



Injecting value **through vaccination**



**Vaccination
Value**

**The PUREVAX®
difference**

**Cat-friendly
vaccinations**

**Our non-adjuvanted
approach**

**Cat flu – innovative
protection**

**New FeLV
guidance**

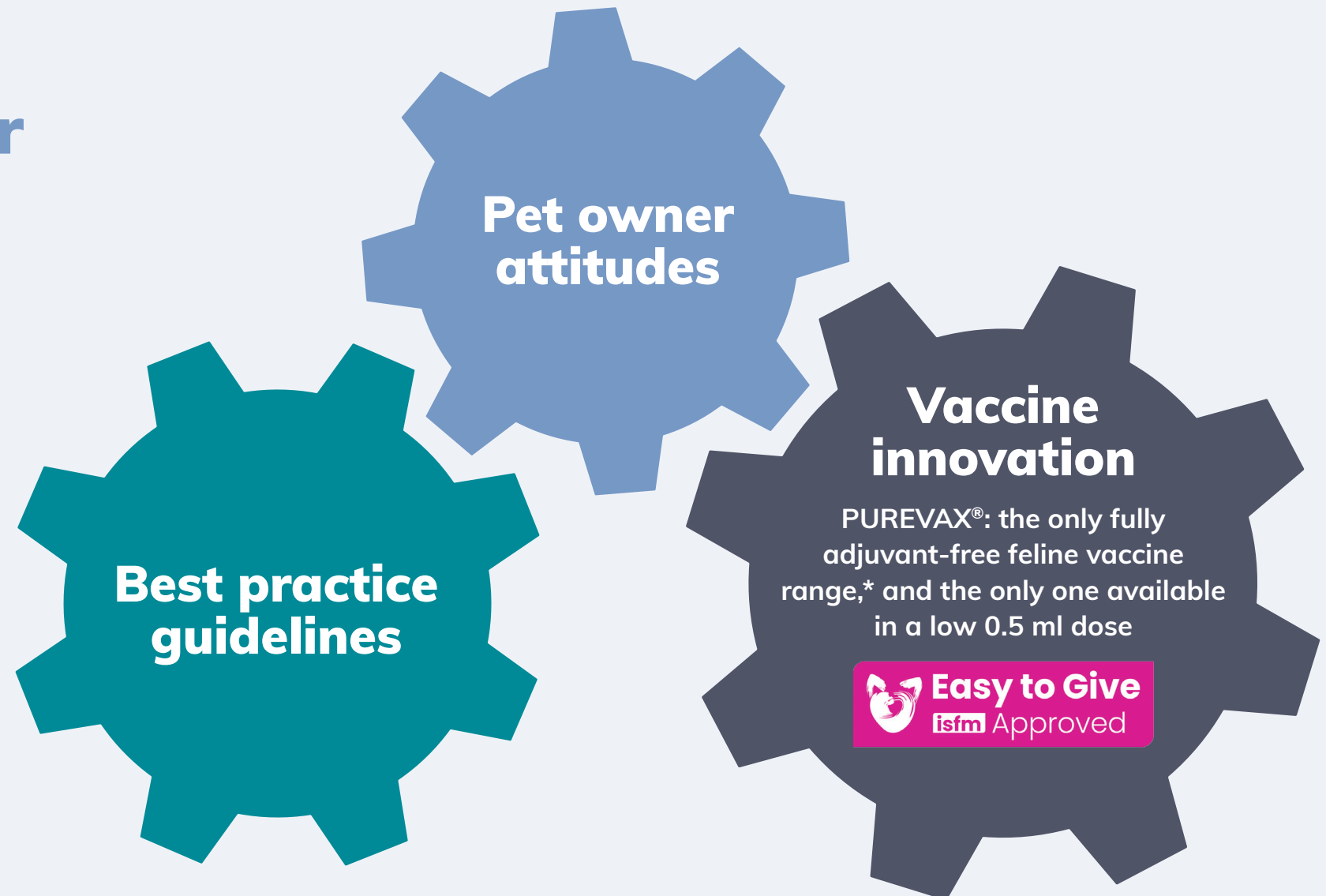
**Tailoring
treatment**

**Recommended
protocol**

**Vaccination
support**

When did you last consider your vaccine choice?

The sector is seeing a lot of change.



*PUREVAX® Rabies remains in 1 ml

First impressions count.

First vaccination is often the first experience a cat and/or their owner will have of your veterinary practice.

As such, it's an opportunity...

- To establish trust, confidence and rapport in a new pet owner
- To educate owners on the importance and value of regular vaccinations
- To demonstrate vaccinations can be cat-friendly and stress-free
- To build the foundation of a durable, long-term vet/pet owner relationship

Are we missing opportunities?

Cat vaccination in practice

Whether it's because they view them as too expensive or don't believe their indoor cat needs vaccinating, there will always be a segment of pet owners who don't currently see the value in vaccinations.

