

# TVC

Digital magazine

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# Proactive Approach

Vigilance is the key to effective  
heartworm prevention





## How far does your patients' heartworm disease prevention go?

### Advantage Multi® (imidacloprid + moxidectin) pushes prevention forward\*

Advantage Multi® not only kills existing infection by working *backward* to kill heartworm larvae acquired in the previous month, it also takes a step *forward* to prevent future infection by killing newly acquired heartworm larvae all day, every day throughout the following month.



**advantage multi®**

(imidacloprid + moxidectin)

**Pushing prevention forward.**

\*Forward protection from heartworm infection means that after a single administration of Advantage Multi® for Dogs (imidacloprid + moxidectin) or four consecutive monthly administrations of Advantage Multi® for Cats (imidacloprid + moxidectin), blood levels of moxidectin are continuously at or above the concentration required to kill newly acquired heartworm larvae and are maintained between continued monthly administration of these products. Therefore, new exposure of the pet to infective heartworm larvae between monthly administrations of the product results in killing of the larvae and inhibiting successful establishment of a heartworm infection.

**CAUTION:** Federal (U.S.A.) law restricts Advantage Multi® for Dogs (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. **WARNING: DO NOT ADMINISTER THIS PRODUCT ORALLY.** For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals. Children should not come in contact with the application sites for two (2) hours after application. (See Contraindications, Warnings, Human Warnings, and Adverse Reactions, for more information.) **CONTRAINDICATIONS:** Do not use this product on cats. **CAUTION:** Federal (U.S.A.) law restricts Advantage Multi® for Cats (imidacloprid + moxidectin) to use by or on the order of a licensed veterinarian. **WARNINGS:** Do not use on sick or debilitated cats or ferrets. Do not use on underweight cats. (see ADVERSE REACTIONS). Do not use on cats less than 9 weeks of age or less than 2 lbs body weight. Do not use on ferrets less than 2 lbs body weight. **PRECAUTIONS:** Avoid oral ingestion. **HUMAN WARNINGS:** Children should not come in contact with the application site for 30 minutes following application.

**A Second Set of Eyes**

**pg4**

**TVC News**

**pg6**

**Proactive Approach**

Vigilance is the key to effective heartworm prevention

**pg8**

**Workplace Wellbeing**

AAHA's initiatives tackle mental health issues that can develop in veterinary practices

**pg11**

**Industry News**

**pg12**





# A Second Set of Eyes

By Chad Clark, Member Experience Representative

**With the increasing demands of running your** veterinary practice day-to-day, we recognize it's hard for veterinarians and even their practice managers to stay up-to-date on the latest rebates, discounts, programs and options available to them. That's why we want you to think of the TVC team as a second practice manager, and second set of eyes, for your practice.

Yes, we can walk you through the traditional product offerings you're accustomed to, such as pharmaceuticals, microchips and retail products. But we're also available to discuss programs and products you may not have realized you have available to you.

We would welcome an opportunity to walk you through what's available and how to get the most out of those programs, so you can make the best choices for your practice.

As a TVC Owner you have everything from phone systems, to credit card processors, and more available to you. Maybe you've thought about bringing on a company that offers pet health insurance and/or wellness programs. Bottom line is that we want to make sure you are maximizing your rebates and discounts with vendors you may or may not know are available to you. We would welcome an opportunity to walk you through what's available and how to get the most out of those programs, so you can make the best choices for your practice.

Through an approximate one-hour phone call (depending on your needs), we will take a consultative approach to help with the business side of your practice. We'll try to figure out ways to help maximize your manufacturer rebates, discounts, and gain eligibility for TVC's participation rebate.

All of it is set up to help you save money for your practice.

Take advantage of a consultation session by signing up through [www.calendly.com/tvc](http://www.calendly.com/tvc) to meet with Brittany Hull, Sidney Allen or me.

Let's talk!



