

## Rimadyl or Novox?

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The old adage, "you get what you pay for" is proven wrong with pet medication generics. Take, for instance, the bio-equivalent Novox, which has the same active ingredient as the popular arthritis medication Rimadyl, but costs less. Many veterinarians prescribe this medication for arthritic dogs.

[Novox](#), [Quellin](#) and [Rimadyl](#) contain the same active ingredient Carprofen, a non-steroidal anti-inflammatory drug (NSAID). Carprofen is used for the relief of pain and inflammation associated with osteoarthritis, including hip dysplasia. It is also approved for the control of postoperative pain associated with soft tissue and orthopedic surgeries.

In animal as well as in human medicine, a generic medication is

rigorously tested to demonstrate that the rate and extent of absorption of the active ingredients are the same as those of the brand name drug. Although inactive ingredients such as fillers and dyes can be different, these ingredients should not affect the efficacy of the drug in any way.



Generic equivalents of brand-name drugs have the same active ingredients and potency, are available in the same dosage forms (for example, tablet, liquid, or injectable), and have been demonstrated safe and effective. The FDA allows no drug on the market unless it has been proven to meet their stringent safety, efficacy, and manufacturing standards. All generics are put through a rigorous multi-step approval process before they are considered brand equivalents. The FDA can also recall products if they don't meet production standards, and can even stop the manufacture of products until the manufacturing firm shows that it can make and test



its drugs in a way that meets their high standards.

Since 1984, no generic drug has been approved in the U.S. unless it has been shown to have the same rate and amount of active drug absorbed as the brand name.



For more on the medication carprofen, you can download this free [Patient Resource Guide](#). *You will need Adobe Acrobat Reader to view/download this Patient Resource Guide. Adobe Acrobat is available [free](#) for downloading.*



The advertisement banner features a white bottle of Quellin (carprofen) 25 mg soft chews on the left. A red circular badge next to the bottle states "AS LOW AS \$0.66 per SOFT CHEW". To the right of the bottle, the text reads "QUELLIN™ (Carprofen) Bio-Equivalent of Rimadyl® is easy to dose and costs far less." Below this text are two blue buttons: "SHOP NOW ▶" and "COMPARE ▶". On the far right, there is a portrait of Dr. Race Foster, a man in a white lab coat. Next to his portrait, the text says "Dr. Race Foster talks about Quellin™, the revolutionary new Carprofen soft chew from Bayer." Below this text is a red button with a play icon and the text "PLAY VIDEO". The Bayer logo is visible in the top left corner of the banner.