

Introducing Palladia[®] A new world for veterinary oncology



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

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.²
- Wide surgical excision is the first line treatment.²
- Depending on results of grade, stage and prognostic factors, additional therapy should be considered:²
 - 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.³⁻⁶



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^{8,9}

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.⁸

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



Palladia demonstrated a biological response rate of 59.5% in the blinded plus the open-label phase^{8,9}





For more information on Palladia, including learning modules and patient resources, visit **www.vetsaustralia.com.au** or contact your Pfizer Area Veterinary Operations Manager.

References 1. London CA *et al.* Phase I dose-escalating study of SU11654, a small molecule receptor tyrosine kinase inhibitor, in dogs with spontaneous malignancies. *Clin Cancer Res* 2003; 9: 2755-68. 2. Thamm DH & Vail DM. Mast cell tumours. In: Withrow SJ, Vail DM, eds, Withrow & MacEwen's Small Animal Clinical Oncology. 4th ed. St Louis, MO: Elsevier Saunders; 2007: 402-423. 3. Pryer NK, et al. Proof of target for SU11654; inhibiton of KIT phosphorylation in canine mast cell tumours. *Clin Cancer Res* 2003; 9: 2755-68. 2. Thamm DH & Vail DM. Mast cell tumours. In: Withrow SJ, Vail DM, eds, Withrow & MacEwen's Small Animal Clinical Oncology. 4th ed. St Louis, MO: Elsevier Saunders; 2007: 402-423. 3. Pryer NK, et al. Proof of target for SU11654; inhibiton of KIT phosphorylation in canine mast cell tumors. *J Clin Invest.* 2003;9:5729-5734. 4. Palladia Registered Label (2012) 64615/48776.2 5. Bergers G, et al. Benefits of targeting both pericytes and endothelial cells in the tumor vasculature with kinaseinhibitors. *J Clin Invest.* 2003;9:111:287-1295. 6. Potapova O, et al. Contribution of individual targets to the antitumor efficacy of the multitargeted receptor tyrosine kinase inhibitors. SU012(845:5480-1298). T. Liao AT, Chien MB, Shenoy N et al. Inhibition of constitutively active forms of mutant kit by multitargeted indolinone tyrosine kinase inhibitors. *Bload* 2002, 100:585-593 8. London CA, et al. Multi-center, placebo-controlled, double-blind, randomized study of oral toceranib phosphase (SU11654), a receptor tyrosine kinase inhibitor, for the treatment of dogs with recurrent (either local or distant) mast cell tumor fields/ultical exceptor tyrosine kinase inhibitor, for the treatment of dogs with recurrent (either local or distant) mast cell tumor for PAH study number 1963-C-04-688.



Pfizer Animal Health is a division of Pfizer Australia Pty Ltd, Wharf Road, West Ryde NSW 2114. ® Registered trademark. © 2012 Pfizer Inc. All rights reserved. PFIPAL0335 02/12 AM66002