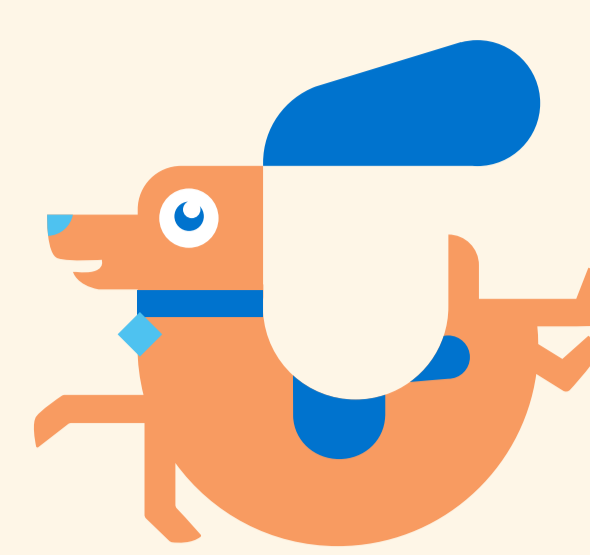


Wag Stats

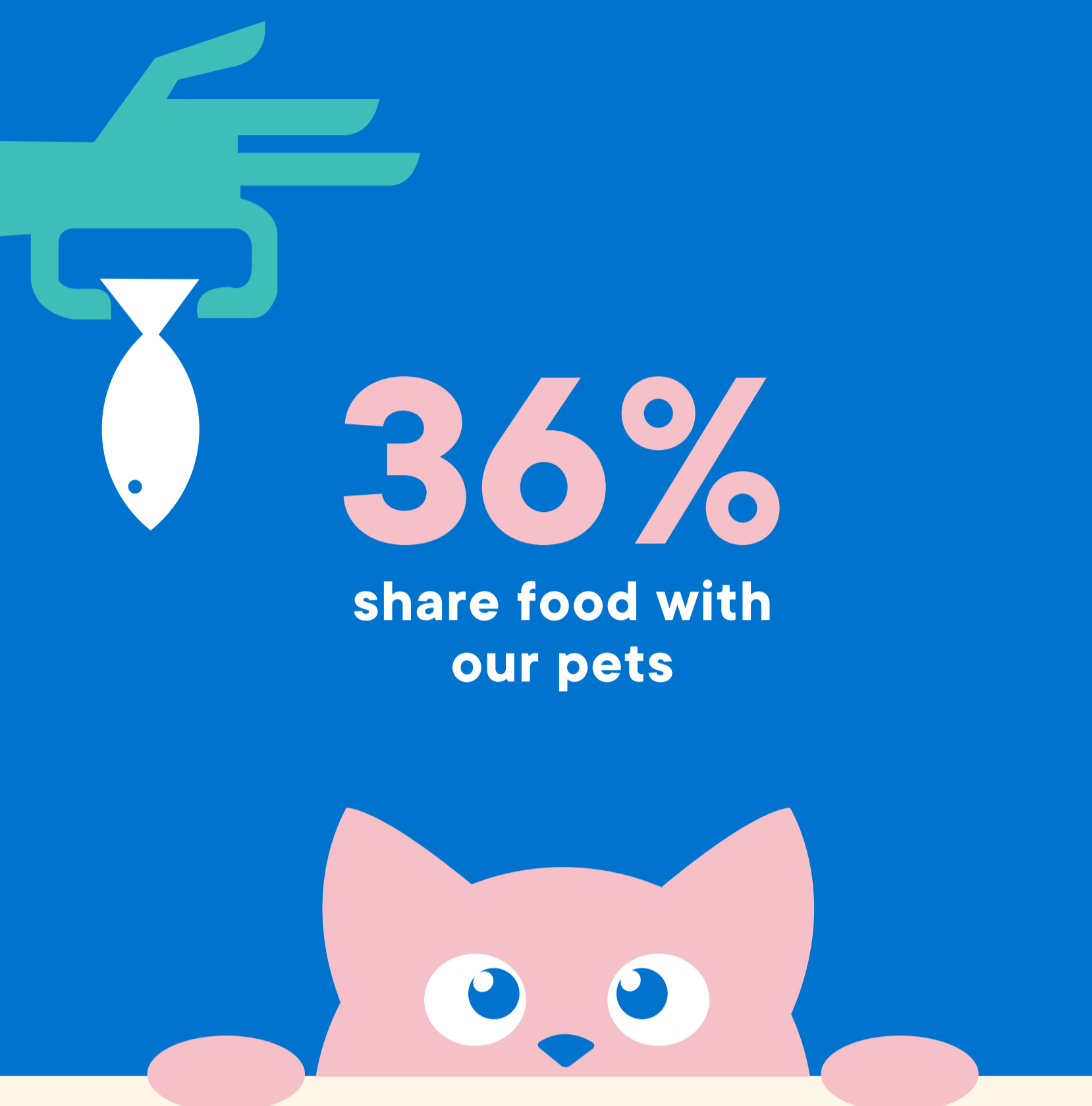
We set out to discover the ins and outs of the unique relationships we have with our pets. And we learned a lot, including just how much we love them. After all, there isn't much we wouldn't do to make our pets happy—whether we're sneaking them a bite of steak, giving them the occasional pooch smooch or taking them on our favorite hiking trails.

