



ALL HORSES ARE EXPOSED TO CORE DISEASE VECTORS

Mosquitoes, wildlife and soil bacteria exposure are a reality for all horses. West Nile, Eastern and Western equine encephalomyelitis, rabies and tetanus are defined by the American Association of Equine Practitioners (AAEP) as core equine diseases.¹



Core EQ
Innovator[™]

Visit CoreEQInnovator.com or talk to your Zoetis representative for more information.

HORSES COULD FACE AN EVEN GREATER DANGER



¹ American Association of Equine Practitioners. Vaccination Guidelines. <https://aaep.org/guidelines/vaccination-guidelines>. Accessed August 20, 2018.

² American Horse Council; Washington, DC; 2017 Economic Impact of the U.S. Horse Industry.

³ Data on file, Animalytix, Inc., Equine Vaccine MAT dose sales data 2017-2018. Accessed July 26, 2018.

⁴ Data on file, Study Report No. B951R-US-14-056, Zoetis Inc.

⁵ Data on file, Study Report No. B951R-US-16-106, Zoetis Inc.

⁶ Davis EG, et al. Investigation of antigen specific lymphocyte responses in healthy horses vaccinated with an inactivated West Nile virus vaccine. *Vet Immunol Immunopathol.* 2008;126(3-4):293-301.

⁷ Horohov DW, Dunham J, et al. Characterization of the in situ immunological responses to vaccine adjuvants. *Vet Immunol Immunopathol.* 2015;164:24-29.

⁸ Data on file, Study Report No. 14OREQBIO-1, Zoetis Inc.

⁹ Data on file, Study Report No. 17EUGBIO-01-01, Zoetis Inc.

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Core EQ
Innovator[™]

Don't leave your patients exposed. CORE EQ INNOVATOR[™] is the first and only vaccine to help protect against all core equine diseases in a single injection.

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EXPOSURE CAN'T BE PREVENTED, BUT THE DISEASES CAN

The AAEP recommends annual spring vaccination against all core diseases due to the severe endemic disease risk to horses and the potential public health impact.¹

Annual spring vaccination is the best way to help protect horses in your care before vectors are most active.



AAEP CORE VACCINATION GUIDELINES

ADULT HORSES	FOALS
Annual vaccination <i>Spring, prior to vector season</i>	Primary dose <i>4-6 months of age</i>
	Booster dose <i>4 weeks after primary dose</i>
	Annual re-vaccination <i>Spring, following year</i>

THE FIRST AND ONLY VACCINE TO HELP PREVENT ALL CORE EQUINE DISEASES IN ONE INJECTION.

PROVEN SAFE AND EFFECTIVE



99.7% REACTION-FREE
in multiple field safety studies.^{4,5}



MICROFILTERED FIVE TIMES
by diafiltration, a process that helps remove extraneous proteins from the vaccine's antigen components, resulting in a vaccine with antigen purity.



SAFE FOR USE
in healthy horses 3 months of age and older



ONLY 1 OUT OF 7
horses are protected against all core diseases.^{2,3}

PROTECT HORSES AND YOUR BUSINESS – EVERY HORSE, EVERY SPRING

Annual vaccination against the core equine diseases is a standard of care. Help protect your business from costs associated with exposure to core equine diseases by annually vaccinating against all core diseases and keeping complete patient medical records.

VETERINARIAN-ONLY VACCINATION

CORE EQ INNOVATOR is the first and only vaccine to help protect against all potentially fatal core equine diseases in a single injection. It is only available from a veterinarian to ensure horses are receiving wellness care from an equine health professional.

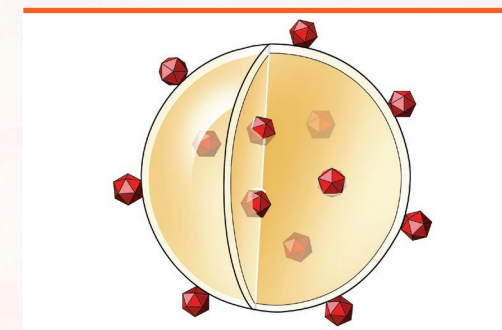
The Zoetis Equine Immunization Support Guarantee backs all antigens in CORE EQ INNOVATOR, giving you and your clients peace of mind through unparalleled vaccination support.



OPTIMIZED WITH METASTIM® ADJUVANT

Optimized with MetaStim® adjuvant to stimulate both cell-mediated and humoral immunity pathways.^{6,7}

MetaStim, found only in INNOVATOR vaccines from Zoetis, is an easily metabolized lipid adjuvant. MetaStim allows the vaccine antigens to distribute evenly on both the surface and within lipid droplets for stable presentation to the horse's immune system.



CORE EQ INNOVATOR



Risk-Based Antigens

FLEXIBILITY AND SIMPLICITY

CORE EQ INNOVATOR allows more flexibility in your vaccination protocols with the ability to vaccinate against all core diseases in a single injection and tailor risk-based vaccines based on each horse's unique needs — one or more times per year.

CORE EQ INNOVATOR simplifies spring vaccination by reducing the number of vaccines needed in your truck or cooler.

OPTIMIZE CORE AND RISK-BASED DISEASE PROTECTION

Studies examining antigen interference have shown risk-based vaccine immune responses can suffer when administered in a multivalent combination vaccine containing both core and risk-based antigens:

- Dividing core and risk-based disease antigens into separate injections was shown in a study to provide up to 4.7 times the immune response against equine influenza.⁸
- A study showed up to 2 times the immune response against Potomac Horse Fever (PHF) when PHF vaccine was administered as a monovalent vaccine versus a bivalent PHF and rabies vaccine.⁹

UP TO **4.7x**
IMMUNE RESPONSE AGAINST EQUINE INFLUENZA

UP TO **2x**
IMMUNE RESPONSE AGAINST POTOMAC HORSE FEVER (PHF)

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