The primary vaccination offers the ideal touchpoint to build your relationship and establish the importance of regular vaccinations.

Of 100 kittens coming to the vets.....

67

will get their primary vaccination*

Of those 100 kittens...

46

will get their first booster*

Because when you've done enough to make sure they come back once...

...they'll keep coming back time and time again.

Of those 100 kittens...

46

will get their second booster*

*Vet Dynamics Index www.vetdynamics.co.uk/indexweeks

The feline lifetime welfare opportunity

The secret to making vaccinations deliver value to your practice – and lifelong protection to your patients – is to make the most of the relationship-building opportunities and regular booster vaccination touchpoints.

Junior

(7 months to
2 years)

Common health
issues:

- Infectious diseases
- Injuries related to young cat activities and love of exploration: fighting, hunting, trauma

Adult

(3 to 6 years)

Common health
issues:

- Dental and/or gum disease
- Obesity
- Cystitis
- Intestinal diseases
- Heart disease
- Behavioural problems

Mature

(7 to 10 years)

Common health
issues (in addition
to those faced by
adult cats):

- Diabetes
- Kidney disease
- High blood pressure
- Hyperthyroidism
- Cancers

Senior

(11 to 14 years)

At senior stage,
changes are often
subtle, such as
increased sleeping
and decreased
activity which
means some
conditions can
go undiagnosed.

Super senior

(15 years+)

At this age, a
minimum of two
health checks
per year are
recommended.¹

Several things can go
wrong at the same
time but many
diseases are still
treatable, so changes
should always be
properly investigated.

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Good things come in small doses



Cat-friendly



An innovation
in cat vaccines



Meets expert
guidelines



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What makes PUREVAX® different?



International
Society of Feline
Medicine (ISFM)
Easy to Give™
accreditation.



Fully non-
adjuvanted
feline range.
0.5 ml dose.*



Unique protection
against calicivirus
and herpesvirus:

- one-week onset of immunity for rapid protection²
- up to three years' duration of immunity.³



Meets the
recommendations
of the 2024
WSAVA
guidelines for
feline leukaemia
virus.⁴



Uniquely flexible
range allowing
tailor-made
vaccination for
each cat's
lifestyle.

*PUREVAX® Rabies remains in 1 ml

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The UK's most cat-friendly range

Easy to Give™-accredited products must be backed up by scientific proof and considered by feline experts to be seen to improve feline medicine. The evaluation criteria include:



efficacy



safety



ease of use and
administration



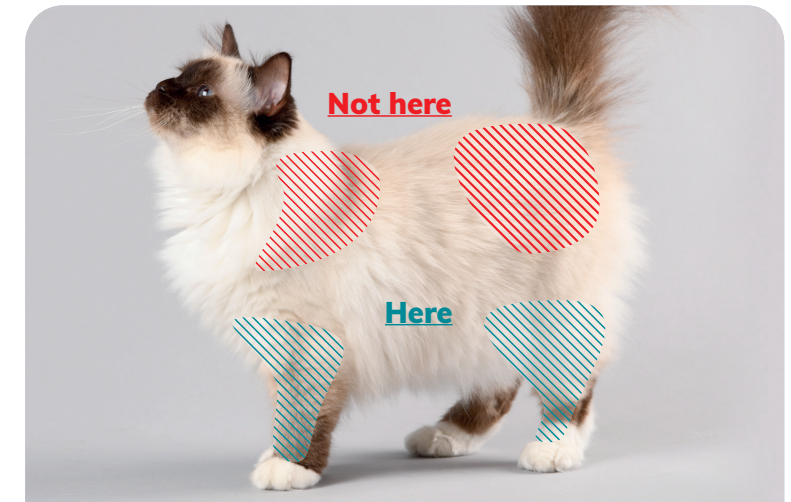
Vetted by vets

In a recent survey⁵ 88% of vets who use PUREVAX® found that PUREVAX® 0.5 ml offers a **more comfortable experience for cats** and found it **faster and easier to inject**.



Easy to Give
isfm Approved

Recommended vaccination sites⁴



Our 0.5 ml vaccines help make injecting at the recommended sites easier for vets and more comfortable for cats.

