

# Introducing Palladia<sup>®</sup>

## A new world for veterinary oncology



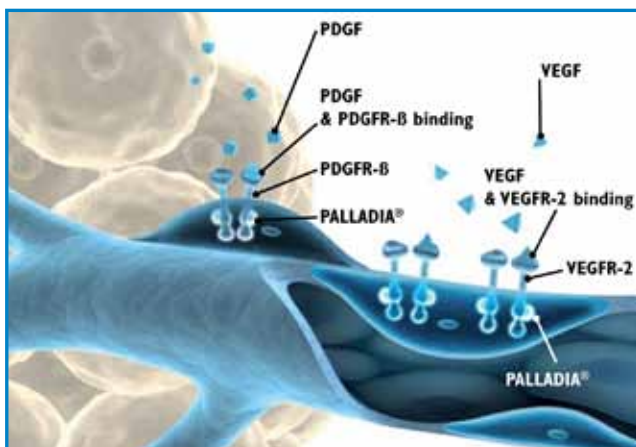
The first APVMA-approved small molecule inhibitor developed specifically for the treatment of canine mast cell tumours.<sup>1</sup>

Mast Cell Tumours (MCT) are the most common skin cancer in dogs and treatment is a challenge

- ⊙ MCT accounts for 16-21% of canine cutaneous tumours.<sup>2</sup>
- ⊙ Wide surgical excision is the first line treatment.<sup>2</sup>
- ⊙ Depending on results of grade, stage and prognostic factors, additional therapy should be considered:<sup>2</sup>
  - Radiation therapy
  - Chemotherapy: cytotoxics or targeted therapy

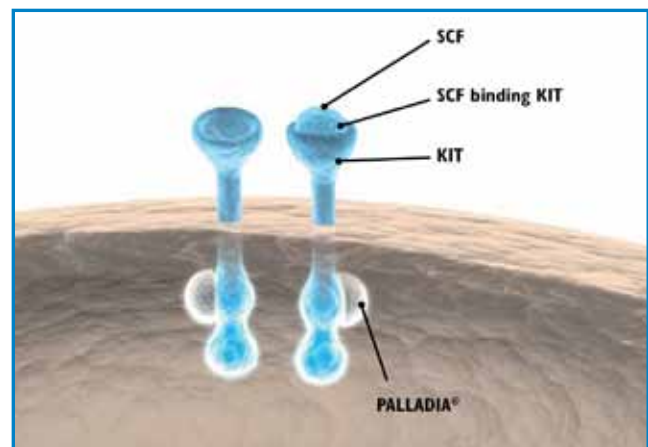
**Palladia is a targeted therapy with both antiangiogenic and antitumour activities**

- ⊙ Palladia selectively blocks the activity of 3 important RTKs, implicated in tumour growth, pathologic angiogenesis, and metastatic progression of cancer.<sup>3-6</sup>



Palladia inhibits VEGFR-2 on endothelial cells and PDGFR-β on pericytes.<sup>7</sup>

**ANTIANGIOGENIC EFFECT**



Palladia inhibits KIT on tumour cells.<sup>7</sup>

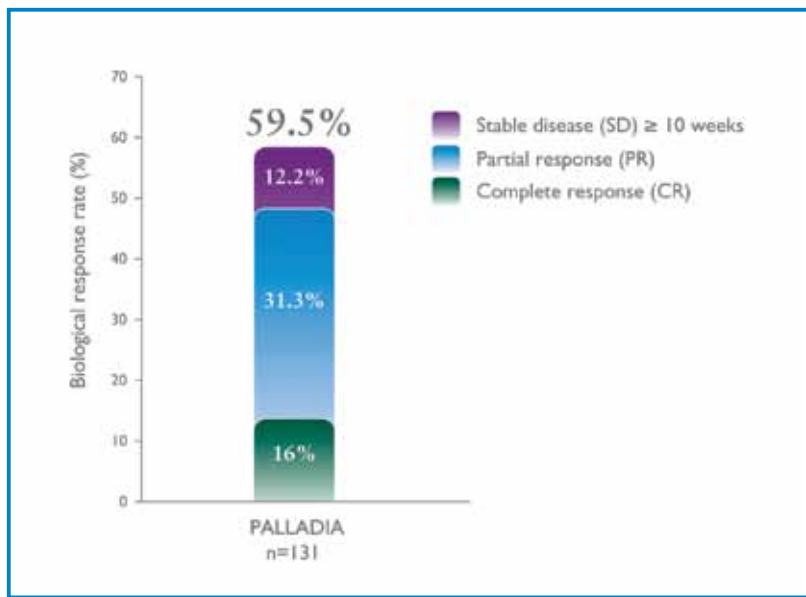
**ANTITUMOR EFFECT**

Simultaneous inhibition of RTKs blocks multiple processes which stops tumour growth (stable disease) and induces tumour regression (partial or complete remission)

## In dogs treated with Palladia, 59.5% of MCT disappeared, regressed, or stabilised<sup>8,9</sup>

The pivotal clinical field study was a multi-centre, double-blind, placebo-controlled trial conducted at 10 oncology referral centers including 151 dogs with MCT with or without lymph node involvement.<sup>8</sup>

- ◎ Palladia provided a statistically significant improvement in objective response rate versus placebo in the 6-week blinded phase.<sup>8</sup>



Palladia demonstrated a biological response rate of 59.5% in the blinded plus the open-label phase<sup>8,9</sup>