But to ensure your pet can safely experience life by your side, it's important to learn about diseases like Lyme and leptospirosis and how vaccines can help protect them.

Because vaccinated pets are the happiest pets.



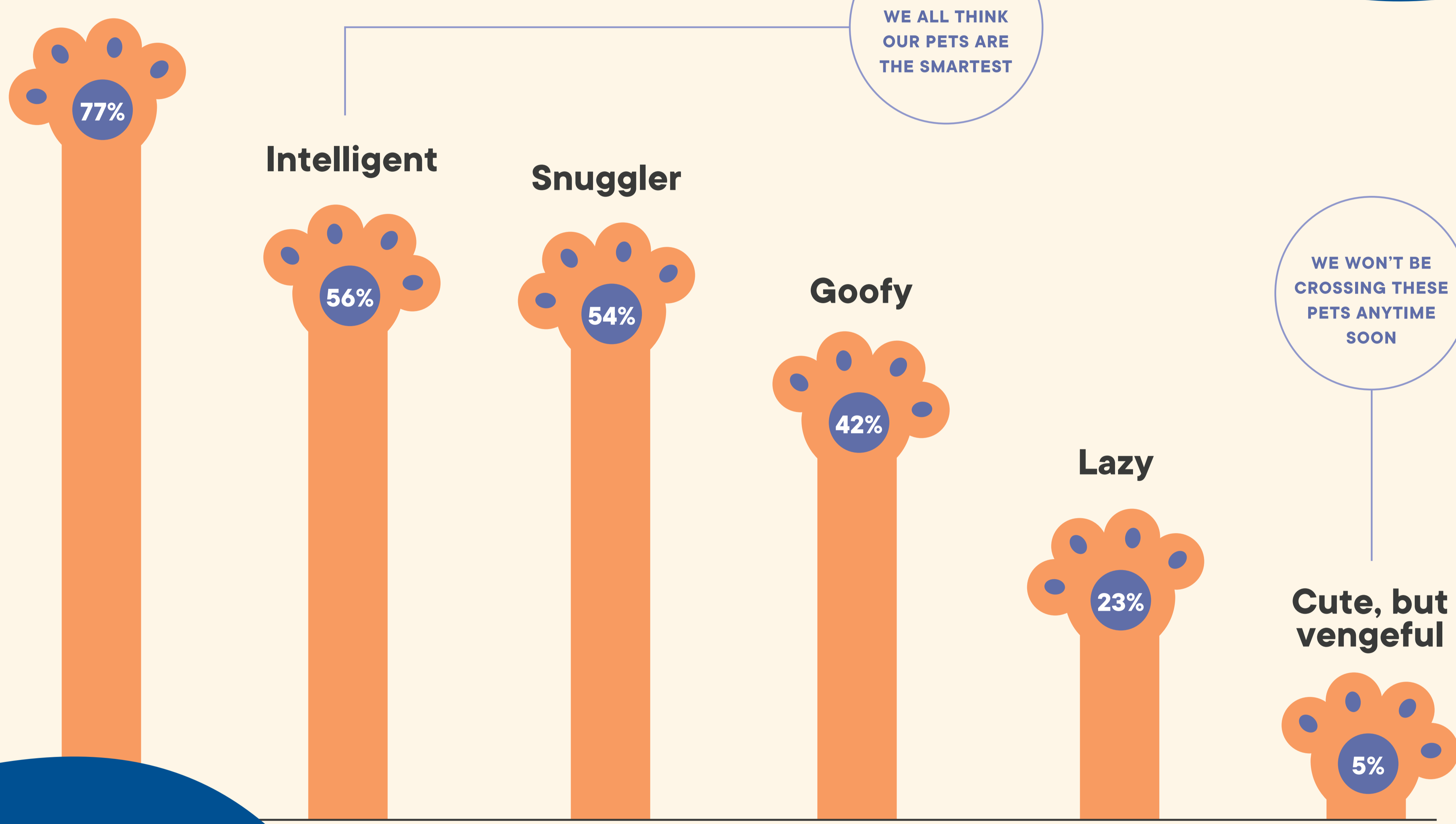
We aren't afraid to spoil our pets



We know them better than anyone else

HOW WE DESCRIBE OUR PETS:

Loving

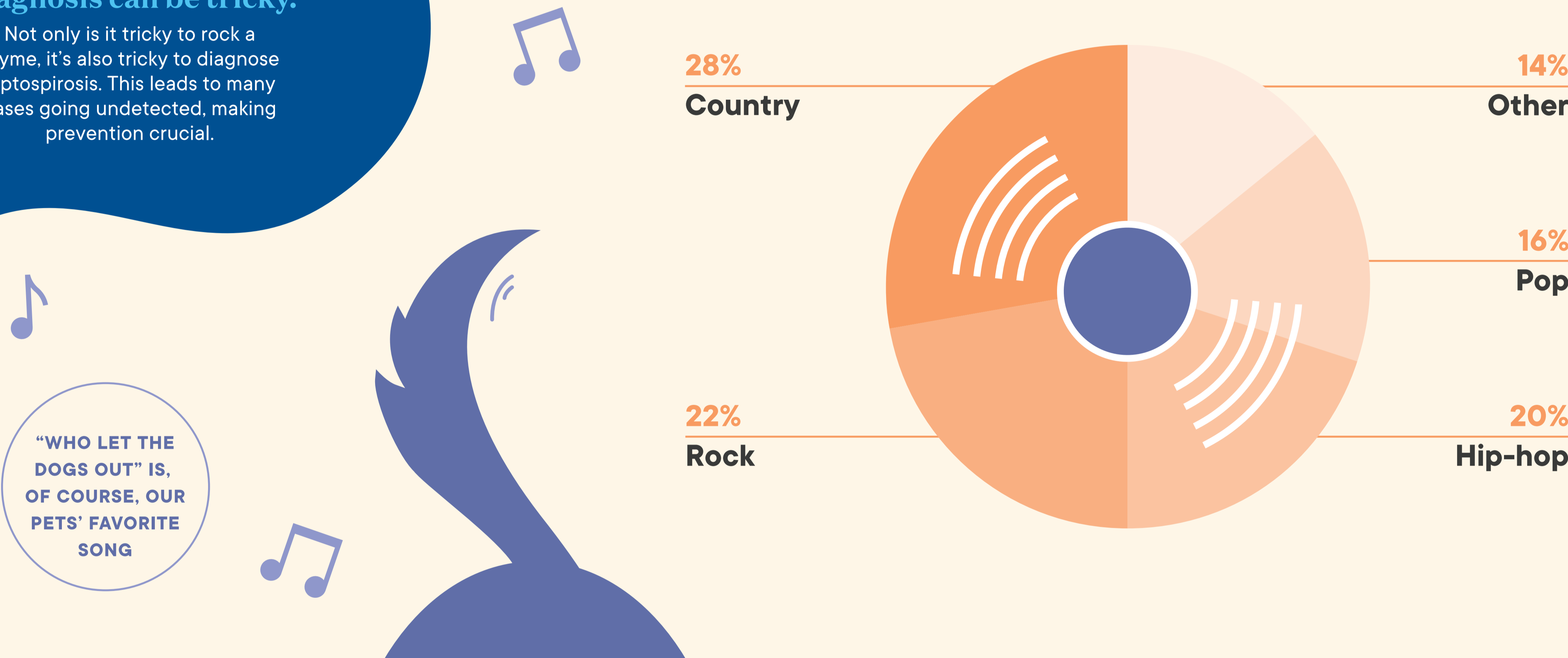


LYME FACT:

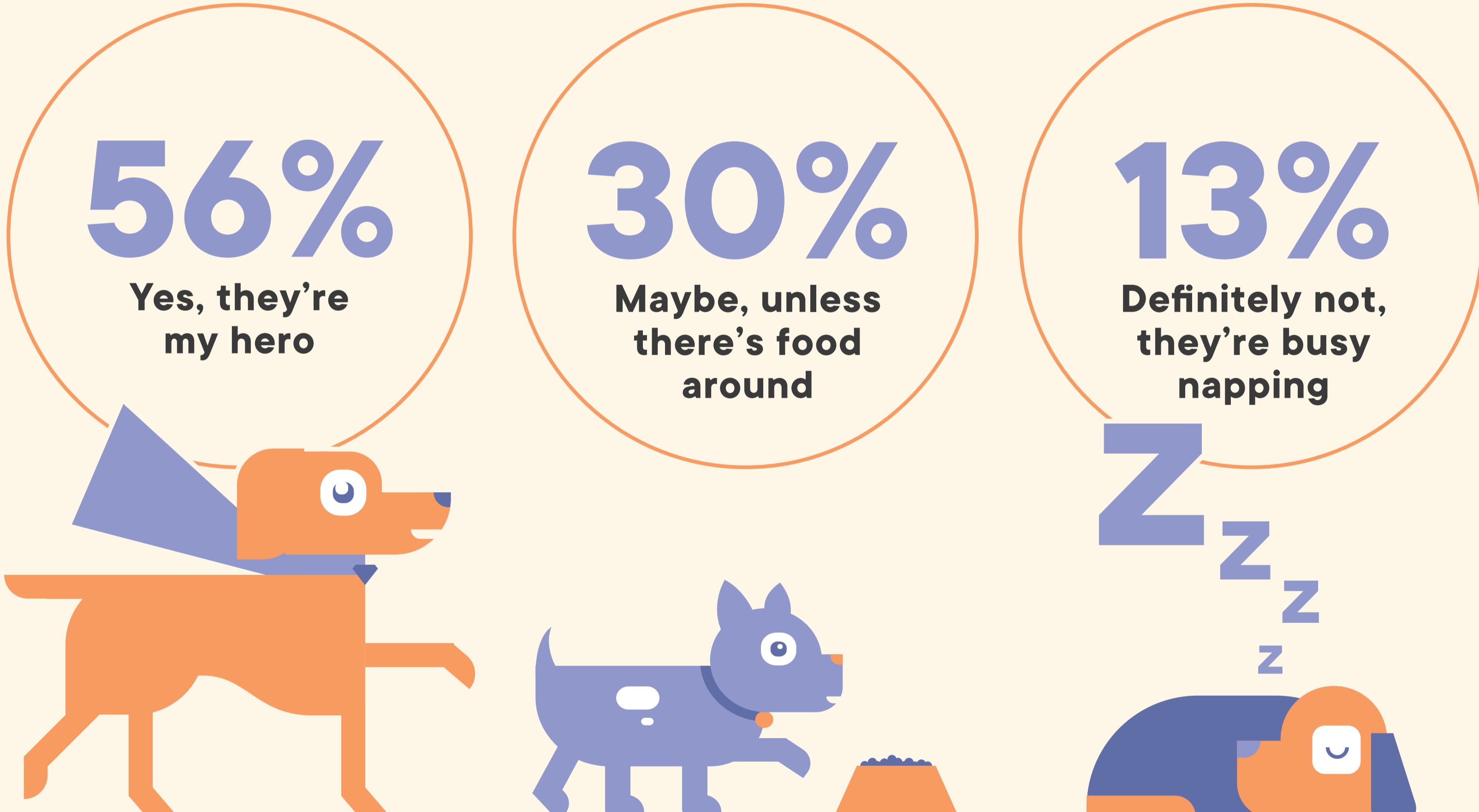
Ticks can be tiny.
Our pets come in a variety of shapes, sizes and personalities. But ticks? They come in two—tiny and evil. A tick nymph can be the size of a poppy seed.