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No adjuvants, less inflammation

PUREVAX® as a non-adjuvanted vaccine causes less inflammation at the site of injection and has been shown to cause fewer local adverse reactions.^{6,7}

PUREVAX® uses **canarypox vector-recombinant technology** to deliver protection – an innovative process which provides superior efficacy while causing less inflammation compared to adjuvanted vaccines.^{6,7,8}

The WSAVA Vaccination Guidelines Group concurs with other experts⁹ and recommends that use of non-adjuvanted feline vaccines should be favoured over adjuvanted vaccines in countries where feline injection site sarcomas are known to occur and where alternative vaccine choices are available.⁴



Results

A recent study⁶ demonstrated that local reactions to PUREVAX® were significantly:

less frequent
less intense
more transient

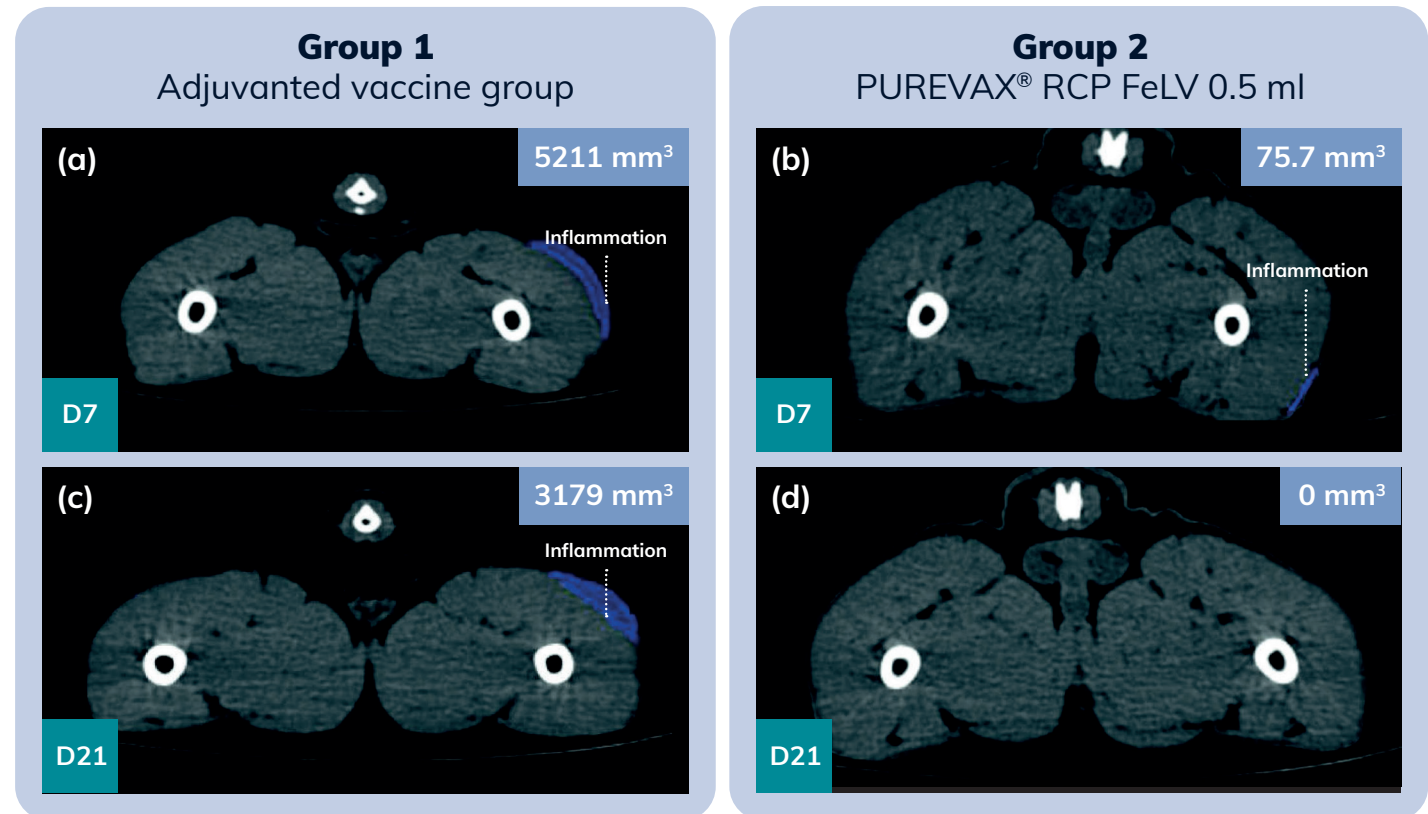
than those induced by an multi-component 1 ml adjuvanted vaccine (Leucifeligen® RCP/FeLV 1 ml)

The Haist Study 2023⁶ compared the local safety of adjuvanted Leucofeligen® FeLV/RCP (1 ml) versus non-adjuvanted at reduced volume PUREVAX® RCP FeLV (0.5 ml).

In the PUREVAX® group, the mean **inflamed volumes were significantly lower** one week and three weeks post-vaccination.

One week post-vaccination, the mean **inflamed volume was nearly 300 times smaller in the PUREVAX® group** compared to the adjuvanted vaccine group.

PUREVAX® canarypox technology in action (Haist)⁶



Sections highlighted in blue show post-vaccination inflammation.

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Pioneering vaccine innovation

PUREVAX® offers leading protection against cat flu, which is a highly contagious, prevalent and distressing condition.



