**AHRC Job: LEGEND® eComm Product Description Suggestions For Retailers**

Background

This document includes *suggested* content for the Product Detail Page (PDP) for online retail. The PDP offers a complete detailed description of the chosen product and is accompanied with an option to purchase online. The content we have provided is a *suggestion* for these e-retailers based on best practices; the e-retailer may choose to use or disregard our suggestions as the retailers control the contents of their website.

With pet med’s emergence into the e-retail space, we want to ensure consistent and accurate product content based on best practices across e-retailers. The content in this document is Search Engine Optimized (SEO) for optimal search ease. Historically, e-retailers have taken content from our website, product inserts, brand pages, etc. and created their own messaging. With this document, Boehringer Ingelheim can control the information being disseminated to these e-retailers and provide comprehensive and correct content that the e-retailers can choose to use or not. We will provide content to numerous e-retailers including, but not limited to, Chewy, 1800PetMeds, Walmart and Allivet.

The content in this document has been viewed by the product’s respective brand managers and technical teams. In this document, you will find a recommended **Product Title, Product Descriptions, Product Benefits,** as well as other pertinent product information, to give to our e-retail customers to create PDP content on their websites. Based on the information we provide, each e-retailer may alter the content to fit their website’s specific tone and specifications.

Please note that due to HTML and Content Management Systems utilized to build websites, there may be limitations on the ability to superscript or subscript copy. This may specifically alter Boehringer Ingelheim’s preference to have the trademark and registration symbols superscripted, along with references subscripted.  This is beyond Boehringer Ingelheim’s control and something the websites cannot change for a particular customer. We will make every effort to request the retailer handle but again, sometimes this is due to system limitations.

**Content For Approval:**

**eCommerce Product Title**

LEGEND® (hyaluronate sodium) Injectable Solution

LEGEND® Multi Dose (hyaluronate sodium) Injectable Solution

**SEO Product Title(s)**

LEGEND® (hyaluronate sodium) Injectable Solution

LEGEND® Multi Dose (hyaluronate sodium) Injectable Solution

**Product Description:**

LEGEND® (hyaluronate sodium) Injectable Solution and LEGEND® Multi Dose (hyaluronate sodium) Injectable Solution is a clear, colorless solution of low viscosity.

* LEGEND Injectable Solution 2 mL and 4 mL are pyrogen free, sterile and do not contain a preservative.
	+ LEGEND Injectable Solution 2 mL is administered by intravenous or intra-articular injection.
	+ LEGEND 4 mL is for intravenous use only.
* LEGEND Multi Dose Injectable Solution is pyrogen free and sterile and contains benzyl alcohol as a preservative. It is administered by intravenous injection only.

Hyaluronic acid, the conjugate acid of hyaluronate sodium, is extracted from the capsule of

*Streptococcus* spp. and purified, resulting in a form which is essentially free of protein and nucleic acids.

LEGEND Injectable Solution is supplied in 2 mL (20 mg) and 4 mL (40mg) vials. Each mL contains 10 mg hyaluronate sodium, 8.5 mg sodium chloride, 0.223 mg sodium phosphate dibasic, and 0.04 mg sodium phosphate monobasic. The pH is adjusted to between 6.5 and 8.0 with sodium hydroxide or hydrochloric acid.

LEGEND Multi Dose Injectable Solution is supplied in 20 mL vials. Each mL contains 10 mg hyaluronate sodium, 8.5 mg sodium chloride, 0.223 mg sodium phosphate dibasic, 0.04 mg sodium phosphate joinos and 15.63 mg benzyl alcohol as a preservative. The pH is adjusted to between 6.5 and 8.0 with sodium hydroxide or hydrochloric acid.

