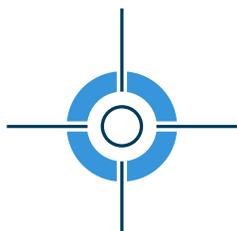


YOUR PET AND CANCER

New Treatment Options Mean More Good Days with Your Best Friend



YOUR PET HAS CANCER. WHAT NOW?

You may feel surprised, helpless, heartbroken, and worried about taking the best next steps. The good news is that today you have more options, including some that have become available only recently for pets – such as innovative, nonsurgical stereotactic radiation (SRS/SRT).

The most important thing you can do is become an active participant in your pet's healthcare. Talk with your veterinarian about cancer treatments, but keep in mind that cancer care is rapidly evolving. If a doctor tells you there's nothing that will work, he or she may be unaware of newer treatments. **Ultimately, how you choose to treat your pet for cancer is your decision.** Therefore, you need all the information available to make the best decision.

In this guide, we help you understand cancer in pets, factors to consider, and the latest treatment options. If you'd like help now:

- *Call our compassionate Pet Advocates at **844-511-0475***
- *Submit this [quick form](#) for personalized information about cancer treatment options*
- *Visit the nearest PetCure Oncology location:*

CHICAGO, ILLINOIS

Thrive Pet Healthcare Specialists -
Hoffman Estates

CLIFTON, NEW JERSEY

Standalone Cancer Care Center

DALLAS/FORT WORTH, TEXAS

Thrive Pet Healthcare Specialists -
Mansfield

PHOENIX, ARIZONA

Arizona Veterinary Oncology (AVO)

PITTSBURGH, PENNSYLVANIA

BluePearl North Hills

SAN ANTONIO, TEXAS

Thrive Pet Healthcare Specialists -
San Antonio

SAN JOSE, CALIFORNIA

SAGE Centers for Veterinary Specialty
and Emergency Care (SAGE)



“ I would encourage ANYONE facing canine or feline cancer to explore PetCure Oncology as an option – particularly SRS/SRT – and don't give up! PetCure Oncology will give you all the options possible and speak openly about what they feel they can achieve with their state-of-the-art technology and expertise. ”

Kelsey Westbrook, Louisville, KY

WHAT IS CANCER?

Cancer develops the same way in animals and people. In our bodies, normal cells multiply, live and die. But sometimes, cells do not die when they are supposed to – they develop into abnormal cells and continue to divide with no end in sight. This is the beginning of a cancer.

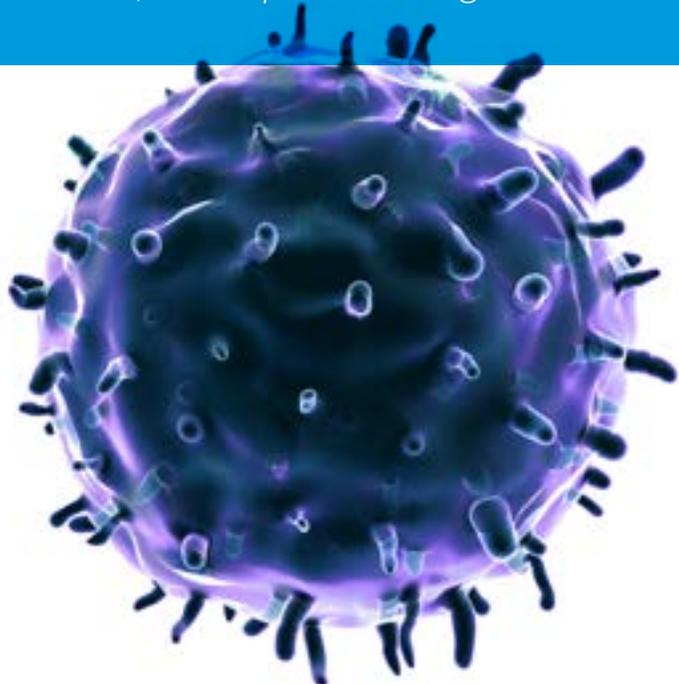
Cancers cause problems where they first start to grow (the primary site), and also when they spread to other parts of the body (metastasis). The more a cancer spreads, the harder it is to treat.

Treating cancer is difficult because:

- *It can be caused by different things*
- *It can occur in different places in the body*
- *It can be different in the ways it grows and spreads*
- *It can respond to treatments differently*



Your pet needs you to be his or her voice during this journey. Understanding how cancer works – and how unpredictable and individual it can be – is the first step in deciding what to do next.