One-week onset of immunity for rapid protection²



Kittens can complete their primary course and be fully protected within one month¹⁰



Quick onset of immunity helps prevent spread if an outbreak occurs



Unique added protection for shelter cats and those at high risk, such as multi-cat households



Overvaccination should be avoided⁴



As such the Vaccination Guidelines Group (VGG) recommends animals that are low-risk (solitary, indoor cats that do not visit boarding catteries) will benefit from revaccination with modified live vaccines at intervals of three years or longer.

Up to three years' duration of immunity³



PUREVAX® is the only RCP with sustained protection for up to three years, which allows for a tailored vaccination approach.

Meeting WSAVA guidelines for feline leukaemia virus

Feline leukaemia virus (FeLV) is currently a major concern worldwide.


As such, the WSAVA guidelines⁴ recommend annual vaccination in:

- cats under a year old
- older outdoor cats
- areas where FeLV-related diseases are known to occur – this includes the UK and Ireland.

WSAVA guidelines state:

“Challenge studies supporting biennial or triennial revaccination of adult cats against FeLV were not designed to provide direct proof of long-lasting protection against FeLV transmitted through biting.”

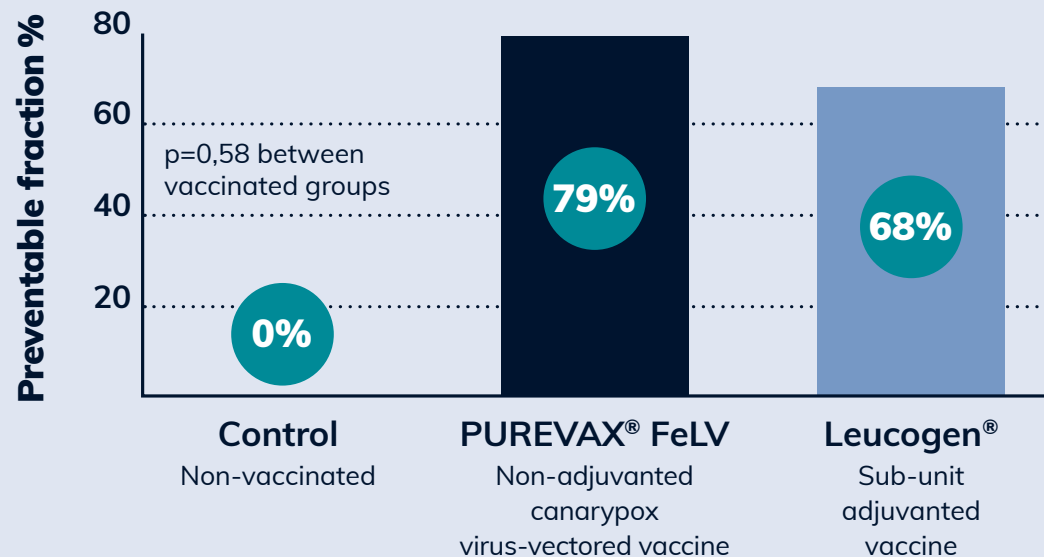
The PUREVAX® FeLV difference

	PUREVAX® FeLV 	Alternative vaccines
Non-adjuvanted	✓	✗
0.5 ml	✓	✗
Annual licence	✓	✗

PUREVAX® FeLV ensures consistent powerful protection as demonstrated in comparative efficacy studies⁸ mimicking natural infection.

PUREVAX® FeLV – powerful protection

Assessment of FeLV vaccine efficacy in a severe natural contact challenge study⁸



The preventable fraction is the proportion of cats protected by vaccination in excess of the proportion that is naturally resistant.



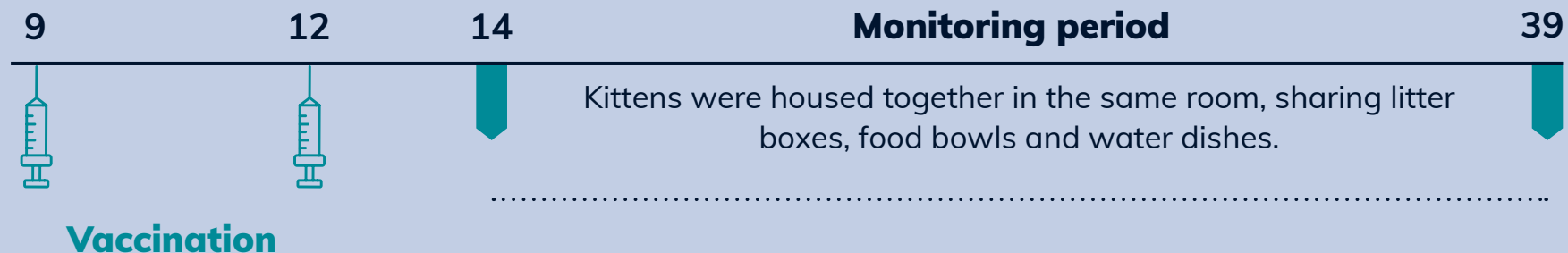
PUREVAX® FeLV ensures consistent powerful protection as demonstrated in comparative efficacy studies⁸ mimicking natural infection.