**Don't let your client's best friend get sick.**

## ● Introducing the Nobivac® Canine Flu Bivalent vaccine

- Protection against Canine Influenza Virus (CIV) H3N2 and H3N8 in one vaccine<sup>1</sup>
- 2-in-1 coverage offers safe, up-to-date protection<sup>1</sup>
- Monovalent CIV H3N2 and CIV H3N8 vaccines are also available

## ● When to vaccinate

- Vaccinate puppies from 7 weeks of age with 2 doses administered 2 to 4 weeks apart
- Annual revaccination with 1 dose is recommended

## ● Reasons to vaccinate

- Keep pet parents happy by sparing their pets from annoying cough attacks
- Protect dogs under your care and in the community from highly contagious CIV
- Prevent outbreaks in your practice and boarding facility

Nobivac® Canine Flu Bivalent - Convenient CIV H3N2 and H3N8 Protection in one dose

**DON'T WAIT, VACCINATE**

[WWW.DOGINFLUENZA.COM](http://WWW.DOGINFLUENZA.COM)

**Ask your Merck Animal Health representative for details!**

Reference: 1. Nobivac® Canine Flu Bivalent [product label].  
Madison, NJ: Merck Animal Health.

**Nobivac**   
Essential protection for essential bonds

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 **MERCK**  
Animal Health



## NEWS

**This Month at the  
Veterinary Cooperative**

### Webinars

## VETSOURCE™

[Register](#)

### How to Make Money From Your Online

#### Pharmacy

March 20th | 9AM & 1 PM (CST)

In an ever-changing industry, it can be difficult to keep up with new developments, one of those being the development and evolution of online stores and pharmacies. It is becoming more and more unavoidable, the ways in which

big box stores are affecting the revenue stream for independent veterinarians. Join us as we discuss a means of earning back some of the clients and revenue that has been lost to the paradigm shift of online sales.



### To Bite or Not to Bite

April 10th | 9AM & 1 PM (CST)

[Register](#)

Please join **Bayer** for a 1-hour RACE-approved webinar on ticks for **1 CE credit**.

### Promotions

**Abaxis:** There's still time! Exclusive for TVC Members. Receive a FreeVetScan UA Urine Analyzer and HDMicroscope when you purchase a VetScan in-house Lab System by March 30, 2018.

**Ceva:** Catego for Cats: Buy 4 Cartons, Get 1 Free! Now through June 30, 2018.

**Revo2:** TVC March Special: 16 hours of one-on-one ultrasound education using your patients at your hospital!

**Royal Canin:** Special GI Offers Now Through March 30, 2018. Save 10% with coupon code GIHOME10 through an online offer. Go to MY.ROYALCANIN.COM for details.

**Securos Surgical (an MWI brand):** TVC owners can now enjoy a 2% rebate on Securos Surgical purchases, plus current TVC discounts. See detailer for more information.

**VetOne (MWI's private label brand):** Get a 7.5% rebate on purchases of all OstiFen (carprofen) chewable tablets, plus current TVC rebate and discount. Get a 2% rebate on all other VetOne purchases, plus current TVC discounts. See detailer for more information.

**Wedgewood Pharmacy:** Turn to Wedgewood first for your back-ordered medications.

## Pledge to Protect Pets From Infectious Disease



HEROES FOR  
HEALTHY PETS™



# YOUR REPUTATION MATTERS

Infectious disease affects hundreds of veterinary practices and thousands of pets nationwide each year.

The **Heroes for Healthy Pets Infectious Disease Management Certification Program** can help train your veterinary clinic staff in best practices to help manage and prevent infectious disease. It is based upon the 2017 American Animal Hospital Association (AAHA) Canine Vaccination Guidelines that suggest vaccine protocols to help protect against diseases that place pets at risk in certain situations, such as for social dogs.



### How It Works

- Register online at [heroes4healthypets.com](https://heroes4healthypets.com) and view complimentary online educational modules taught by veterinary experts in infectious disease:
  - Understanding Infectious Diseases
  - Effective Infectious Disease Control
- Pass the final examination

**Veterinary professionals receive two hours of RACE-approved Continuing Education credit.**

**Print and display your *Infectious Disease Management Certificate*.  
Show your commitment to pet health!**

**Register now at [heroes4healthypets.com](https://heroes4healthypets.com)**



The Program is sponsored by Merck Animal Health and Clorox Healthcare in coordination with Barkleigh Productions, the National Association of Veterinary Technicians in America (NAVTA), International Boarding and Pet Services Association (IBPSA), Pet Sitters International (PSI), and VetGirl.

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# Proactive Approach

Vigilance is the key to effective heartworm prevention





## All it takes is one.

A single dog infected with heartworm can enter a community and turn everything upside down.

