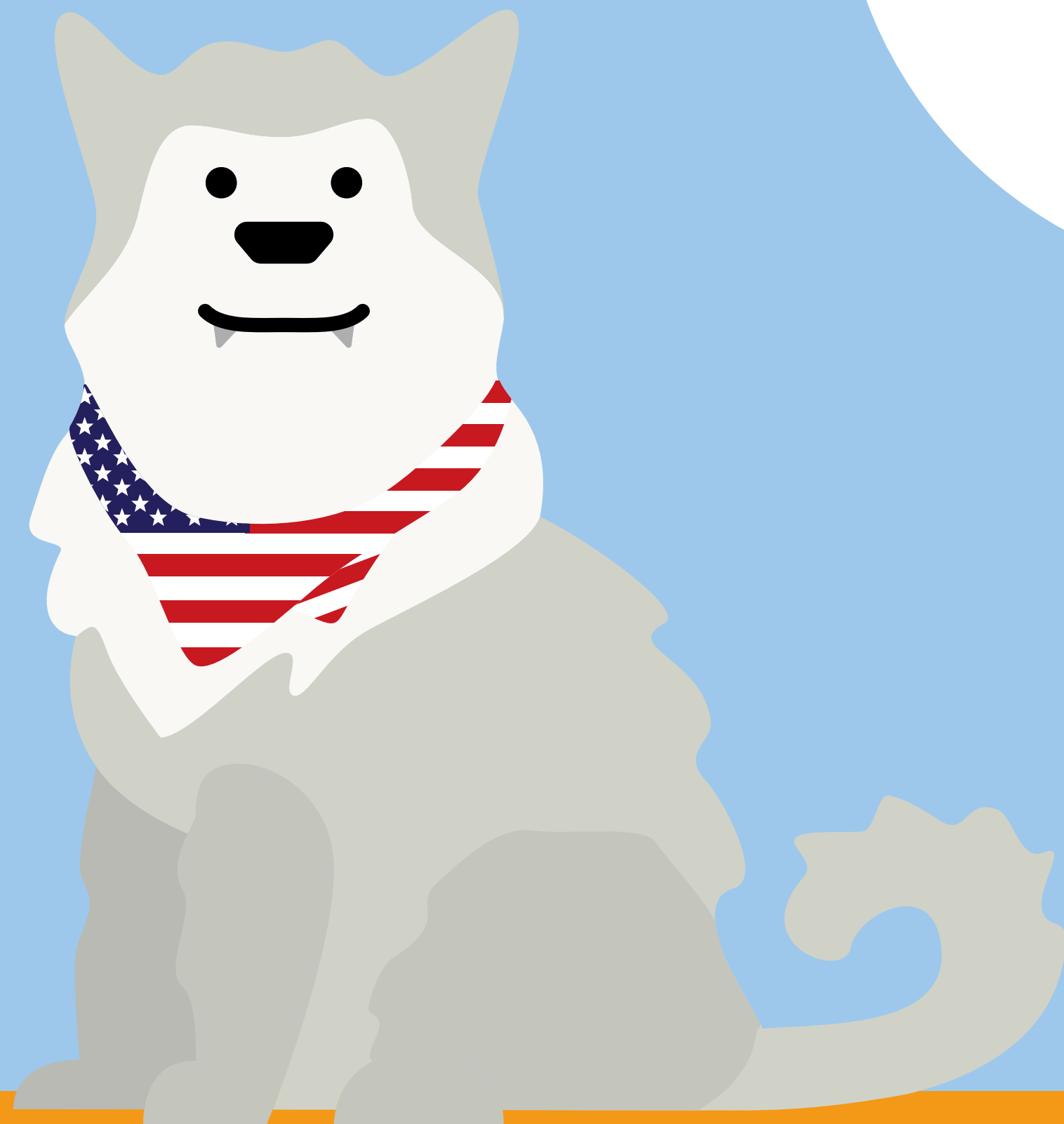


HUMANS AND ANIMALS ARE LIVING LONGER AND WITH SIMILAR HEALTH CONDITIONS

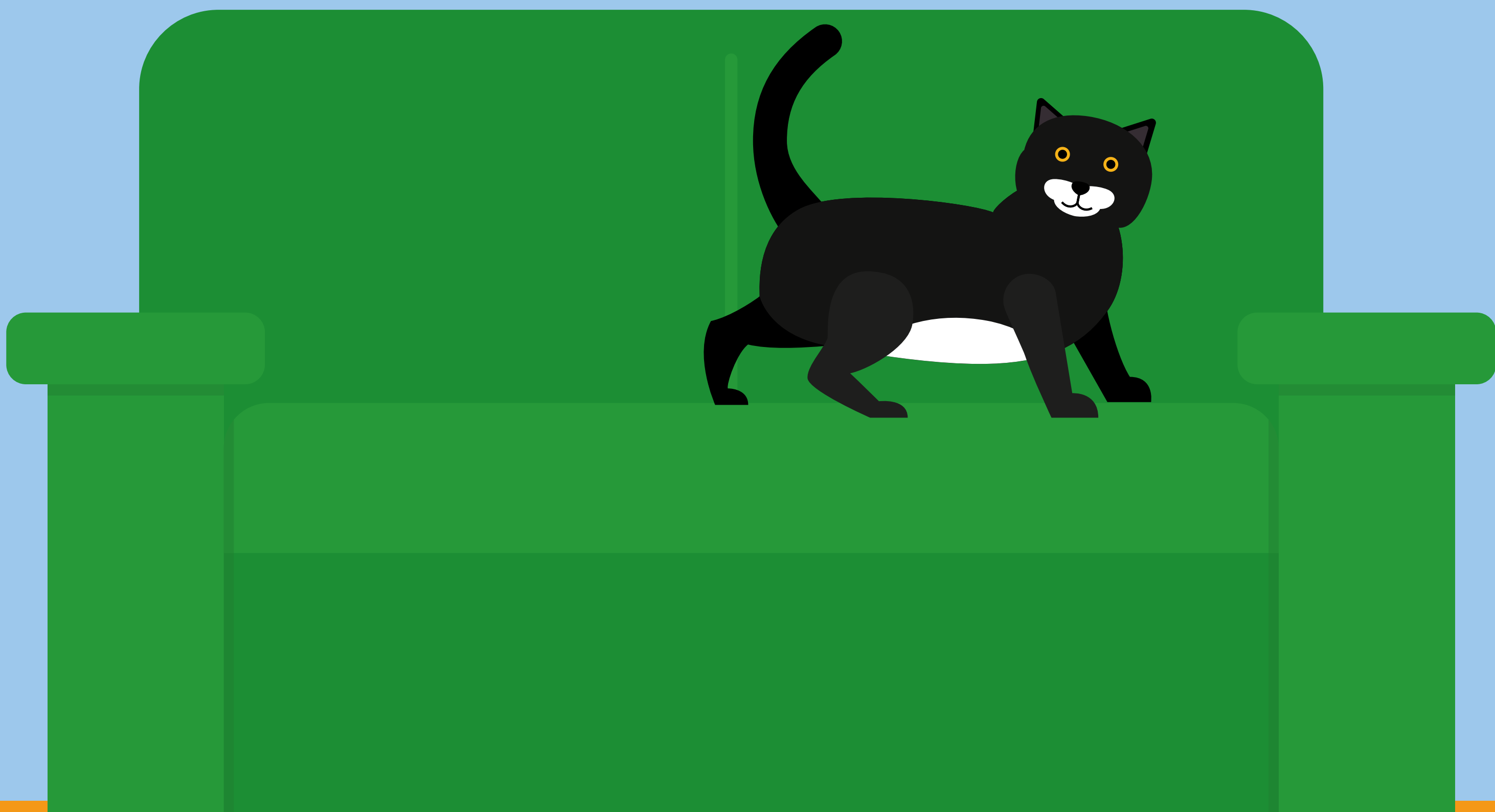
50% of dogs in the USA are overweight or obese³

25% rabbits in the UK⁴

Cancer is the leading cause of death in 47% of dogs² and 32% of cats²



THE SIMILARITIES EXTEND TO TREATMENTS...



Patients and cats could use same treatment to reduce pain from rheumatic diseases (meloxicam)^{5,6} or to treat hypertension (telmisartan)^{7,8}



ANIMALS AND HUMANS ARE MORE ALIKE THAN WE THINK - A TRUE UNIQUE BOND.

VISIT WWW.BOEHRINGER-INGELHEIM.COM



1. IPSOS. Human-Animal Bond and mutual benefits – survey. 3,000 adult pet owners in France, United Kingdom, Italy, Spain, Germany. 16-21 September 2017. Data on file; 2. Egger C, Love L, Doherty T. 2014. Pain Management in Veterinary Practice. Oxford. John Wiley & Sons; 3. Association for Pet Obesity Prevention. Global Pet Obesity Initiative Position Statement. Available online: <https://petobesityprevention.org/about> [last accessed Feb 2019]; 4. PDSA. 2018 Animal Welfare Report. July 2018. Available online: <https://www.pdsa.org.uk/media/4371/paw-2018-full-web-ready.pdf> [last accessed Feb 2019]; 5. Mobic (Meloxicam). Package Leaflet. August 2012; 6. Boehringer Ingelheim. Metacam (Meloxicam). Available online: <https://www.bi-vetmedica.com/species/pet/products/metacam.html> [last accessed March 2019]; 7. Boehringer Ingelheim. Micardis® (telmisartan). Available online: <https://www.boehringer-ingelheim.com/products/micardis> [last accessed March 2019]; 8. Boehringer Ingelheim. SEMINTRA® (telmisartan oral solution). Available online: <https://www.bi-vetmedica.com/introducing-semintra-first-fda-approved-liquid-solution-feline> [last accessed March 2019]



Boehringer
Ingelheim