The canarypox vector mimics natural infection, thereby inducing strong cell-mediated immunity.

[Study details >](#)

PUREVAX® FeLV – powerful protection

Assessment of FeLV vaccine efficacy in a severe natural contact challenge study⁸



Four groups of specific
pathogen-free (SPF)
kittens 8-9 weeks old:

18 infected kittens
as a source of natural
challenge; two groups
of 24 vaccinated kittens;
23 control kittens.

Results

Kittens were blood-sampled every two weeks from vaccination to the six-month follow-up period to check for FeLV persistent viraemia.

At 39 weeks **79% had a preventable fraction of persistent viraemia with FeLV** when vaccinated with PUREVAX FeLV® vs **68% with Leucogen®**.

close X

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Cat-friendly
vaccinations

Our non-adjuvanted
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Cat flu – innovative
protection

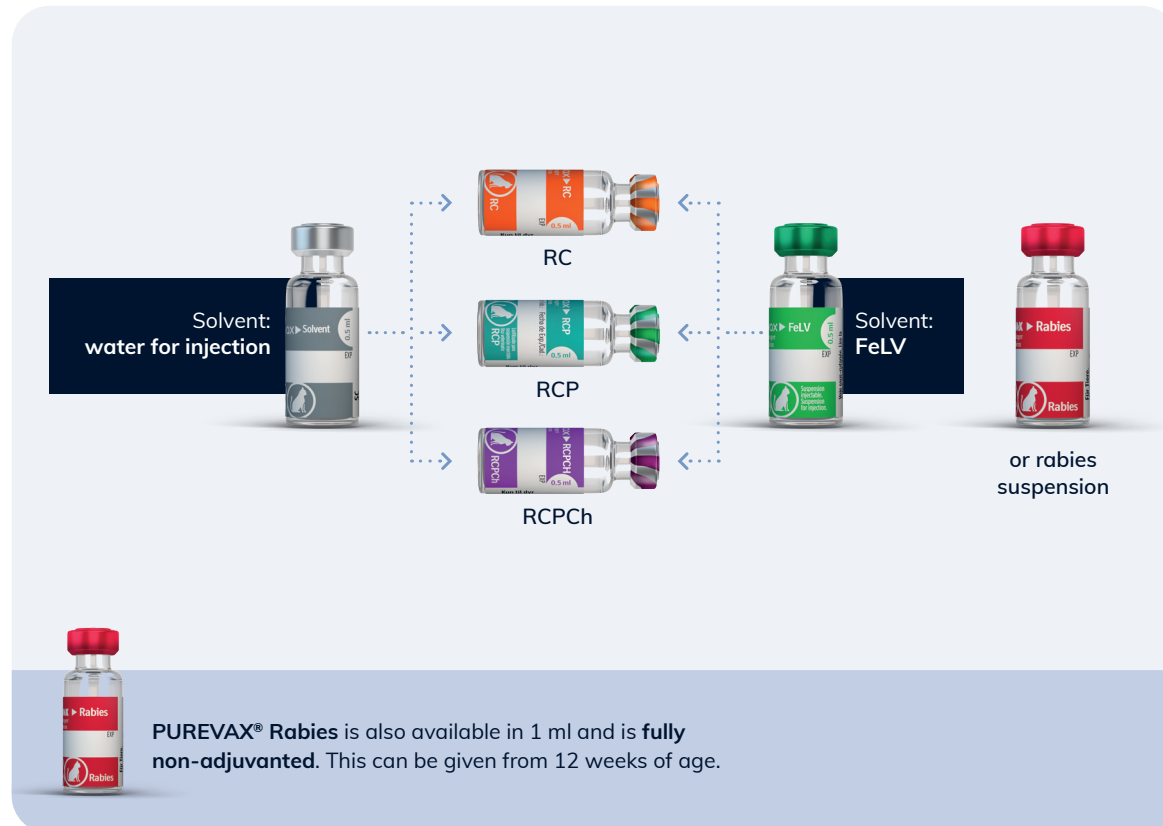
New FeLV
guidance

Tailoring
treatment

Recommended
protocol

Vaccination
support

Solutions tailor-made to fit each cat's lifestyle



RC: Rhinotracheitis, calicivirus
RCP: Rhinotracheitis, calicivirus, panleucopenia
RCPCh: Rhinotracheitis, calicivirus, panleucopenia, chlamydophila felis
FeLV: Feline leukaemia virus

