

**NEW**  
**Injectable *Bordetella* vaccine**



● **Innovative  
injectable protection**

● **Convenience  
and flexibility**

**INTRODUCING**

**Nobivac® Respira Bb**

**Expand your portfolio of canine respiratory vaccines  
with our new injectable solution—Nobivac® Respira Bb.**

**Nobivac®**   
Protection unites us.

 **MSD**  
Animal Health

# New solution. Smart delivery.

## INTRODUCING

# Nobivac® Respira Bb

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## With more social dogs comes more risk of canine cough

When protecting dogs against *Bordetella bronchiseptica*, one solution may not fit every situation. With the addition of Nobivac® Respira Bb, vets can now expand their respiratory portfolio to offer an innovative new vaccine—with a familiar route of administration—increasing the number of dogs that can be successfully vaccinated.

## When to reach for Nobivac® Respira Bb



In dogs wary of mucosal vaccination



In dogs in which the administration of intranasal vaccine may be difficult (e.g., brachycephalic breeds)



In cases in which the administration of live *Bordetella bronchiseptica* vaccines should be avoided



## An easy choice to protect more dogs

### Nobivac® Respira Bb at a glance<sup>5</sup>



#### **EASY:**

The first and only injectable *Bordetella* vaccine in Ireland, ideal for head-shy dogs



#### **TIME SAVING:**

No need to reconstitute - ready to use formulation



#### **CONVENIENT:**

Ten-dose vial (10 ml), can be stored in or out of the fridge (up to 25°C) for 28 days after broaching



#### **COMPATIBLE:**

Can be given concurrently with many other Nobivac® vaccines, and a single dose can be used to boost immunity in dogs previously vaccinated with Nobivac® KC



#### **LONG LASTING:**

12 months duration of immunity after primary vaccination with Nobivac® KC

## Canine cough. Common and complex.

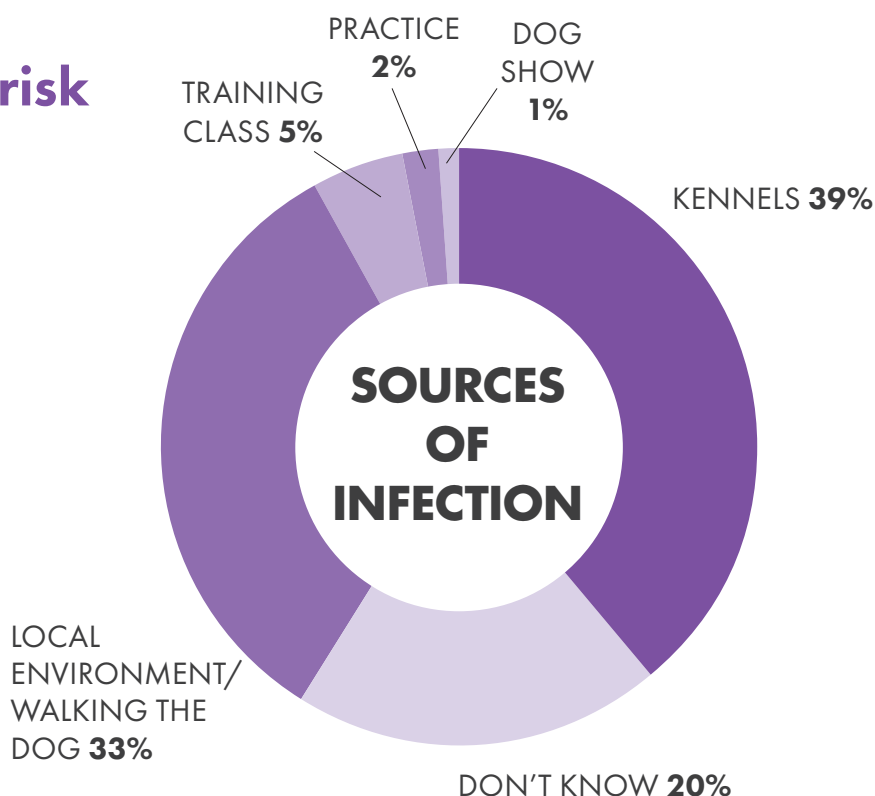
Canine Infectious Respiratory Disease (CIRD), commonly referred to as Canine Cough, is the most common infectious disease in dogs<sup>1</sup>.

