

Canine travel sickness should no longer stop pet owners from travelling!

Vets and nurses are being reminded that as the Christmas holidays come to an end people will still continue to travel with their pet. Although only two out of five people ask their vet for help with their pet's travel sickness, it is a common problem.¹ In many cases it doesn't stop people from travelling and, consequently, dogs prone to the condition can be, on average, sick five times a year during journeys.¹

Annelies Hall, Cerenia® Product Manager, says: *"For those who own dogs that tend to be travel sick even a short journey can be distressing. A trip to a park, the vets or a groomer may be impossible as a result of the pet experiencing travel sickness. This can restrict the owner's choices – they are often unable to travel to the best boarding kennel or their preferred vets and just have to choose those that are nearest to their home. It can also significantly reduce the pleasure to be had from dog ownership, ruling out attractive country parks or other scenic walks and of course the dog experiences only a small area around the home and is deprived of new sights, sounds and smells".*

Cerenia® can be given as a single dose from one hour up to ten hours before travel to prevent travel sickness and does not have sedative properties. This gives owners flexibility to administer the dose in food the night before and leave early the next morning to arrive at their destination. The medication has a 24-hour duration so the everyday trips for grooming or visits to country parks can be comfortably completed within the day without giving an additional dose. A second dose can still be given the next day if the owner wants to take their dog on a weekend break.

Pfizer has developed a new website where dog owners can go for further information www.dog-car-sickness.co.uk.

An educational pack for pet owners is also available free of charge to veterinary practices. To help publicise the issue and let owners know that help is at hand, practices can also request a press release that can be personalised with the practice's details. To obtain this press release, or educational packs, practices should contact their Pfizer Territory Manager.



References: 1. Pfizer Market Research June 06 and Feb 08



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