FHV: Feline herpesvirus
FCV: Feline calicivirus
FPV: Feline panleucopenia virus
C.felis: Chlamydophila felis

The PUREVAX® range

	FHV (Feline herpesvirus)	FCV (Feline calicivirus)	FPV (Feline panleucopenia)	C. felis (Chlamydomphila felis)	FeLV (Feline leukaemia virus)	Rabies
PUREVAX® RC						
PUREVAX® RCP						
PUREVAX® RCPCh						
PUREVAX® RCP FeLV						
PUREVAX® RCPCh FeLV						
PUREVAX® FeLV						
PUREVAX® Rabies*						

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Recommended
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Vaccination
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PUREVAX® recommended vaccine protocol

A broad and flexible range providing combinations for flexibility and convenience.

	8 weeks	11–12 weeks*	1 year	2 years	3 years	4 years	5 years
Strictly indoor	 	 	 			 	
Indoor / outdoor	 	 	 	 	 	 	 
Shelter cats	 	 	 	 	 	 	 

*In cases where high antibody presence is expected, the primary course should be delayed until 12 weeks.

The PUREVAX® fully flexible range


Solvent




RC




FeLV




RCP




RCPCh



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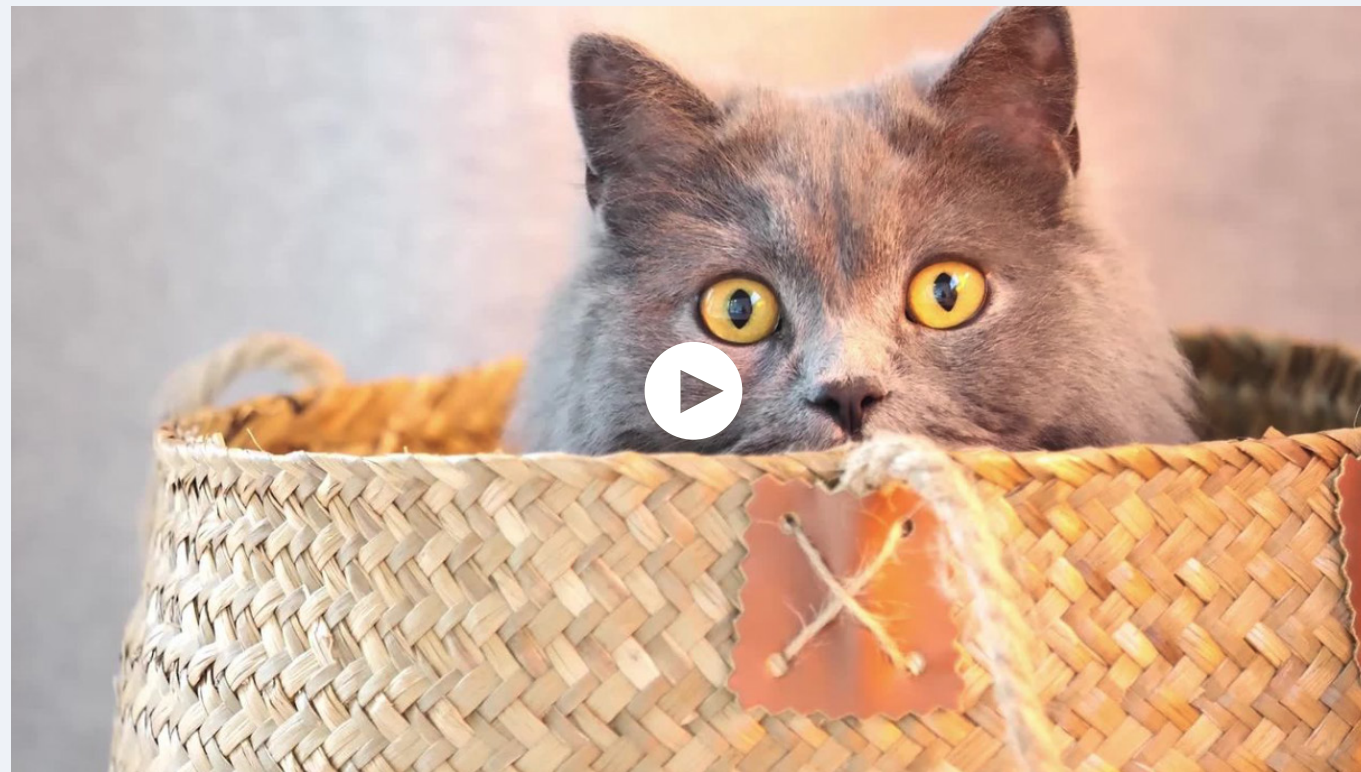
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Demonstrating value to your clients

Owner support: waiting room video



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Owner support: social assets



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Demonstrating value to your clients

Owner support: printed

Follow-up card

Congratulations!  **has been vaccinated with PUREVAX®**

This practice protects pets with PUREVAX®, giving your cat defence against:

<input type="checkbox"/> Cat flu	<input type="checkbox"/> Feline leukaemia
<input type="checkbox"/> Feline infectious enteritis (panleukopaemia)	<input type="checkbox"/> Chlamydiosis
	<input type="checkbox"/> Rabies

LOVE IS NOT ENOUGH

Vaccination
leaflet

Cat vaccination



Why vaccinate your cat?