**Key Benefits/PDP Bullet Points [Needs to be accompanied by Important Safety Information]**

* Can be given intravenously or by intra-articular injection into the carpus or fetlock allowing flexibility for individual situations
* LEGEND is disease and symptom modifying
* Proven safety and efficacy through FDA approval process and more than 25 years of treatment success

**IMPORTANT SAFETY INFORMATION**

**LEGEND IMPORTANT SAFETY INFORMATION:** The safety of LEGEND has not been evaluated in breeding stallions or in breeding, pregnant or lactating mares. The following adverse reactions have been reported following use of LEGEND Injectable Solution: Following intravenous use: occasional depression, lethargy, and fever. Following intra-articular (LEGEND Injectable Solution — 2 mL only) use: lameness, joint effusion, joint or injection site swelling, and joint pain. LEGEND 4 mL and LEGEND Multi-Dose Injectable Solution are administered by intravenous injection only.

**Dosage Instructions/Directions**

**LEGEND Injectable Solution 2 mL:** Intra-articular-2 mL in the carpus or fetlock. Strict aseptic technique should be observed when administering by intra-articular injection. As with any intra-articular procedure, proper injection site disinfection and animal restraint are important.

Excess joint fluid should be aseptically removed prior to injection. Care should be taken to avoid scratching the cartilage surface with the tip of the injection needle. Diffuse swelling lasting 24 to 48 hours may result from movement of the needle while in the joint space. Horses should be given stall rest after treatment before gradually resuming normal activity. Discard any unused portion of the drug and empty vial after opening.

**LEGEND Injectable Solution 4mL and LEGEND Multi Dose Injectable Solution:** 4 mL injected intravenously. Treatment may be repeated at weekly intervals for a total of three treatments. Use aseptic technique and inject slowly into the jugular vein. Horses should be given stall rest after treatment before gradually resuming normal activity. Discard any unused portion of the drug and empty vial after opening. For LEGEND Multi Dose Injectable Solution only, discard 6 months after first use.

**Who is Product for?**

For treatment of horses with joint dysfunction of the carpus or fetlock due to non-infectious synovitis associated with equine osteoarthritis.

**How does product Work?**

LEGEND® (hyaluronate sodium) Injectable Solution contains the conjugate acid hyaluronic acid which is a naturally occurring substance found in high concentrates in the synovial fluid. Hyaluronic acid regulates normal cellular constituents, exerting anti-inflammatory action and when directly injected into the joint helps restore lubrication of the joint fluid.

**IMPORTANT SAFETY INFORMATION**

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**Caution/Precautions**

Radiographic evaluation should be carried out in cases of acute lameness to ensure that the joint is free from serious fractures. As with any intra-articular (LEGEND Injectable Solution – 2 mL only) treatment, special precautions must be followed as to injection technique and sterility for prevention of possible swelling or infection. Intra-articular injections should not be made through skin that has been recently fired or blistered, or that has excessive scurf and counterirritant on it.

The safety of LEGEND Injectable Solution and LEGEND Multi Dose Injectable Solution has not been evaluated in breeding stallions or in breeding, pregnant or lactating mares.

**Storage Instructions**

Store at or below 77° F (25° C). Brief excursions to 104° F (40° C) are permitted. For LEGEND Multi Dose Injectable Solution, discard remaining product 6 months after first use.

**Side Effects**

No local or systemic side effects were observed in the field studies using LEGEND intravenously. The following adverse reactions were reported in voluntary post-approval reporting: occasional depression, lethargy, and fever.

The following adverse reactions have been reported following use of intra-articular LEGEND Injectable Solution (2 mL only) use: lameness, joint effusion, joint or injection site swelling, and joint pain.

**Active Ingredient(s)**

Hyaluronate sodium

**How is Product Sold?**

LEGEND Injectable Solution is supplied in a carton of six 2 mL (20 mg) bottles or six 4 mL (40 mg) bottles. LEGEND Multi Dose Injectable Solution is supplied in 20 mL bottles.

**Additional Information**

1.888.637.4251 (opt. 3)

**Product Category Attributes**

* Class: Rx
* Pharmacy Category: Health & Wellness: Medications [this was picked from Chewy’s filter options – we do not get to name these and will vary by retailer]
* Pet Species: Horse
* Life Stage: Maintenance, Performance, Senior
* Health Feature: Hip & Joint Support
* Drug Type: It is a glycosaminoglycan
* Product Form: Injection

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