TREATMENT OPTIONS OVERVIEW

You want to make the best choice: treatment that gives you more time with your pet and gives your pet a comfortable, high quality of life.

First, consider these factors, all of which can affect your pet's cancer treatment options:

- *The type of cancer your pet has*
- *The location of the tumor within your pet's body*
- *The stage (extent or progression) of the cancer*
- *Your pet's overall health*

Currently, there are three unique, primary types of cancer treatment for pets. Certain types of cancer respond better to certain types of treatment, and sometimes a combination of treatments might be the best way to go.

- *Surgery*
- *Chemotherapy (drugs)*
- *Radiation therapy*

A FOCUS ON RADIATION THERAPY

Like surgery, radiation therapy is a targeted, local therapy. These types of treatments are very different from chemotherapy, which purposely treats your pet's whole body with drugs intended to kill cancer cells wherever they might be. However, surgery is not always possible depending on the cancer's location. In addition, some cancers do not respond well to chemotherapy. Radiation therapy can be an effective alternative in these situations.

What Is Radiation Therapy?

The radiation used most often in medicine is produced by machines, such as linear accelerators. In cancer treatment, it is the intensity of radiation that matters. Radiation that is of sufficiently high energy (ionizing) can break chemical bonds. That means it can break down the DNA of cancer cells and cause them to stop growing and die.

What Is Conventional Radiation Therapy for Pets?

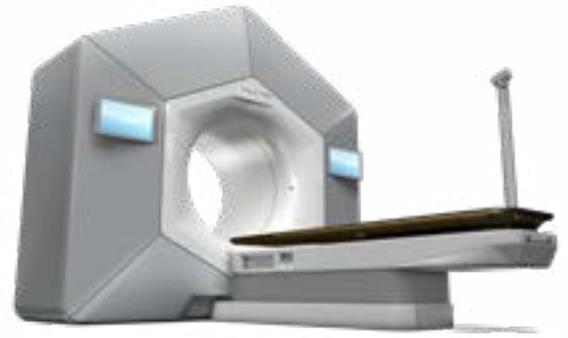
Most radiation therapy available in veterinary medicine uses machines that direct high-energy rays from outside the body to attack the cancer.

Many pets receive the radiation in 15–21 daily sessions over 3–7 weeks. Like other cancer treatments, conventional radiation therapy may cause side effects, such as skin irritation or blistering, and others depending on the part of your pet's body being treated.

A pet also needs to be anesthetized for each of these treatments.



Now, the Latest Radiation Therapy for People Is Available for Pets from PetCure Oncology.



Stereotactic radiation (SRS/SRT) is one of the most exciting technological advances in modern medicine and offers benefits that other cancer treatments do not. It treats local disease where surgery is not technically feasible or is too risky. The precisely targeted, high doses of radiation used in SRS/SRT contribute to cancer cell death by damaging the membranes and internal structures of cancer cells, as well as shutting off their blood supply.

SRS/SRT offers you and your pet an effective, nonsurgical treatment option, and can help you maintain your pet's quality of life. **Your pet deserves to have access to today's best human cancer treatments.**

The SRS/SRT Difference

With SRS/SRT, special advanced equipment delivers a high dose of radiation directly to tumors with extreme precision, minimizing exposure to healthy tissue.

- *Side effects are often mild compared to other local cancer treatments*
- *SRS/SRT targets tumors in hard-to-target locations such as the brain, spine and internal organs. It can be used to treat cancers in pets previously considered untreatable*
- *Requires just 1–3 treatments – fewer than what's typically required with conventional radiation therapy. Not only is that safer for your pet, but it also means less driving, stress and travel to and from the clinic for you and your pet, too*
- *Since pets must be anesthetized for all radiation treatments, SRS/SRT means an 80–95% reduction in anesthetic events compared with conventional radiation*
- *SRS/SRT is nonsurgical*



“Some of the side effects of conventional radiation you hear about are scary ... When the doctor described the stereotactic radiation option, we were really interested. My dog doesn't look any different. No burns, no shaved face. He's perky again and doing the normal things he does.”