Dr. Les Pelfrey, TVC Owner of Stanley Veterinary Clinic, Overland Park, Kansas has seen it before. He used to practice in a small town in western Kansas. Hardly anyone had their dog on a heartworm preventive, he says. But the area had lots of mosquitos, and lots of people who moved in and out of town because of the feedlot industry. Before he moved, Dr. Pelfrey says you could already notice the signs that an infected dog had come into town.

"You could walk outside your house and hear the dogs coughing in the neighborhoods," he says. "The veterinarian who was still there after I left said he had to treat over 300 dogs with heartworm in a year. And that's in a town of 4,500 people. So, all it takes is that one dog to come into the environment of the mosquito, and a bunch of host dogs that are under-protected, and it will spread."

Dr. Pelfrey keeps that lesson in mind when advising his clients at Stanley Veterinary Clinic.

## Education

The best tool for advising clients is education. Dr. Pelfrey says that he doesn't try to pressure people with the fear factor of what heartworm disease can do, but has found over the years that there are a lot of misconceptions about heartworms.

"Many clients will say, 'If you check the stool on a dog, do you see any heartworms?' That's how undereducated most people are. People often associate heartworms with intestinal worms."

Dr. Pelfrey and his staff use videos and handouts to show clients the adult heartworms in the dog's heart to help them grasp what can happen if their pet becomes infected.

Stanley Veterinary Clinic tests about 3,500 dogs a year for heartworm, and there are a couple positive tests each year. "We are in a bit of a bubble," Dr. Pelfrey says. "We don't have that sick dog in the community that's bringing it to everybody else. But, you get into other parts of the city,

maybe ten miles from here, and you may have 10 percent of the dogs testing positive for heartworm. And a lot of those dogs were never on preventive. It just takes that one dog that's infected to come into the community."

Veterinary clinics must be ever-vigilant and proactive in promoting preventives to their client base. For instance, heartworms are a big problem in the Mississippi Delta region, where they have more of a mosquito problem pretty much year-round. There are even reports of a resistant strain of heartworm disease that started down in the Delta during hurricane season and has slowly spread in shelter dogs in areas like Minnesota and

"Many clients will say, 'If you check the stool on a dog, do you see any heartworms?' That's how undereducated most people are. People often associate heartworms with intestinal worms."

— Dr. Les Pelfrey

Wisconsin, Dr. Pelfrey says. There is always a chance it could spread west as well.

## Counting the cost

One way to be proactive with heartworm preventives is to show clients a cost comparison of how much it would cost to be on year-round preventives vs. if their pet becomes infected. Preventives cost just a few dollars per month. The cost to treat a positive case, however, is much higher. "Costs vary, but treatment for heartworms is generally in the hundreds of dollars," Dr. Pelfrey says. "For an average case of heartworm in a dog, an uncomplicated case could be \$700 to treat if you follow protocols."

And even though you can treat and get rid of the heartworm, there are lots of lingering health issues. According to the American Heartworm Association, heartworm disease causes lasting damage to the heart, lungs and

## Heartworm facts

### Did you know?

- If left untreated, heartworm disease can result in your dog's death.
- Heartworms can grow to 16 inches in length and there can be as many as 250 heartworms in a dog's vital organs.
- Your dog can have no symptoms until heartworms are well-established.
- Almost 300,000 dogs in the U.S. are infected with heartworms each year.
- It is difficult, especially on your dog, to treat heartworms once established. It is much easier and less expensive to prevent heartworms than to treat them.
- Other kinds of worms that dogs can get include hookworms, roundworms, tapeworms, and whipworms.

**Source:** The Companion Animal Parasite Council (CAPC). For more information, visit <http://www.petsandparasites.org>

arteries, and can affect the dog's health and quality of life long after the parasites are gone. For this reason, prevention is by far the best option, and treatment – when needed – should be administered as early in the course of the disease as possible.

"You still have a lot of pathology that occurs after the treatment," says Dr. Pelfrey.

Human health is also a consideration. Heartworm preventives like **Merck's** Tri-Heart Plus (ivermectin/pyrantel) also help treat for intestinal parasites. "As guardians of our children, our pets can present parasites to our family, so it's good medicine to try and prevent that zoonotic issue so we can keep intestinal parasites from our pets and kids."