The disease can be very distressing for both pet and owner, and the harsh cough can persist for weeks, with a negative impact on the pet's quality of life. While many cases resolve without serious complications, some dogs develop serious or life-threatening conditions, such as pneumonia<sup>2</sup>.

### Most dogs are at risk

Any dog that comes into contact with other dogs, such as on walks or in the park, is potentially at risk of infection.

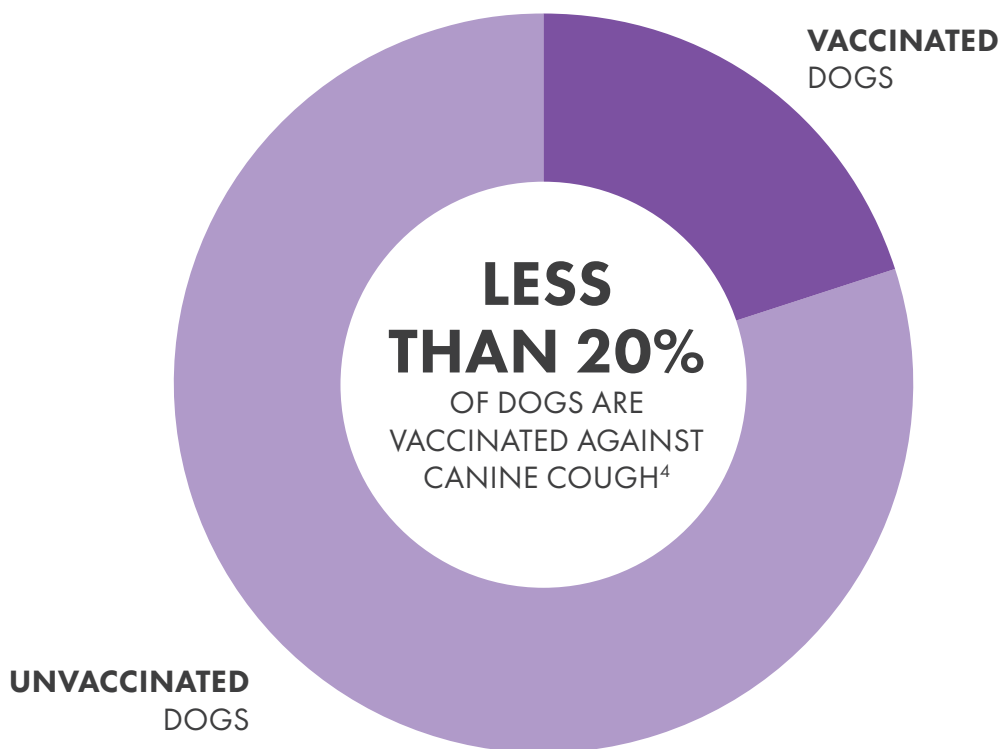
A survey of veterinary practices revealed that 41% of cases appeared to arise from outside kennels<sup>3</sup>







## Many dogs are unprotected against canine cough



More than 70% of dogs need to be vaccinated to achieve herd immunity and help to reduce the spread of disease. The introduction of Nobivac Respira Bb, with its innovative, easy to give injectable formulation, provides an opportunity to vaccinate more dogs against canine cough and achieve a significant level of protection within the pet population.

## Strong protection. Lasting results.

### Solid efficacy

Proven protection in puppies when challenged two weeks after primary course of vaccination with Nobivac® Respira Bb.<sup>6</sup>