Cheryl Harper, Zionsville, IN

What to Expect in a PetCure Oncology SRS/SRT Procedure

Similar to SRS/SRT in people, there are just a few steps:

- 1** We capture a detailed view of your pet's cancer using advanced computed tomography (CT) imaging — a special type of X-ray — and may use magnetic resonance imaging (MRI). The images are then converted into a 3-D view of the tumor and treatment area.
- 2** One of our veterinary radiation oncologists will then create a customized treatment plan based on your pet's specific tumor size, shape and location. The proper radiation dose is calculated, as is how many sessions are required to deliver it. A second radiation oncologist will review the plan to ensure its accuracy, and the two will work together to ensure the best possible treatment approach.
- 3** Your pet is put under general anesthesia and precisely positioned in front of a linear accelerator (from Varian Medical Systems), a machine that generates the radiation. This sophisticated machine targets the cancer (or the tumor) with sub-millimeter accuracy, avoiding the surrounding healthy tissue. A board-certified veterinary radiation oncologist or human-licensed radiation therapist delivers each treatment.
- 4** On average, treatments last 15–20 minutes. Pets are usually anesthetized (asleep) for 30 minutes and can return home with their families on the same day that they receive treatment. Your pet may be groggy from anesthesia but should resume normal behavior shortly after.
- 5** While some pets experience an immediate alleviation of symptoms, the effects of SRS/SRT on the tumor are gradual with changes in days, weeks or months following treatment. Some tumors shrink and eventually disappear; others just stop growing; a few remain persistent. We recommend periodic follow-up visits to monitor the progress of the treatment.



We continue to offer our support and expertise should you or your vet reach out to us for assistance.

For out-of-town patients, we also offer [travel support](#) that includes help finding pet-friendly hotel accommodations, restaurants and more.

Our goal is to get your pet feeling like themselves again.



“ Now, he acts like nothing is wrong with him. He jumps on me, wants to go out and play. He's like he was 12 years ago when I got him. ”

Martha Kuhns, Springdale, PA



OUR PET HEROES

We have treated more than 10,000 pets with cancer since we opened our hearts and our doors in 2015.

In our eyes, every one of them is a hero.

Many of the challenges your pet faces have been met before, and yet each pet's cancer story is unique — just like pets themselves. We encourage you to [read our Pet Hero stories](#). They can help you understand what other pet parents have gone through. You'll learn about their cancer diagnosis, treatment decision, life after cancer therapy and their experience with PetCure Oncology and SRS/SRT treatment.

And most of all, you'll learn that there is hope. With PetCure Oncology, you are empowered to provide more for your pet — **a life after cancer.**



“ PetCure Oncology and the entire team helped save and extend Cass's life. I'm completely convinced that PetCure Oncology and the SRS/SRT technology are the right decision for those who want the very best treatment for their companions. ”

Tom Melita, Superior Township, MI

THE PAIN OF LOSING A PET

Why We Founded PetCure Oncology

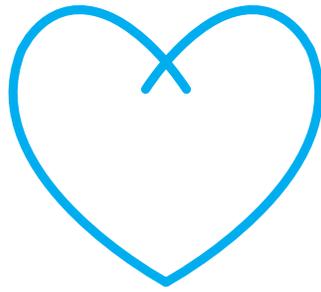
PetCure Oncology founder Scott Milligan and his family's Golden Retriever dog, Juliette, never got the chance to be one of our Pet Heroes. When Juliette ("JuJu," as Scott's kids call her) lost her battle with nasal cancer, SRS/SRT was not available to pets. She was treated for cancer through traditional methods that were not effective on her tumor. And yet, having worked in the healthcare field for years, Scott knew that SRS/SRT technology could have given the family more quality time with her — and he vowed to bring it to veterinary medicine.

PetCure Oncology's team of talented and experienced veterinary radiation oncologists, therapists and nurses understand the pain of losing a pet.

We are pet people, and we believe that every one of their lives is worth fighting for.



Scott with Juliette's brother, Huck.



IF YOUR PET IS DIAGNOSED WITH CANCER, PETCURE ONCOLOGY CAN HELP.

*Call us. Our Pet Advocates are standing by
to discuss your pet's cancer treatment options.*

1-844-511-0475

Talk with your veterinarian about PetCure Oncology to determine
the right treatment decision for your pet.

Learn more at petcureoncology.com.



*“ When we felt like all hope was gone, we were given an option
we thought we never had. PetCure Oncology gave us hope
when no one else would. ”*

Roy Teng, Richmond, IN