Nothing to Sneeze At

The benefits of specialty testing – for your clients and your business
LOVE at one dose

Try Claro®. The one and only FDA-approved canine otitis externa treatment featuring:

- Single-dose treatment
- Vet administered to ensure compliance
- No work for your clients

BayerDVM.com/Claro

Claro® Otic Solution is approved for the treatment of ear infections in dogs caused by susceptible strains of yeast (Malassezia pachydermatis) and bacteria (Staphylococcus pseudintermedius). CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian. CONTRAINDICATIONS: Claro® should not be used in dogs known or suspected to be allergic to Claro® or any of its ingredients.
A Message from TVC

Complete Coverage

By Allison Morris, Vice-President
Member Experience

Through our TVC owner driven product committee, we’ve been working hard in 2017 to bring in vendor programs that cover every aspect of the veterinary practice, from major drug manufacturers to electricity to scrubs.

Currently there are 340 vendors we have looked at – whether the company has brought its products and solutions to TVC or a TVC owner has suggested we research. Our goal in the product committee over the next few years is to dig into that list and pick winners from all categories.

That said, we are bringing in several vendors each quarter, including recently. In July we announced the following vendors:

- **VetSource.** Through this program we will bring TVC owners a discounted rate using an online pharmacy to better compete against online retailers such as Chewy.com.
- **Microsoft.** With this program we can help with general computer needs.
- **K-Laser.** You can purchase from this laser therapy company through your Patterson distributor rep for an extra royalty rebate.
- **Technidyne.** Offering lift tables, dental operating tables and other types of procedure tables for veterinary clinics – whether your clinic is stationary or mobile. This is a great resource, especially for new clinics starting from scratch, or clinics remodeling.
- **Microscope Central.** Microscopes aren’t something a clinic will purchase all the time, but every veterinarian uses one and will need to purchase one every so often. We wanted this in our offering so our owners can get a nice deal on the purchase. Some microscope purchases can be a sizable amount of money.
- **DarvallVet and Vetoquinol.** We already have contracts with these vendors, however, they have expanded their product offering with us.

Other vendor programs are in the works. We are working around other equipment focused deals, and other types of services that veterinarians use on a daily or weekly basis. We’re hoping to announce more in Q3, and even more in the beginning of 2018, so stay tuned!

Tell us what vendors you would like us to bring on by visiting: [https://theveterinarycooperative.typeform.com/to/QLs5jl](https://theveterinarycooperative.typeform.com/to/QLs5jl)
The power’s in the process

ANTINOL’s patented process ensures each dose delivers a concentrated blend of EPA, DHA, ETA, and other beneficial fatty acids with their active properties intact

Enhances comfort and mobility in dogs:

- In a veterinary assessment, up to 90% of dogs showed enhanced mobility
- In a separate study, dogs showed enhanced mobility within just 2 weeks
- Safe for long-term daily use

Visit www.antinolforpets.com for more information.

*90% of dogs in one group showed enhanced mobility; 88% of dogs in a second group showed enhanced mobility.

References

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This Month at the Veterinary Cooperative

**News**

Join us at the VMX / NAVC - TVC members enjoy a 10% discount

*More info here*

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**TVC and Elanco**

The TVC Board of Directors, along with Rich Morris, Allison Morris, and TVC vendor marketing contacts for Elanco Nick McCart and Judy Avrick, just returned from a 2-day meeting at our vendor partner Elanco's headquarters.

We are pleased to let you know that what developed from meetings and workshops with Elanco sales, marketing, and veterinary stakeholders was a renewed commitment to the partnership between Elanco and TVC and a focus on collaborative efforts to develop relevant programs for independent veterinary clinics.

Elanco is dedicated to the mission and values of The Veterinary Cooperative, and is willing to work with us to bring you programs that will enable you to remain independent in today’s increasingly competitive environment.

The TVC Board and TVC staff were divided into groups with the key Elanco stakeholders, and will meet with them over the next 30, 60, 90, and 180 days on a variety of topics to create workable solutions to better serve the needs of the TVC member-owners. We’re excited to see what develops!