Poster

Diseases don't care how much your cat means to you

Like humans, cats are at risk from many diseases. **Vaccination is essential to protect your cat against the nastier illnesses out there.**

We can  vaccinate your  cat against:

Cat flu
Contagious and can be fatal.
Symptoms:
• Runny eyes and nose
• Sneezing
• Loss of appetite

Feline parvo
Contagious and often fatal, especially in young cats.
Symptoms:
• Vomiting
• Diarrhoea
• Lethargy

Chlamydia felis
Contagious and often seen in multi-cat households
Symptoms:
• Intense conjunctivitis
• Loss of appetite

Feline leukaemia
Always fatal once symptoms appear.
Symptoms:
• Tumours and swollen glands
• Pale gums and poor coat
• Frequent infections due to immunosuppression

Rabies
Can be passed to humans and almost always fatal.
Symptoms:
• Abnormal or aggressive behaviour
• Excessive drooling
• Paralysis

LOVE IS NOT ENOUGH

Speak to your vet today and make sure your cat is vaccinated

Boehringer Ingelheim

Health check record

Health check record

our cat's vaccination & health check record



Booster reminder

Booster reminder

our cat's vaccination poster is due



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Veterinary support

A team of eight vets and five veterinary nurses with over 140 years' combined experience.

Case discussions and product advice

01344 746957

vetenquiries@boehringer-ingelheim.com

NEW live chat service

Service hours

Mon-Thu 9am-5pm

Fri 9am-4.30pm

Emergencies 24/7 (via telephone only)

Virtual team meetings

A technical vet can attend a meeting via
Microsoft Teams or Zoom

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Will you make the choice to access the value of Purevax® for your feline vaccination?



Fully non-adjuvanted feline range.



Uniquely flexible range allowing tailor-made vaccination for each cat's lifestyle.



Meets the recommendations of the 2024 WSAVA guidelines for feline leukaemia virus.⁴



Education and support tools for gaining and maintaining vaccine clients



A more comfortable experience for the cat⁵



Unique protection against calicivirus and herpesvirus:
• one-week onset of immunity for rapid protection²
• up to three years' duration of immunity.³

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Our innovative pet prescription products



Metacam  Previcox  Senvelgo  ProZinc  Semintra  vetmedin  Pexion  NexGard  NexGard COMBO  NexGard SPECTRA  RABISIN  purevax  EURICAN 

References

- ¹Ray, M., Carney, H. C., Boynton, B., Quimby, J., Robertson, S., Denis, K. S., Tuzio, H. and Wright, B. 2021. 2021 AAFP Feline Senior Care Guidelines. *J. Feline Med. Surg.* 23: 613–638.
- ²Jas D, Aeberle C, Lacombe V, Guiot AL, Poulet H. Onset of immunity in kittens after vaccination with a non-adjuvanted vaccine against feline panleucopenia, feline calicivirus and feline herpesvirus. *Vet J* 2009;182:86–93. <https://doi.org/10.1016/j.tvjl.2008.05.025>.
- ³Jas, D., Frances-Duvert, V., Vernes, D., Guigal, P. M. and Poulet, H. 2015. Three-year duration of immunity for feline herpesvirus and calicivirus evaluated in a controlled vaccination-challenge laboratory trial. *Vet Microbiol.* 177: 123–31.1.
- ⁴Squires RA, Crawford C, Marcondes M, Whitley N. 2024 guidelines for the vaccination of dogs and cats – compiled by the Vaccination Guidelines Group (VGG) of the World Small Animal Veterinary Association (WSAVA). *J Small Anim Pr* 2024;65:277–316. <https://doi.org/10.1111/jsap.13718>.
- ⁵Vet Flash- Veterinary omnibus study among 500 small animal veterinarians-France/UK/Germany/Spain/Italy -May 2023- BioSat Market Research (Study results are available free of charge on request).
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- ⁷Day, M. J., Schoon, H. A., Magnol, J. P., Saik, J., Devauchelle, P., Truyen, U., Gruffydd-Jones, T. J., Cozette, V., Jas, D., Poulet, H., Pollmeier, M. and Thibault, J. C. 2007. A kinetic study of histopathological changes in the subcutis of cats injected with non-adjuvanted and adjuvanted multi-component vaccines. *Vaccine.* 25: 4073–84.
- ⁸AH, S. and S, T. 2015. A Comparative Study of the Efficacy of a Canarypox Based Recombinant Leukemia Vaccine against a Natural Contact Felv Challenge in Cats. *J. Vaccines Vaccin.* 2015.
- ⁹Hartmann et al 2021. Feline injection site sarcomas. *Vet. Clin. North Am.: Small Anim. Pr.* 32: 983–995.
- ¹⁰GmbH, B. I. V. 2022. SPC - EMA Purevax RCP.



