

JULY 4TH, 8:30 PM

WHEN THE NEIGHBORS IGNITE THE FIREWORK MONSTER

Sileo[®]
(dexmedetomidine
oromucosal gel)

Does your dog overreact to sounds or, as we call them, “noise monsters”? Your dog’s overreaction can be a sign of a serious medical condition called noise aversion.

Your dog isn’t alone. In fact, 2 out of 3 dogs show signs of fear to loud noises.¹ Of these dogs, 81% show signs of fear when hearing fireworks, which is nothing to celebrate.²

Noise aversion is not “normal” for dogs but is an indication that your dog is fearful and anxious, similar to how you might react if you saw a monster! It also takes away from the special bond you’ve built with your best friend.

Your dog’s response to noise is like a person experiencing a panic attack but with different symptoms. Some of the signs may not be as obvious as you’d think and can include:



Scared look or ears back



Whining or barking at the sound



Cowering



Being extra alert or more alert than usual



Destroying objects around the home



Freezing or unable to move



Hiding



Hurting himself/herself



Lip licking



Not wanting to leave your side (clinginess)



Pacing or unable to stand still



Panting



Refusing to eat



Running away



Trembling or shaking



Yawning

If your dog overreacts to “noise monsters” like fireworks, we can help. Treatment with SILEO[®] (dexmedetomidine oromucosal gel) is available to help treat your dog’s fear of fireworks and other sounds all year round by keeping them calm without making them drowsy.³

TAKE THE NOISE AVERSION QUIZ

You can learn more about SILEO[®] at [WhenNoiseHurts.com](https://www.whennoisehurts.com). Take [this quiz](#) to see if your dog may already be showing these signs of fear of noises and help identify if they have noise aversion to other noise triggers as well.

Contact our practice for more information and to schedule your dog’s visit before July 4th!

Important Safety Information:

Do not use SILEO in dogs with severe cardiovascular disease, respiratory, liver or kidney diseases, or in conditions of shock, severe debilitation, or stress due to extreme heat, cold or fatigue or in dogs hypersensitive to dexmedetomidine or to any of the excipients. SILEO should not be administered in the presence of preexisting hypotension, hypoxia, or bradycardia. Do not use in dogs sedated from previous dosing. SILEO has not been evaluated in dogs younger than 16 weeks of age or in dogs with dental or gingival disease that could have an effect on the absorption of SILEO. SILEO has not been evaluated for use in breeding, pregnant, or lactating dogs or for aversion behaviors to thunderstorms. Transient pale mucous membranes at the site of application may occur with SILEO use. Other uncommon adverse reactions included emesis, drowsiness or sedation. Handlers should avoid direct exposure of SILEO to their skin, eyes or mouth. Failure to lock the ring-stop on the syringe before dosing SILEO could potentially lead to an accidental overdose. Always review INSTRUCTIONS FOR USE before dispensing and dosing. See full [Prescribing Information](#).

References: 1. The Harris Poll: Custom Motion Sickness and Noise Aversion Omnibus Pet Owner Quantitative Research Report; December 2018. 2. ZMR: Sileo Omnibus Study Results Data; May 23-25, 2016 (v1.0). 3. SILEO (dexmedetomidine). Prescribing information. Zoetis Inc; 2017.

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