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**Promotions**

- **Ceva** - Adaptil / Feliway - Buy 2 starter kits get 1 free! *(more details)*
- **Elanco** - Pet Reach from Elanco. Keep your clients coming back! *(more details)*
- **Merial** - Boehringer Ingelheim - TVC’s Largest Promotion EVER! See page 8! *(more details)*
- **Purina** - 10% off Select HA and DRM naturals formulas *(details here)*
- **Vetoquinol** - Free CE! Feline Herpesvirus pathology, diagnosis and therapy *(CE course here)*
- **VDI** - Vitamin D Testing kits - *(More info here)*
The New Wave of Recovery
Our largest promotion ever, from Boehringer Ingelheim (Merial)

Until our supply of the ParaVue DX Flea & Tick scanner valued at $2,500 provided to TVC from BI (formally Merial) runs out, we are excited to be launching our Switch & Save: Flea & Tick campaign supported by Boehringer Ingelheim (formally Merial). As an owner of TVC it is important to remember that the strength of the cooperative stems from its owners. As a co-op, TVC thrives off owner engagement and that is exactly what the Flea & Tick Switch & Save campaign is all about! The more support we get from our owners the more TVC can turn that support into savings that go right back into your pockets. Boehringer Ingelheim also strongly believes that supporting our cooperative is imperative to its continued success and in return, they have teamed up with us to help support any owners who choose to participate.

How Boehringer Ingelheim Supports the Veterinary Cooperative

From now until September 30, if you choose to Switch & Save away from non-TVC associated vendors and instead make a purchase with any of the following TVC Flea and Tick vendors (See list below) Boehringer Ingelheim will support TVC owners by sending you a ParaVue DX Flea & Tick scanner FREE! ($2,500 value).

Boehringer Ingelheim feels very strongly that owners who take an active role in supporting the TVC co-op should be rewarded and in return, Boehringer Ingelheim wants to help by taking an active role in supporting you for your efforts. Here you will find information regarding the ParaVue DX Flea & Tick scanner. After making a purchase from any of our supported TVC Vendors please visit this link: tvc.coop/to/switch-and-save and fill out THIS form to receive your ParaVue DX Flea & Tick scanner FREE courtesy of Boehringer Ingelheim (Merial).

Supported Switch & Save TVC Vendors:
- Boehringer Ingelheim (formally Merial)
- Bayer
- Ceva
- Elanco

Wedgewood Pharmacy is currently compounding these medications while they are on backorder from their manufacturers. Find pricing, more information and order online in the backorders tab of Order.WedgewoodPetRx.com.

- Amikacin (as Sulfate) 250mg/ml Injection 2ml & 5ml
- Aminopentamide 0.5mg/ml Injection Solution 10ml
- Aminopentamide 0.2mg Tiny Tabs
- Aminophylline 100mg Capsules
- Aminophylline 200mg Capsules
- Ammonium Chloride 400mg Capsules 100ct
- Betamethasone (as Valerate)/Gentamicin (as Sulfate)/Miconazole Nitrate 0.1%/0.15%/1.51% Otic Suspension
- Chloramphenicol 1% 5gm Ophthalmic Ointment
More pet owners would recommend Trifexis to a family member or friend than any other brand.¹

Indications
Trifexis is indicated for the prevention of heartworm disease (*Dirofilaria immitis*). Trifexis kills fleas and is indicated for the prevention and treatment of flea infestations (*Ctenocephalides felis*), and the treatment and control of adult hookworm (*Ancylostoma caninum*), adult roundworm (*Toxocara canis* and *Toxascaris leonina*) and adult whipworm (*Trichuris vulpis*) infections in dogs and puppies 8 weeks of age or older and 5 pounds of body weight or greater.

Important Safety Information
Serious adverse reactions have been reported following concomitant extra-label use of ivermectin with spinosad alone, one of the components of Trifexis. Treatment with fewer than three monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention. Prior to administration of Trifexis, dogs should be tested for existing heartworm infection. Use with caution in breeding females. The safe use of Trifexis in breeding males has not been evaluated. Use with caution in dogs with pre-existing epilepsy. The most common adverse reactions reported are vomiting, lethargy, pruritus, anorexia and diarrhea. To ensure heartworm prevention, dogs should be observed for one hour after administration. If vomiting occurs within one hour, redose. Puppies less than 14 weeks of age may experience a higher rate of vomiting. For complete safety information, see the product insert at www.Trifexis.com or ask your veterinarian.

