

# AT A GLANCE

MAKING DIABETES MANAGEMENT EASIER

**AlphaTRAK**  
BLOOD GLUCOSE MONITORING SYSTEM

## You get them started. We'll keep them going.



AlphaTRAK® 2 Meter • 25 AlphaTRAK 2 Test Strips • Lancet Device • 30 AlphaTRAK Lancets  
AlphaTRAK Control Solution • Diabetes Diary • User's Manual • Carrying Case

AlphaTRAK is committed to making managing pet diabetes as easy as possible for your clients. The Starter Kit comes with everything they need to accurately monitor their pet's blood glucose at home, and full support is just a click away.

For full support, point pet owners to [AlphaTRAK.com](http://AlphaTRAK.com)

### WHAT MAKES IT SO EASY?

- > Only a small blood sample is needed
- > Newly updated support materials put Zoetis in your corner
- > Results are easy to read and understand



Seamlessly receive data from your clients with the PetDialog app. Download now.



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# It's a diagnosis, not a death sentence.

How at-home blood glucose testing increases quality of life for diabetic pets.

You can't send your patients home with one of your clinic staff to help monitor and manage their diabetes. But you can send them home with AlphaTRAK, and get accurate blood glucose readings while building a team approach to pet care with your clients.

In fact, the blood glucose curves taken at home may be more accurate than those you'd get in clinic, because they represent glucose levels under the pet's normal daily conditions.

Of course, all of this means the potential for better clinical outcomes and thus better quality of life for your diabetic patients and their owners.

**"In cats, some papers suggest that, with at-home glucose monitoring, remission rates are higher, probably due to the fact that we are getting more accurate results from the pet owner. So long term, if you can get a cat into diabetic remission then the quality of life for both the cat and the patient is improved."**

– Dr. Patty Lathan, associate professor of small animal internal medicine, Mississippi State University<sup>5</sup>

**"In dogs, it's important to keep the blood sugar below 300 because that can prevent the formation of diabetic cataracts. Dogs that are blind, although they have a reasonable quality of life, it's certainly not the quality of life that they could have if they remain visual. Dogs can remain visual if you can keep the blood sugar normal, which is more achievable with at-home blood glucose monitoring."**

– Sara Ford, chief of internal medicine, VCA Emergency Animal Hospital Referral Center<sup>5</sup>

Hear more of what diabetic experts are saying at [AlphaTRAKmeter.com](http://AlphaTRAKmeter.com)

## How do you convince your blood-shy client to perform at-home blood glucose monitoring?

Here are some things to reiterate:

- > They are never alone. They can get help from you, the veterinarian, and at AlphaTRAK.com.
- > Testing is easy. Do the first test together and make sure they can do it correctly before sending them home with AlphaTRAK.
- > Only a tiny amount of blood is required.
- > Pets adapt very quickly and almost never resist testing.
- > Some cats can achieve diabetic remission: imagine never having to test again!
- > At-home testing can help avoid diabetic complications such as hypoglycemia, diabetic ketoacidosis (DKA), polydipsia, polyuria and neuropathy, not to mention associated stress and expenses of diabetic emergencies.

AlphaTRAK 2 is the

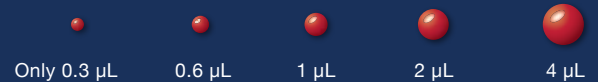
**#1 USED**  
**#1 RECOMMENDED**  
**#1 SOLD**

pet glucometer by veterinarians<sup>1</sup>

## DID YOU KNOW

Dogs can get gestational diabetes. Don't forget to screen your pregnant patients.

In humans, 58% of the glucose is located in plasma.<sup>2</sup> That number jumps to 87.5% and 93% in dogs and cats, respectively.<sup>3,4</sup> That's why a meter calibrated specifically for pets is crucial for accurate blood glucose readings.



AlphaTRAK 2 sample size

Sample size for other commonly used portable blood glucose meters

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