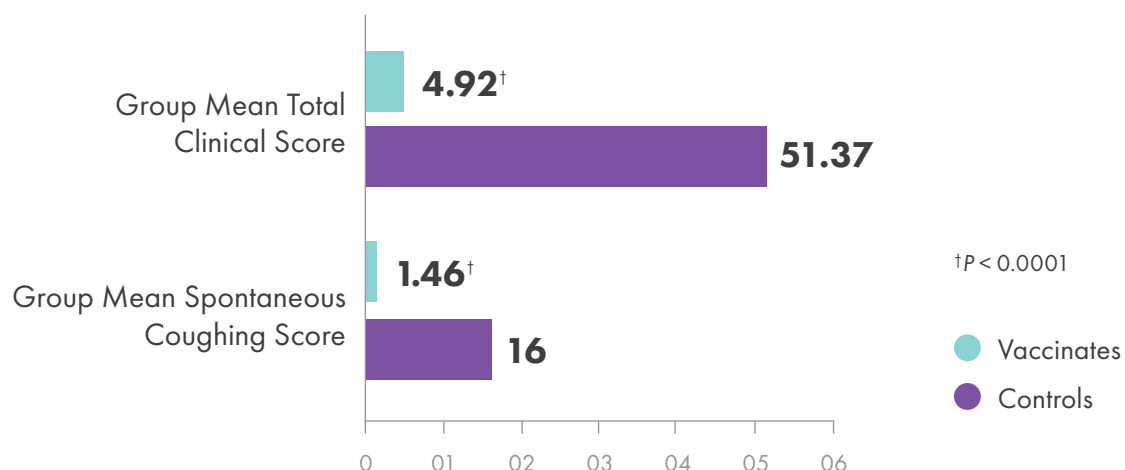
#### RESULTS

Dogs vaccinated with Nobivac® Respira Bb demonstrated:

- Significant reduction in clinical signs of respiratory disease\*
- Significant reduction in bacterial shedding\*

\*Compared with unvaccinated control dogs

### Clinical signs of respiratory disease





## Evidence for prime boost vaccination strategy

### Full 12-month protection when used as a single-dose booster in dogs previously vaccinated with Nobivac® KC<sup>7</sup>

A single booster of Nobivac® Respira Bb was administered one year after primary vaccination with Nobivac® KC. Dogs were challenged after one year with a virulent *Bordetella bronchiseptica* field strain.<sup>8</sup>

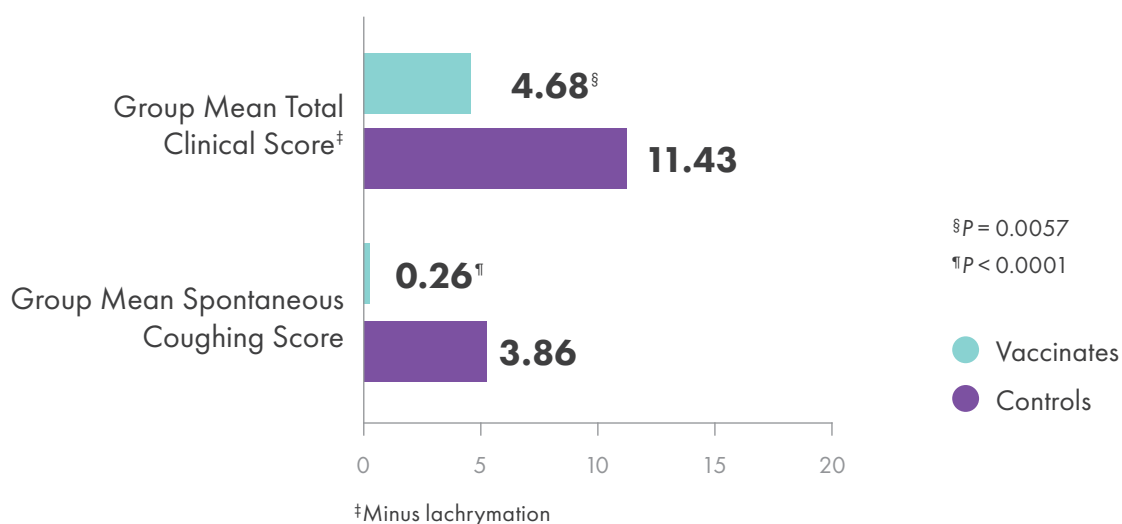
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\*Compared with unvaccinated control dogs

### Clinical signs of respiratory disease



**Nobivac®:Respira Bb**

# A common disease. A convenient alternative.



Fits easily into your  
**PROTOCOLS**

## **Dogs previously vaccinated with Nobivac® KC**

- One dose of Nobivac® Respira Bb protects against *Bordetella bronchiseptica* for one year

## **Dogs not previously vaccinated against *Bordetella bronchiseptica***

- Two doses of Nobivac® Respira Bb administered four weeks apart protects dogs against *Bordetella bronchiseptica*





## Brings simplicity and convenience to your **PRACTICE**

### **Easy to administer**

- Familiar subcutaneous injection
- Ideal for “head-shy” dogs which are wary of mucosal vaccination

### **Time saving**

- No need to reconstitute - ready to use formulation

### **Convenient**

- Ten-dose vial (10 ml)
- Can be stored in or out of the fridge (up to 25°C) for 28 days after broaching

### **Compatible**

- Can be given concurrently with many other Nobivac® vaccines
- A single dose can be used to boost immunity in dogs previously vaccinated with Nobivac® KC

### **Long lasting immunity**

- 12 months duration of immunity after primary vaccination with Nobivac® KC

### **Offers peace of mind**

- Inactivated subunit fimbrial vaccine, suitable for use in cases where live vaccines are not appropriate (concurrent antimicrobial therapy or presence of immuno-suppressed individuals in household)
- Proven safety profile - licensed for use in pregnant bitches\*

\*Has not been investigated during the first 20 days of gestation.