¹Brand Experience Tracker Research, March 2016. Trifexis, Elanco and the diagonal bar logo are trademarks of Eli Lilly and Company or its affiliates. © 2017 Eli Lilly and Company or its affiliates. USCACTFX01057
A little irritation can be a serious problem for pets and their owners. In the case of one client of TVC Owner Mary Felt, DVM, Dupage Animal Hospital in Villa Park, Ill., it was a persistent ear infection. The pet owner had taken his dog to another veterinarian, who tried different treatments before deciding to perform surgery to open up the ear canal more.

Dr. Felt initially tried out a different food diet for the dog, but to no avail. It wasn’t until they conducted allergy testing that they were able to determine what was causing the issue and how to treat it.

“When we finally did the allergy test, we discovered that the dog had no food allergies; it was all environmental. We started immunotherapy treatment, and that dog never had another ear infection in its life.”

The biggest thing, Dr. Felt says, was how they were able to help the human-animal bond. “The owner was so happy, and his dog was playful, running around again and back to feeling good.”

**Impact of allergies**

TVC Owner Sam Morris, DVM, Plum Creek Regional Animal Medical Center in Crete, Ill., says any good generalist can provide allergy testing and treatment for clients. If they refer clients to a dermatologist, they could be missing a significant amount of potential business.
“About half of the patients that come in during allergy season have some form of allergy,” Dr. Morris, who is also a TVC Board Member, says. “That’s a lot of practice to throw away if I am not treating them.”

The symptoms show up in many different ways. Ear infections, skin infections, inflamed eyes, itchiness, sneezing, vomiting, diarrhea, cats with asthma, even allergic bronchitis in dogs. Dr. Felt says she has a handful of dog patients who “like clockwork, will end up with a urinary tract infection every single fall. Or, as soon as the ragweed blooms, they end up with a urinary tract infection.”

The challenge is, many things can lead to allergies in pets, including food allergens, environmental, inhalant allergens and more. Because of this, veterinarians need the tools to zero in on exactly what’s causing the allergies.

**Testing and treatment**

Dr. Felt says they’ve gotten positive feedback from clients on the Spectrum Labs SPOT testing. It’s a simple blood test, but provides comprehensive results to give a more accurate picture of what allergens are affecting the pet. “Clients love it,” Dr. Felt says. “Afterwards, whatever the report shows, I can develop a treatment plan from that.”

Some dogs have such bad environmental allergies that Dr. Felt says she strongly recommends immunotherapy. Spectrum increases the likelihood for quicker, more lasting relief by including up to 21 allergens in a single treatment set. Treatment for allergies is via subcutaneous injections of the offending allergens. These shots are administered over a 9-month period and administered in increasing doses as well as gradual increases in concentration. The initial 9-month period of hyposensitization is followed by monthly maintenance shots. There is also an oral spray available, specifically made for the allergens the patients are having problems with, for clients who don’t want to give their pets injections.

But every single patient with allergies will have something different, Dr. Felt says. “I have a lot of dogs where the allergy is due more to food, so we manage the food and we can change things from their environment. With probably half of the dogs that get allergy testing, we change so many things at the home and diet that we get their allergies under control. We might have some minor seasonal blowups, but again, we know it’s coming, and we know how to handle it and can work through it a lot.”

Dr. Morris says having the ability to provide the client with accurate information helps make it easier to get them on board with treatments. After trying several other allergy tests, Plum Creek settled on Spectrum’s Spot Platinum 91. “Clients really love the in-depth booklet that comes with the testing. Value-wise, the mix of allergens tested for in the Spot Platinum 91 test is great.”

Being able to use an effective product like Spectrum’s testing, as well as it coming from a TVC vendor “is a win-win … as well as a win for the patient,” Dr. Morris says.

Following the results of the test, Dr. Morris says they schedule a 45-minute sit-down meeting with the clients to go over the booklet and the veterinary practice’s plan for managing the allergies going forward. “The pets can come along at this visit. They get lots of love and treats from the staff and doctors, and nothing stressful happens to them. We are sure to emphasize that allergies are life-long, and serious management saves the pet grief and the owners money in the long run rather than continually treating secondary infections. Allergic pets that are uncontrolled are often itchy, smelly and miserable with bacterial infections and chronic otitis. Every time an owner pushes their stinky
Morris has seen the positive results firsthand with her daughter’s dog Chevy, a Golden Retriever. “I can say from seeing the improvement in my daughter’s dog that diet change, known allergen avoidance when possible and the treatment kits work. Chevy was an allergic mess by 10 months old and now doesn’t smell, has no hot spots and only rarely gets otitis.”