### Value-added services

Dr. Pelfrey says there are several things that independent practices can do to capture more sales of heartworm preventive:

**Avoid mixed messages with too many products.** "You need to champion one heartworm preventive, and then everyone that works at your practice agrees to



"If there is a rebate available, your practice should be filling out the forms for your clients and submitting it on their behalf."

use it, so that's the one everybody talks about," Dr. Pelfrey says. "Otherwise you will have mixed messages."

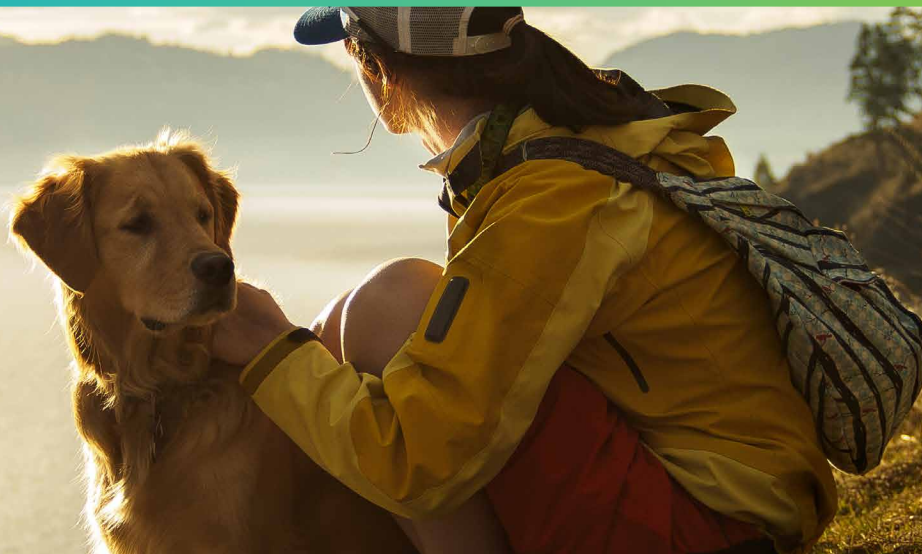
**Help your clients with savings.** Veterinary clinics should be proactive on behalf of the customer for any savings or rebates they can get for their purchase, Dr. Pelfrey says. "If there is a rebate available, your practice should be filling out the forms for your clients and submitting it on their behalf," he says. "Otherwise it won't happen. That's just a value-add service."

**Explain the value of warranties.** Many people don't understand vaccine and preventive warranties, and the benefits of purchasing these products through their veterinary clinic. "If you are treating your dog and have the invoice history of purchasing a heartworm preventive every six months, the manufacturers will stand behind their product."

**Price it right.** "Maintaining a price point near what online retailers and big box stores offer will keep independent practices competitive." ■



## Increase parasiticide compliance by 140%



When it comes to keeping pets safe from harmful parasites like heartworms, compliance is key. With Vetsource's RemindMe<sup>SM</sup> program, single monthly doses of their pet's heartworm preventative arrive at your clients' front doors each month when they need them. Your clients will enjoy the convenience of receiving the right dose, right on time, and your practice will benefit from increased revenue, enhanced client relationships and an improvement in compliance of up to 140%.\*

\*RemindMe data on file at Vetsource.

### As a TVC Owner practice, you're entitled to valuable perks, including:

- + A 2% flat rebate on all Home Delivery sales\*
- + A special RemindMe promotion for your clients — their first dose is free with all new product orders from TVC Preferred manufacturers†
- + A special 50% off promotion on the PortionPro Rx for your team members‡
- + And more to come!

**Enrollment with Vetsource Home Delivery is 100% risk-free.**

**That means no enrollment fee, no monthly service charges and no cancellation fees.**

**For more information, visit [vetsource.com/tvc18](https://vetsource.com/tvc18) or call (877) 738-8883**

\*With a minimum monthly average of \$3,000 in quarterly Home Delivery sales.

†\$0 retail and free shipping on first dose for all new RemindMe orders created by 6/30/2018. Offer applies to products from the following TVC Preferred manufacturers: Bayer, Boehringer Ingelheim, Ceva and Merck.

‡Limit 6 per practice.



# Workplace Wellbeing

AAHA's initiatives tackle mental health issues that can develop in veterinary practices

## The suspicions were there, but it wasn't until

the Centers for Disease Control and Prevention put the pieces together in a 2014 study that the animal health industry was able to see just how much of a toll stress and challenges were taking on veterinarians.