LEPTO FACT:
Diagnosis can be tricky.
Not only is it tricky to rock a rhyme, it's also tricky to diagnose leptospirosis. This leads to many cases going undetected, making prevention crucial.

OUR PETS' FAVORITE MUSIC (ACCORDING TO US):



DO WE BELIEVE OUR PETS WOULD SAVE OUR LIVES IF WE WERE IN DANGER?

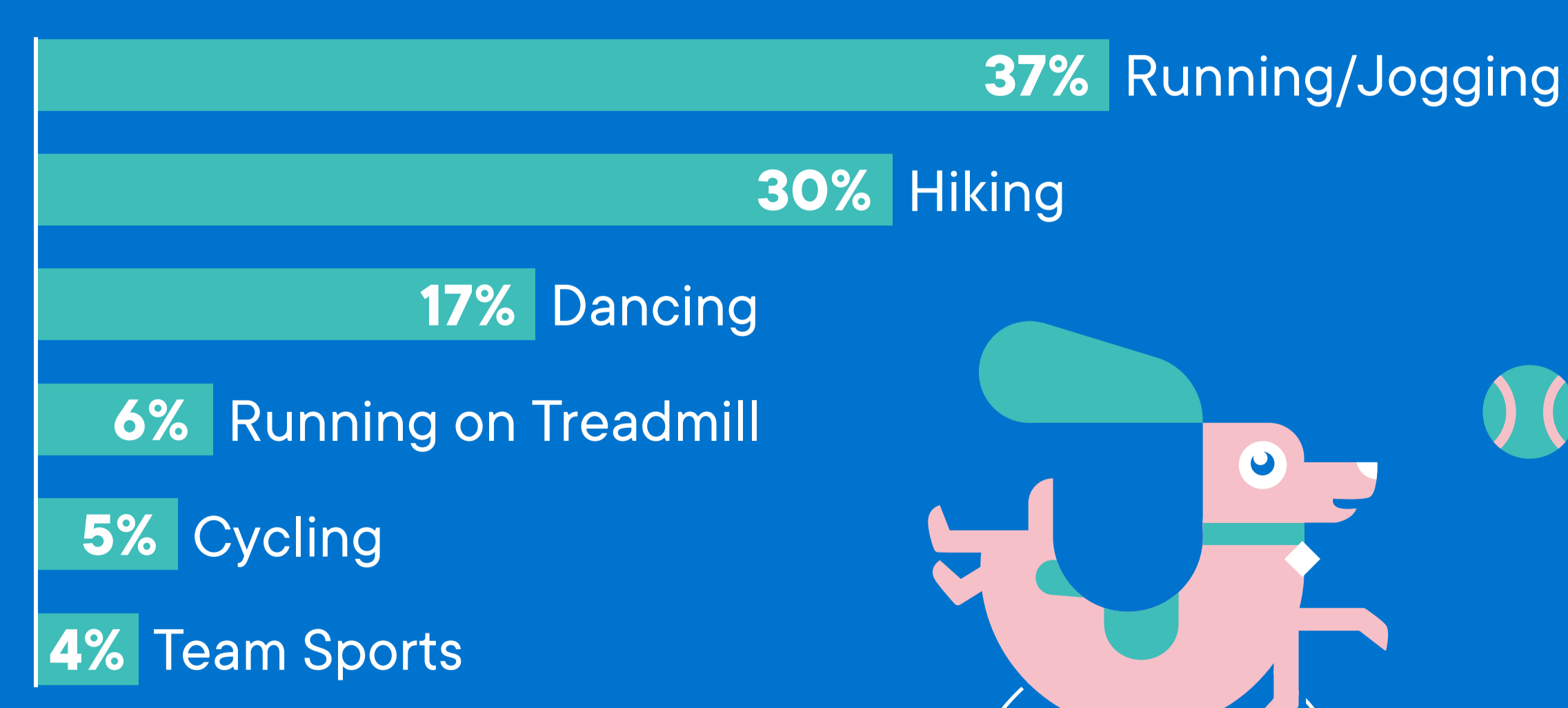


LYME FACT:

Ticks can take the cold.
Going on a winter vacation? Ticks will be waiting for you when you get back. Adult deer ticks have been known to survive freezing temps.