Dr. Morris says keeping their allergy patients in-house and happy strengthens their bond with the pet and pet parent in a way that benefits everyone. “There are so many pathways available to us to choose in treating allergies that it is important for us to follow these patients rather than us just being gatekeepers for dermatologists,” she says. “As generalists, we can figure this out.”

Dr. Felt says client knowledge of the benefits of allergy testing is becoming more prevalent, to the point where some ask her about it before she even has a chance to bring it up. “The one client whose dog had the ear surgery, he’s owned four dogs, and all four have had allergy tests, even though two never showed clinical signs. He just wanted to know if there could be allergies in the future or what foods to avoid because he saw the difference it made with his other dog.”

TVC Owner Laszlo Frics, DVM, West Main Animal Hospital, Alhambra, Calif., says that the more tests you can offer, the better you’ll be able to help your customers. “Not everybody is going to want a test for everything, but if there is a condition out there, why not test for it and treat it?”

That includes Vitamin D testing. VDI offers a Vitamin D Test Kit that greatly simplifies collection and transportation of specimens for 25 hydroxy-vitamin D testing. Using Spot Saver Card technology, the new test kit requires no refrigeration, no special handling, and no shipping charge. About 80 percent of animals are low on Vitamin D, so practices can test for any deficiencies and then offer medication. “There is a wide open market of pets that could use [Vitamin D testing],” says Dr. Frics.
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designed to help manage all of your derm cases.

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**PRESCRIPTION DIET® Derm Defense™**

- Hill’s first and only nutrition with HistaGuard™ Complex
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**PRESCRIPTION DIET® d/d®**

- Single, novel protein
- Clinically tested to show visible skin and coat improvement in just 4 weeks\(^4\)

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1-800-548-VETS (8387)

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Fritsch DA, MacLean JM. Clinical study to evaluate the efficacy of Prescription Diet z/d Canine in the management of dogs with chronic diarrhea. Data on file.

Hill’s Prescription Diet® z/d® Canine dry vs. Royal Canin Veterinary Diet® Hydrolyzed Protein™ Adult HP Canine dry May 2016.


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How Practices Can Prepare for the Millennial Invasion

By Wendy S. Myers, CVJ

Millennials are now the primary pet-owning demographic at 35 percent of U.S. pet owners compared to Baby Boomers’ 32 percent, the American Pet Products Association reports.¹ Millennials spend more on veterinary care and pet services compared to other generations.² This generation will add 2.6 million pet owners between now and 2020.³

Here are three facts about millennials and how practices need to prepare:

1. Millennials check their smartphones 43 times per day.⁴

   Be mobile-friendly. Millennials have the highest mobile usage of all generations, with 97% using mobile devices to consume digital content.⁵ Veterinary hospitals’ websites must be easy to navigate on smartphones and tablets. Millennials are used to researching, ordering and booking on mobile devices.

2. Text is the preferred communication method of millennials.⁶

   Look at your smartphone and see who texts you – friends, family, co-workers and people who you know and trust. Veterinary hospitals need to be part of this inner circle, too. Texts have a 99 percent open rate and 95 percent of messages get read within 3 minutes of being sent.⁶ Hospitals must graduate beyond texts for appointment confirmations and dosing reminders. Use direct and automated texts for:

   • Medication refill requests
   • Prescriptions and diets ready for pickup
   • Left you voicemail, please listen and call <employee name> at 555-555-5555
   • Late arriving clients
   • Get clients who missed appointments to reschedule
   • Driving directions to new clients on day of first appointment
   • How-to video links
   • Weather closure
   • Client experience survey
   • Extended hours now available/coming soon
   • Lab results ready, please call
   • Collections
My veterinarian, The Cat Specialist in Castle Rock, Colo., uses text services from Dialog Health (www.dialoghealth.com/animalhealth). I sent a text to request a refill on my cat’s heart medication. The same day, I received a text notice that it was ready for pickup. A text that took less than 10 seconds replaced a 5-minute phone call. I loved the client experience and the hospital team saved time.

3. **Millennials love perks, with 77% participating in loyalty reward programs.**
Loyalty programs can make clients feel appreciated, improve compliance for patient care and grow clinic revenue. Here are types of loyalty programs:

- **Punch card:** Stamps or punches are earned and rewards are granted when the card is full. My nail salon has a punch card that gives me a $15 credit toward services once 10 punches are completed. Employees know my name and encourage me to forward book.

