



Highly Palatable L-Lysine Soft Chews for Cats Infected with FHV-1

Data Sheet

Feline Herpes Virus:

- It is estimated that at least 80% of cats are infected with feline herpes virus at some point in their lives.
- After the initial infection the virus is latent and eventually, often in stressful situations, it is reactivated, producing respiratory and/or ocular pathologies.
- FHV-1 infected cats are chronically ill and permanent carriers of the infection.
- Typical symptoms:
 - Local: nasal discharge, sneezing, conjunctivitis, keratitis, chemosis, ulcers in the nose, lips, tongue and gums.
 - General: fever, loss of appetite and lethargy.



Active ingredients (per soft chew): L-Lysine (HCl), 500 mg.

Composition (in descending order): Chicken meal, L-lysine, water, monopropylene glycol, glucose syrup, glycerol, rice starch, soya lecithin, flavouring, salt, preservatives and antioxidants.

Analytical constituents: Protein 44%; moisture 17%; crude ash 8.5%; fat 7.5%; crude fibre 0%.

Mechanism of action: L-lysine is an amino acid that has a competitive action with arginine, another amino acid that is essential for the replication of FHV-1. By blocking arginine, L-lysine inhibits the herpes virus replication capacity.

Indications:

- Ophthalmologists and feline medicine experts recommend the use of L-lysine in the acute phase of the disease to reduce the severity of symptoms, speed up healing and minimise viral shedding to prevent further infections.
- Because the FHV-1 infection is permanent, L-lysine is particularly indicated as a preventive or maintenance measure to:
 - 1) Improve the quality of life for cats with chronic symptoms,
 - 2) Prevent relapses and
 - 3) Minimize the risk of infecting other cats in the house.

Target species: Cats.

Dosage and administration:

- Acute or active phase: Adult cats, 1-2 soft chews per day; kittens 0.5-1 soft chew per day.
- Chronic or latent phase: Adult cats, 1 soft chew per day; kittens 1/2 soft chew per day. As a preventive, ALYSIA® should ideally be administered continuously each day, or at least during periods of stress (e.g. entry of a new cat in the house, pregnancy, change of season...).

Warnings: VetNova is a pioneer in the development of Soft Chews technology to facilitate administration of supplements to cats. Unlike tablets, capsules, etc. which are administered in a "forced" manner to the mouth to ensure the product is taken, Soft Chews should be administered freely in the cat's bowl and



Features

Highly palatable soft chews facilitate daily dosing and maximize treatment compliance.

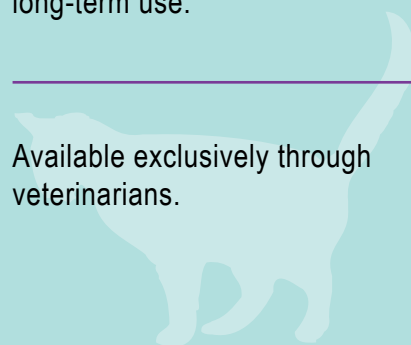
Contains 500 mg of L-lysine per dose, the recommended daily dose for an adult cat (maintenance).

Especially designed for affordable long-term maintenance in permanently infected cats.

Available in economic 1-month packs.

End-user Loyalty Card encourages long-term use.

Available exclusively through veterinarians.





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the cat left to take them voluntarily. Some shy cats may need a longer time to fully accept them, but once they do the daily intake is easier and more satisfactory. The following strategies can be used to facilitate initial acceptance during the first week: 1) Reduce the dose and gradually increase it, 2) Divide the daily dose into two separate doses (morning and evening), 3) Break up the Soft Chew and mix it with malt, pate or any food which the cat enjoys, etc.

Presentation: 30 soft chews (30 days for an adult cat).

Other VetNova products against FHV-1: VetNova has three formulations of L-lysine to suit the different needs of each patient: DURALACTIN® Lysine (young and adult cats with acute pathology, particularly if they have decreased appetite), VIRAMAX® (young cats in the chronic phase) and ALYSIA® (adult cats in the chronic phase).

Supporting materials:

- FHV-1 Owner's Brochure.
- Loyalty card - Alysia-ViraMax-Duralactin Lisina.
- FHV-1: Advertorial Nueva Actualidad Veterinaria.
- Magazine advertising: Alysia-ViraMax-Duralactin Lisina
- DURALACTIN Lisina Tech Sheet.
- TechNova N° 9: ViraMax - Duralactin Lisina.

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