And we don't mind breaking a sweat with our pet

WHICH ACTIVITIES DO PETS PARTICIPATE IN WITH US?



LEPTO FACT:
All it takes is a few minutes.
From the backwoods to their backyards, dogs love to explore. But did you know transmission from leptospirosis can occur when a dog spends just a few minutes outside?

Or taking them on a relaxing getaway



It's true—we would do just about anything for our four-legged friends



83% of us say our pets are our ride or die

And while we take our pets' well-being very seriously...



79%

say our pets' well-being is high on our to-do list



75%

take our pets on regular vet visits to keep them healthy



85%

agree that vaccines for dogs are valuable

...we need to be aware of the everyday dangers they may run into

69%

have no idea if leptospirosis is prevalent in their area

36%

don't know if Lyme is prevalent in their area

63%

are unsure of or don't know the difference between core and lifestyle vaccines

51%

say that our dogs don't require additional/lifestyle vaccines



LYME FACT:

Transmission is fast.

When it comes to infecting dogs, ticks are quick. It only takes 36-48 hours for Lyme disease to be transmitted.³

Why we need to protect our dogs against Lyme and leptospirosis

LYME DISEASE

WHAT

A dangerous disease caused by exposure to infected ticks, leading to lameness, fever, joint swelling and loss of appetite

HOW

Dogs become infected when they're bitten by infected ticks, which can happen in urban or suburban areas

PREVENTION

Use tick control and vaccinate your dog

LEPTOSPIROSIS

WHAT

A serious and potentially fatal infection caused by the bacteria from the urine of infected animals, which can lead to vomiting, anorexia, lethargy, and kidney and liver damage.

HOW

Dogs become infected by ingesting water, soil or food contaminated with infected animals' urine (gross!)

PREVENTION

If there is wildlife in your area, vaccinate your dog

100%

of dogs unvaccinated for Lyme disease had microscopic joint changes.⁴

Lepto kills up to

1 in 5

clinically infected dogs.⁵

If your dog enjoys any of these routine activities, they're at risk for infection—regardless of where they live



Going on walks outside



Playing in the backyard



Spending time in areas where you've seen squirrels, small rodents or deer



Interacting with other dogs at doggy daycare or the dog park



Getting their paws dirty from mud or puddles outside



LEPTO FACT:

Potential carriers are everywhere.

The number of places where leptospirosis infections can occur is in the billions.

But that doesn't mean the outdoors has to be dangerous for your dog. With the right measures, there's nothing you and your pup can't do together. Because...

Vaccinated pets have more fun!

Life is an adventure, and it's best enjoyed with a happy, healthy and vaccinated canine companion or feline friend.



STAY ONE STEP AHEAD OF THE SPREAD WITH ANNUAL VACCINATIONS

Ask your vet about pure, safe and effective vaccines like Elanco's TruCan™ Ultra and give your pet a more comfortable vaccination experience.

truCan™ ultra

In January 2022, Wag Stats data was gathered through an online survey of 3,000 pet owners in the U.S.

1. Global Lyme Alliance. About ticks and Lyme disease. Available at: <https://globallymealliance.org/about-lyme/prevention/about-ticks/>. Accessed: May 2022.

2. TickEncounter. Winter tick activity: why you should keep up your tick prevention. Available at: <https://web.uri.edu/tickencounter/tick-notes/winter-tick-activity/>. Accessed: May 2022.

3. CDC. Lyme disease transmission. Available at: <https://www.cdc.gov/lyme/transmission/index.html>. Accessed: February 13, 2020

4. Grosenbaugh DA, Rissi DR, Krimer PM. Demonstration of the ability of a canine Lyme vaccine to reduce the incidence of histological synovial lesions following experimentally-induced canine Lyme borreliosis. Vet Immun. 2016;180:29-33.

5. Goldstein R. Influence of infecting serogroup on clinical features of leptospirosis in dogs. J Vet Intern Med. 2006;20:489-94.

TruCan, TruFel, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. © 2022 Elanco or its affiliates. PM-US-22-0888.

Elanco