- **Points:** Users accrue points that may be redeemed for cash back or free items. At Starbucks, you earn points for each coffee purchase and redeem points for free coffee. An app tracks rewards.

- **Membership:** These pay-to-play programs charge a fee to participate. Rewards are VIP services such as Amazon Prime’s free shipping.

Animal Clinic Del Rancho in Scottsdale, Arizona, rewards clients through its free app (http://animalclinicdelrancho.com/our-app-and-loyalty-program/). For every $100 spent, clients get a digital stamp, with 16 stamps earning a $100 credit towards a future visit. Rewards never expire.

Companies offering veterinary client loyalty programs include:
- MBF Loyalty, www.mbfloyalty.com
- Rethink Veterinary Solutions, http://rethinkvetsolutions.com
- Older practice owners can’t afford to ignore millennials. They must embrace new technology and marketing strategies for millennials.

References:

Wendy S. Myers owns Communication Solutions for Veterinarians in Castle Pines, Colo. She helps teams improve client service, communication skills and compliance through consulting, seminars and monthly CE credit webinars. Wendy is a certified veterinary journalist and author of *101 Communication Skills for Veterinary Teams*. She offers training packages for receptionists and entire teams. You can reach her at wmyers@csvets.com or www.csvets.com.
Two more pet food makers won’t sell through Chewy

According to a Pet Age report, immediately after pet store giant PetSmart announced it had agreed to acquire Chewy.com in April, Tuffy’s Pet Foods stopped offering its products on the online pet retailer’s website. Now, two more heavy hitters in the pet food category are joining Tuffy’s. Fromm Family Foods and Champion Petfoods have informed independent retailers who carry their foods and treats that they are choosing to pull their products from Chewy.com.

Michael J. Fox to keynote VMX 2018

NAVC announced that on Saturday, February 3 at VMX 2018, all VMX registrants are invited to attend the Opening Session featuring Award-Winning Actor & Parkinson’s Disease Advocate, Michael J. Fox. Take an inspiring journey through the renowned actor, author and activist’s life experiences as he makes the case that real learning and growth actually happens when life goes skidding sideways. He’ll share how “A Funny Thing Happened on the Way to the Future” with his characteristic wit and charm. Learn more here.

AVMA Board endorses new recommendations for feline spay/neuter surgery

The AVMA Board of Directors has endorsed a document recommending that cats not intended for breeding be gonadectomized prior to five months of age, according to a blog on the AVMA’s website. The Veterinary Task Force on Feline Sterilization Recommendations for Age of Spay and Neuter Surgery is a consensus document put forth by the Veterinary Task Force on Feline Sterilization for Age of Spay and Neuter Surgery. In addition to the AVMA, it also has been endorsed by the American Association of Feline Practitioners, Association of Shelter Veterinarians, American Animal Hospital Association, Winn Foundation, Catalyst Council, Cat Fancier’s Association, and The International Cat Association. This document represents a clear and evidence-based position that promotes individual animal health and welfare, contributes to effective population control, and can be communicated clearly to clients. Read more at: http://atwork.avma.org/2017/07/10/new-recommendations-for-feline-spayneuter-surgery/
Trifexis®
(spinosad + milbemycin oxide)

**Chewable Tablets**

Caution: Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

**Description:**
Trifexis® (spinosad and milbemycin oxide) is available in five sizes for use in dogs and puppies according to their weight. Each chewable tablet is formulated to provide a minimum spinead dose of 13.5 mg/kg (50 mg/kg body weight) and a minimum milbemycin oxide dose of 0.2 mg/kg (0.5 mg/kg body weight). Spinosad is a member of the spinosyn class of insecticides, which are non-homologous with the macrolides. Spinosad contains two major factors, spinosyn A and spinosyn D, derived from the naturally occurring bacterium, Saccharopolyspora spinosa. Spinosyn A and spinosyn D have the chemical compositions C_{21}H_{29}NO_{7} and C_{21}H_{29}NO_{7}, respectively. Milbemycin oxide is a macrocyclic lactone anthelmintic, containing two major factors, A2 and A3 of milbemycin, with a minimum approximate ratio of A2/A3 of 2.0:1. Milbemycin A2 has the chemical composition of C_{22}H_{28}NO_{6} and Milbemycin A3 has the chemical composition of C_{22}H_{28}NO_{6} (R2).

