

AlphaTRAK[®]

BLOOD GLUCOSE MONITORING SYSTEM



Feature/Function:

AlphaTRAK 2 is specifically calibrated and validated for dogs and cats for accurate readings.

» Benefit:

Provides accurate blood glucose readings (BG), leading to better patient outcomes.

Feature/Function:

AlphaTRAK 2 makes monitoring BG levels at home easy and accurate.

» Benefit:

If pet owners are able to easily monitor their pet's BG levels at home and provide accurate data to their veterinarians, veterinarians can more confidently manage their diabetic patients leading to better patient outcomes.

Feature/Function:

As the pet-specific meter provider, Zoetis offers more than just a meter: Zoetis offers service and support.

» Benefit:

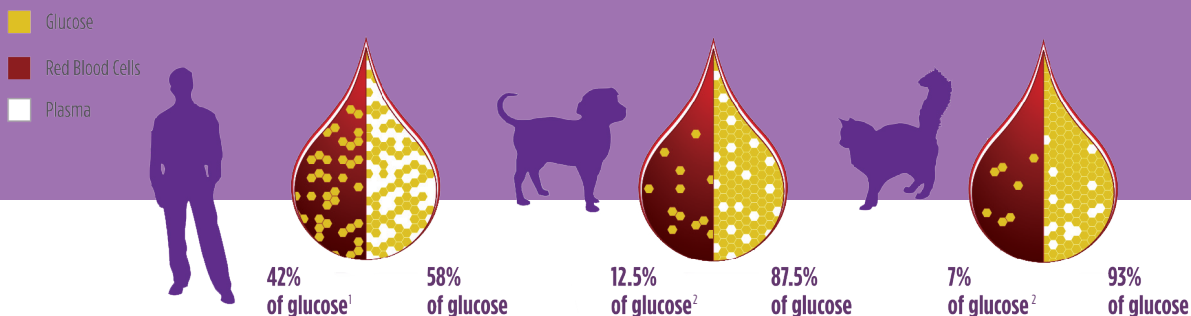
The additional support from Zoetis helps ensure that all product information is provided up front – allowing the pet owner and veterinarian to do their own research about it – and having a support phone number means that any additional questions can be addressed quickly.

Sound/Byte

1-888-ZOETIS1 (963-8471) • www.AlphaTRAKmeter.com

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DIFFERENCES IN THE DISTRIBUTION OF GLUCOSE IN WHOLE BLOOD



	Human Blood Glucose Results	Canine Blood Glucose Results	Feline Blood Glucose Results
AlphaTRAK® 2 Meter	N/A	Accurate when coded for dog	Accurate when coded for cat
Human Meter	Accurate	May underestimate glucose	May underestimate glucose

- Humans, dogs, and cats each have different makeups of blood; specifically, there are differences in the ratios of glucose in plasma and red blood cells. Dogs have 87.5% glucose in plasma, cats have 93%. Humans have only 58%.
- To obtain accurate blood glucose readings in diabetic dogs or cats, a blood glucose meter **SPECIFICALLY** calibrated for dogs and cats is required.
- If a human meter is used for glucose measurement in dogs and cats, the meter assumes human glucose distribution in the blood sample to calculate the glucose levels. The results can be an underestimation of blood glucose concentrations and inaccurate readings.³
- The AlphaTRAK Blood Glucose Monitoring System **IS** calibrated specifically for dogs and cats.

Sound Byte

CHECK-OFF & ECHO NOTES

Start an Effective Team to Pet Owner Conversation

If engaging in an initial discussion, start with:

Ms. Jones, we need you to monitor Spot's blood glucose levels at home.

The AlphaTRAK 2 makes monitoring blood glucose levels at home easy and accurate. It's specifically calibrated and validated for dogs and cats for accurate readings.

State the Solution

Zoetis, the provider of the AlphaTRAK® Blood Glucose Monitoring System, a pet-specific meter, offers service and additional support to help quickly address any questions you may have.

Make Your Recommendation

Ms. Jones, I believe AlphaTRAK® Blood Glucose Monitoring System will improve how we manage Spot as a diabetic patient, both here in the clinic and at home. Do you have any questions?

1. MacKay EM. The distribution of glucose in human blood (Scripps Metabolic Clinic). J Biological Chem. May 1932: 685-688.

2. Coldman MF, Good W. The distribution of sodium, potassium, and glucose in the blood of some mammals. Comp Biochem Physiol. April 1967; 21(1):201-206.

3. Data on file, Study Report No. 11-06-MC-D-CT-AT, Zoetis Inc.