A technical information service from Boehringer Ingelheim Animal Health UK Ltd, makers of PUREVAX®. PUREVAX® FeLV contains feline leukaemia virus recombinant canarypox virus (vCP97). PUREVAX® Rabies contains rabies recombinant canarypox virus (vCP65). PUREVAX® RC contains attenuated feline rhinotracheitis herpesvirus (FHV F2 strain) and inactivated feline calicivirus antigens (FCV 431 and G1 strains). PUREVAX® RCP contains attenuated feline rhinotracheitis herpesvirus (FHV F2 strain), inactivated feline calicivirus antigens (FCV 431 and G1 strains), attenuated feline panleucopenia virus (PLI IV) and FeLV recombinant canarypox virus (vCP97). PUREVAX® RCP FeLV contains attenuated feline rhinotracheitis herpesvirus (FHV F2 strain), inactivated feline calicivirus antigens (FCV 431 and G1 strains), attenuated feline panleucopenia virus (PLI IV) and FeLV recombinant canarypox virus (vCP97). PUREVAX® RCPC contains attenuated feline rhinotracheitis herpesvirus (FHV F2 strain), inactivated feline calicivirus antigens (FCV 431 and G1 strains), attenuated *Chlamydomyphila felis* (905 strain) and attenuated feline panleucopenia virus (PLI IV). PUREVAX® RCPC FeLV contains attenuated feline rhinotracheitis herpesvirus (FHV F2 strain), inactivated feline calicivirus antigens (FCV 431 and G1 strains), attenuated *Chlamydomyphila felis* (905 strain), attenuated feline panleucopenia virus (PLI IV) and FeLV recombinant canarypox virus (vCP97). PUREVAX® FeLV suspension for injection is indicated for active immunisation of cats of 8 weeks of age or older against feline leukaemia for the prevention of persistent viraemia and clinical signs of the related disease. PUREVAX® Rabies suspension for injection is indicated for active immunisation of cats 12 weeks of age and older to prevent mortality due to rabies infection. PUREVAX® RC lyophilisate and solvent for suspension for injection is indicated for active immunisation of cats aged 8 weeks and older: against feline viral rhinotracheitis to reduce clinical signs; and against calicivirus infection to reduce clinical signs. PUREVAX® RCP lyophilisate and solvent for suspension for injection is indicated for active immunisation of cats aged 8 weeks and older: against feline viral rhinotracheitis to reduce clinical signs; against calicivirus infection to reduce clinical signs; and against feline panleucopenia to prevent mortality and clinical signs. PUREVAX® RCP FeLV lyophilisate and solvent for suspension for injection is indicated for active immunisation of cats aged 8 weeks and older: against feline viral rhinotracheitis to reduce clinical signs; against calicivirus infection to reduce clinical signs; against *Chlamydomyphila felis* infection to reduce clinical signs; and against feline panleucopenia to prevent mortality and clinical signs. PUREVAX® RCPC lyophilisate and solvent for suspension for injection is indicated for active immunisation of cats aged 8 weeks and older: against feline viral rhinotracheitis to reduce clinical signs, against calicivirus infection to reduce clinical signs, against *Chlamydomyphila felis* infection to reduce clinical signs and against feline panleucopenia to prevent mortality and clinical signs. PUREVAX® RCPC FeLV lyophilisate and solvent for suspension for injection is indicated for active immunisation of cats aged 8 weeks and older: against feline viral rhinotracheitis to reduce clinical signs; against calicivirus infection to reduce clinical signs; against *Chlamydomyphila felis* infection to reduce clinical signs; against feline panleucopenia to prevent mortality and clinical signs; and against leukaemia to prevent persistent viraemia and clinical signs of the related disease. UK: POM-V. For information about side effects, precautions, warnings and contraindications please refer to the product packaging and package leaflet. Prescription decisions are for the person issuing the prescription alone. Further information available in the SPC or from Boehringer Ingelheim Animal Health UK Ltd, RG12 8YS, UK. UK Tel: 01344 746959 (sales) or 01344 746957 (all queries). Email: vetenquiries@boehringer-ingelheim.com. PUREVAX® is a registered trademark of Boehringer Ingelheim Animal Health France SCS, used under licence. ©2024 Boehringer Ingelheim Animal Health UK Ltd. All rights reserved. Date of preparation: Oct 24. UI-PET-0148-2024. Use Medicines Responsibly.