**Indications:**
Trifexis® is indicated for the prevention of heartworm disease (Dirofilaria immitis),Trifexis® is FDA approved and is indicated for the prevention and treatment of flea infestations (Ctenocephalides felis), and the treatment and control of adult hookworms (Ankylostoma caninum), adult roundworms (Toxocara canis and Toxascaris leonina) and whipworms (Trichuris vulpis) in dogs and puppies 6 weeks of age or older and 5 pounds of body weight or greater.

**Dosage and Administration:**
Trifexis® is given orally, once a month at the minimum dose of 13.5 mg/kg (50 mg/kg body weight) and 0.2 mg/kg (0.5 mg/kg body weight) with food for heartworm prevention and for the treatment of flea infestations at least 3 months after exposure to mosquitoes (see EFFECTIVENESS).

**Dosage Schedule:**

<table>
<thead>
<tr>
<th>Body Weight</th>
<th>Spinosad Per Tablet (mg)</th>
<th>Milbemycin Oxide Per Tablet (mg)</th>
<th>Tablets Administered</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 to 10 lbs</td>
<td>140</td>
<td>2.5</td>
<td>One</td>
</tr>
<tr>
<td>10.1 to 20 lbs</td>
<td>210</td>
<td>4.5</td>
<td>Two</td>
</tr>
<tr>
<td>20.1 to 40 lbs</td>
<td>460</td>
<td>9.3</td>
<td>Three</td>
</tr>
<tr>
<td>40.1 to 60 lbs</td>
<td>810</td>
<td>13.5</td>
<td>Four</td>
</tr>
<tr>
<td>60.1 to 120 lbs</td>
<td>1,430</td>
<td>23.0</td>
<td>Five</td>
</tr>
</tbody>
</table>

Note: Over 120 lbs: Administer the appropriate combination of tablets.

**Adverse Effects:**
Trifexis® should be administered at monthly intervals beginning within 1 month of the dog’s first seasonal exposure and continuing until at least 1 month after the last seasonal exposure. The dog receiving Trifexis® should be treated at least monthly for the remainder of the season. The dog should be reevaluated and Trifexis® should be continued for at least 12 months of administration.

**Administration:**
Adverse effects with Trifexis® were not reported for any of the dogs in the field trial, Spinosad has been shown to be safe when administered to dogs and puppies according to the label instructions. In a study conducted in the USA and European field studies, no adverse reactions were observed when dosed at the recommended dose of 13.5 mg/kg (50 mg/kg) body weight or less. Trifexis® is not intended for use in pregnant or lactating bitches. Trifexis® is not intended for use in pregnant or lactating bitches.

**Precautions:**
Use caution in breeding bitches (see ANIMAL SAFETY). The use of Trifexis® in breeding males has not been evaluated.

**Use with caution in dogs with pre-existing epilepsy (see ADVERSE REACTIONS).**

**Contraindications:**
Use Trifexis® with caution in dogs with pre-existing epilepsy (see ADVERSE REACTIONS)

**Adverse Reactions:**
In a controlled laboratory study, Trifexis® was well tolerated and no adverse reactions were observed at the recommended dose. Trifexis® should not be used in dogs with a history of seizures. Over 180 dogs were observed for at least 4 weeks and at least 30% of the dogs were observed for over 6 months. Over the 180-day study period, all observations of potential adverse reactions were reviewed. Reactions resulting in death were reviewed individually. No adverse reactions were noted in the 180-day study period.

**Average Monthly Rate (%) of Dogs With Adverse Reactions**

<table>
<thead>
<tr>
<th>Adverse Reaction</th>
<th>Trifexis® Chewable Tablets</th>
<th>Active Control Tablets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vomiting</td>
<td>6.3</td>
<td>3.9</td>
</tr>
<tr>
<td>Pruritus</td>
<td>6.0</td>
<td>4.9</td>
</tr>
<tr>
<td>Lethargy</td>
<td>2.2</td>
<td>1.5</td>
</tr>
<tr>
<td>Diarrhea</td>
<td>2.5</td>
<td>1.5</td>
</tr>
<tr>
<td>Dermatitis</td>
<td>1.6</td>
<td>1.5</td>
</tr>
<tr>
<td>Skin reddening</td>
<td>1.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Decreased appetite</td>
<td>1.7</td>
<td>0.5</td>
</tr>
<tr>
<td>Pica</td>
<td>0.8</td>
<td>0.7</td>
</tr>
</tbody>
</table>

