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FOR IMMEDIATE RELEASE

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## Aurora launches EquiCoxib™ Oral Solution for Horses

**April, 2024** – Aurora Pharmaceutical, Inc. today announces the launch of **EquiCoxib™ (firocoxib) Oral Solution** in the US. **EquiCoxib™ (firocoxib) Oral Solution** is a new veterinary prescription non-steroidal anti-inflammatory drug (NSAID) of the coxib class used to control pain and inflammation associated with osteoarthritis or OA in horses. Like many NSAIDs, firocoxib works by affecting highly specific enzymes that trigger pain, fever, and inflammation.

Bob Rehurek, Director Sales and Marketng for Aurora says, “The unique **FDA-approved oral formulation of firocoxib** is specifically designed to present veterinarian, trainers and horse owners flexible, highly accurate dosing that delivers the correct therapeutic dose of the proven NSAID to the horse every time – regardless of weight. Veterinarians, trainers and horse owners can finally control horse pain and inflammation associated with OA without cutting tablets, guessing proper dosing, pumping messy paste or simply underdosing/overdosing the horse.”

New EquiCoxib Oral Solution comes with a newly designed draw-off-cap and syringe allowing the user to draw the exact amount of oral solution based on the horse’s weight. The recommended dosage of EquiCoxib (firocoxib) for oral administration in horses is 0.045 mg/lb. (0.1 mg/kg) of body weight once daily for up to 14 days. Each 1.25 mL volume will treat 250 pounds of body weight and each additional 0.25 mL corresponds to 50 lb. weight increment. The provided dosing syringe is calibrated so that each line corresponds to a 50-lb. weight increment.

For more information about EquiCoxib™ Oral Soutlion, please contact your veterinarian or veterinary products distributor. For complete label directions, please visit our website <https://aurorapharmaceutical.com/equicoxib-equine/>.

EquiCoxib™ is a Trademark of Aurora Pharmaceutical, Inc.

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