# Extensive range of support services

MSD Animal Health can support your practice with a broad range of services and tools to engage with pet owners through the customer journey

## ATTRACT

Pet owner communication and awareness

### Printed materials



Canine Cough owner leaflet

### Digital and social media materials



Visit [www.msd-animal-health.ie](http://www.msd-animal-health.ie) and click on the Digital Content Hub logo at the bottom of the homepage

## ENRICH

Training and materials to enhance pet owner engagement in the practice and help ensure consistent recommendations

### Disease and product training



Can be delivered in person or online. Videos are also available on the VetHub

### Vaccination protocol guidance



Protocol development and standardisation



# ENCOURAGE

Reminder services to improve compliance



Send personalised reminder postcards, texts or emails



An easy to use web-based system to set up free\* text and/or email vaccination and BRAVECTO treatment reminders to your clients.

\*Terms & conditions apply

**Please speak to your MSD Animal Health account manager to learn more about these services**

## References:

1. Based on survey of Irish veterinary professionals, conducted in 2018
2. Reagan KL, Sykes JE. Canine Infectious Respiratory Disease. Vet Clin North Am Small Anim Pract. 2020;50(2):405-418. doi:10.1016/j.cvsm.2019.10.009
3. Based on telephone survey of 50 UK veterinary practices
4. Based on dog population estimates and volume sales of Canine Cough vaccines
5. Nobivac Respira Bb suspension for injection for dogs Summary of Product Characteristics (SPC). Health Products Regulatory Authority website. Available at: [https://www.hpra.ie/img/uploaded/swedocuments/Licence\\_VPA10996-277-002\\_02092020155746.pdf](https://www.hpra.ie/img/uploaded/swedocuments/Licence_VPA10996-277-002_02092020155746.pdf) Accessed 13 Nov 2020.
6. MSD Animal Health Study Report 0031/16.
7. Nobivac® KC. Summary of Product Characteristics. Health Products Regulatory Authority website. Available at: [https://www.hpra.ie/img/uploaded/swedocuments/Licence\\_VPA10996-129-001\\_13052019160925.pdf](https://www.hpra.ie/img/uploaded/swedocuments/Licence_VPA10996-129-001_13052019160925.pdf) Accessed 13 Nov 2020
8. MSD Animal Health Study Report S14351.

INTRODUCING

## Nobivac® Respira Bb

# Expanded portfolio. Increased flexibility.



The Nobivac® Canine Respiratory Vaccine Portfolio offers two complementary products that enable clinics to have the right protection for every at-risk dog.

### Nobivac® Respira Bb

An innovative injectable vaccine available in a convenient, multi-dose, time saving, ready-to-use presentation.

### Nobivac® KC

A trusted intranasal vaccine for rapid immunity against canine parainfluenza and *Bordetella bronchiseptica* that protects dogs as young as three weeks of age with a single dose.<sup>7</sup>



Contact your MSD Animal Health account manager to learn more about Nobivac® Respira Bb and our complete canine respiratory vaccine portfolio.

**Nobivac®**   
Protection unites us.

Nobivac® Respira Bb suspension for injection for dogs contains *Bordetella bronchiseptica* fimbriae (88 - 399 Antigenic mass ELISA units) and is indicated for active immunisation of dogs against *Bordetella bronchiseptica* to reduce clinical signs of upper respiratory tract disease and bacterial shedding post infection.

Nobivac® KC contains live *Bordetella bronchiseptica* strain B-C2 and live canine parainfluenza virus strain Cornell, and is indicated for the active immunisation of dogs against *Bordetella bronchiseptica* and canine parainfluenza virus for periods of increased risk to reduce clinical signs induced by *B. bronchiseptica* and canine parainfluenza virus and to reduce shedding of canine parainfluenza virus.

Legal category: ROI: POM NI: POM-V

For further information about side effects, precautions, warnings and contra-indications please consult the product SPC, packaging, leaflets or:  
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USE MEDICINES RESPONSIBLY