**Trifexis® in the field study, one dog administered Trifexis® experienced a single mild seizure 2 hours after receiving the second monthly dose. The dog remained seizure and received four additional monthly doses after the event and continued to do well for the remainder of the study without any further incident.**

**Following concurrent extra-label use of heximethrin with spinosad, a component of Trifexis®, some dogs have experienced the following clinical signs: tremors, dysphagia, vomiting, behavioral changes, ataxia, and pruritus.**

**Mode of Action:**
The active ingredients of spinosad, a component of Trifexis® is an arylalcohol acetylene reductase (AChE) inhibitor. In insects, spinosad does not interact with known insecticide-binding sites of other receptors or GABAergic insecticides such as neonicotinoids, fipronil, methoxyfenozide, methamidophos, and cyclodienes. Insects treated with spinosad show involuntary muscle contractions and tremors resulting from activation of motor neurons. Pretreatment with spinosad-induced hyperekplexia results in prostration, paralysis, and death. The selective toxicity of spinosad between insects and vertebrates may be related to the differential sensitivity of the insect versus vertebrate AChE. Milbemycin oxide, a component of Trifexis®, acts by binding to glutamate-gated chloride channels and inactivating neuronal chloride permeability by the cellular membrane to chloride ions causes hyperpolarization of affected cells and subsequent paralysis and death of the intoxicated parasites. Milbemycin oxide may also inhibit the migration of intestinal nematode larvae, notably gamma amino butyric acid (GABA).

**Efficacy:**
Heartworm Prevention:
In a well-controlled laboratory study, Trifexis® had 100% effectiveness against microfilariae infection in the first 3 consecutive monthly doses, 2 consecutive monthly doses did not provide 100% effectiveness against adult heartworm infection. In a second well-controlled laboratory study, a single dose of Trifexis® was 100% effective against adult heartworm infection.

**Flea Control:**
In a well-controlled six-month field study conducted in the USA, no dogs were positive for heartworm infection as determined by heartworm antigen testing performed at the end of the study and again three months later.

**Flea Control and Treatment of Intraluminal Hematemesis:**
Well-controlled laboratory studies, Trifexis® was 80% effective in removing mature helminths experimentally induced adult roundworms, whipworms and hookworm infections.

**Palatability:**
Trifexis® is a flavored chewable tablet. In a field study of client-owned dogs, where 17 dogs were each given Trifexis® once monthly for 6 months, dogs voluntarily ingested 54% of the doses when offered an ear as a treat and 33% of the doses when offered a piece of meat. The remaining 13% of doses were administered the other tablet medicines.

**Notes:**
Trifexis® was tested in pure and mixed breeds of healthy dogs in well-controlled clinical and laboratory studies. No dogs were withdrawn from the field studies due to treatment-related adverse reactions.

**Storage:**
Store at 20° to 25°C (68° to 77°F), excursion permitted between 15°-30°C (59°-86°F).

**How Supplied:**
Trifexis® is available in two tablet sizes, each tablet size is available in color-coded packages of six tablets.

<table>
<thead>
<tr>
<th>Table Sizes</th>
<th>Trifexis® Chewable Tablets</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10 lbs</td>
<td>140 mg spinosad and 2.5 mg milbemycin oxide</td>
</tr>
<tr>
<td>10.1-20 lbs</td>
<td>210 mg spinosad and 4.5 mg milbemycin oxide</td>
</tr>
<tr>
<td>20.1-40 lbs</td>
<td>460 mg spinosad and 9.3 mg milbemycin oxide</td>
</tr>
<tr>
<td>40.1-60 lbs</td>
<td>810 mg spinosad and 13.5 mg milbemycin oxide</td>
</tr>
<tr>
<td>60.1-120 lbs</td>
<td>1,430 mg spinosad and 23 mg milbemycin oxide</td>
</tr>
</tbody>
</table>

NATAG 1:21. Approved by the FDA

**Manufactured for:**
Elanco Animal Health, a Division of Daiichi Sankyo Company
Indianapolis, IN 46240

**www.Trifexis.com**

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NDC 0966-0334-06
NDC 0966-0336-06
NDC 0966-0338-06
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