In 2014, the CDC published "Prevalence of Risk Factors for Suicide Among Veterinarians – United States, 2014". According to the results, veterinarians are believed to be at increased risk for suicide compared with the general population, and are at risk to suffer from depression and other mental disorders. Among the findings:

- Approximately 6.8% of male and 10.9% of female respondents were characterized as having serious psychological distress, compared with 3.5% of male and 4.4% of female U.S. adults, respectively
- Since graduating from veterinary school, 24.5% and 36.7% of male and female respondents reported experiencing depressive episodes, respectively; 14.4% and 19.1% suicidal ideation, and 1.1% and 1.4% suicide attempts.

Since that report, industry organizations and stakeholders have worked to better understand and address mental health issues. One of those initiatives is the American Animal Hospital Association's Healthy Workplace Culture Initiative. According to the AAHA, the initiative addresses wellbeing from an alternative perspective that utilizes a positive, proactive approach to help prevent or mitigate mental health issues in veterinary practice teams. The initiative also provides guidance in designing and building an optimal, customized, healthy workplace culture.

To kick off the initiative, AAHA published [\*AAHA's Guide to Veterinary Team Wellbeing\*](#), a resource designed to support individual wellbeing in the veterinary practice.

AAHA Chief Executive Officer, Michael Cavanaugh, DVM, DABVP (Emeritus), believes a healthy culture fosters individual and practice wellbeing and allows team members to find harmony in their personal and professional lives. "AAHA's long-term aspiration is to help practices develop cultures that are so good employees can find refuge from life's challenges at work," Cavanaugh said. "AAHA has always been synonymous with excellence in veterinary care.



Now we want to extend that to include excellence in workplace culture and team member wellbeing."

Several veterinary organizations have taken steps to address mental health issues by focusing their efforts on educating veterinary professionals to recognize these challenges and to emphasize the importance of seeking professional support after these problems have been identified, AAHA said in a release. AAHA's initiative takes a different approach; instead focusing on prevention of these issues by promoting a healthy workplace culture and wellbeing in the veterinary hospital.

Led primarily by AAHA Veterinary Advisor, Heather Loenser, DVM, the publication of [\*AAHA's Guide to Veterinary Team Wellbeing\*](#) is the first step in this long path. Benefits of a healthier practice culture include:

- **Decreased employee turnover** due to increased employee satisfaction
- **Increased staff productivity** due to improved engagement, processes, and communication
- **Improved individual wellbeing** as a result of inspiring team members to find more purpose in the profession they love
- **Elevated reputation of the practice** as it becomes an employer of choice, attracting and retaining top talent ■



## Mass market sales of pet food grew faster than specialty sales in 2017

According to Petfood Industry, [Mass market sales of pet food in the United States](#) have reversed a decades long trend and likely grew faster than pet food specialty retail sales in 2017, said Jared Koerten, senior food analyst at Euromonitor International, during his presentation at the International Processing and Production Expo in Atlanta, Georgia, USA on January 30, 2018. Meanwhile, the distinction between pet food specialty and mass market retailers has begun to disintegrate. “We’re expecting mass to actually out-grow specialty once the 2017 numbers are done coming in,” he said. In 2017, mass market retail sales of pet food accounted for 54 percent of the total in terms of dollar value. Those sales occurred in brick-and-mortar stores such as Wal-Mart, Target and Kroger. Specialty pet retailers sold 34 percent of the dollar value total through PetSmart, veterinary clinics, mom-and-pop stores and similar places.

## New strain of canine flu detected in Northern Nevada

According to the *Las Vegas Review Journal*, a new-to-the-U.S. strain of the canine influenza, H3N2, has been detected in Northern Nevada for the first time, with 52 cases confirmed this month, according to [DogFlu.com](#), an informational site created by pharmaceutical company [Merck Animal Health](#). It joins an older strain, H3N8, that has been present in the state since 2015, also mainly confined to Northern Nevada. Local veterinarians say they haven’t seen either flu strain in Las Vegas yet, but warn it’s just a matter of time. “I was shocked it took so long to get here (to Nevada),” Dr. Travis McDermott, hospital

director at Durango Animal Hospital in Las Vegas, said of the new strain.

## Chewy to hire additional 400 workers for customer-service center

According to *GlobalPETS*, online pet retailer Chewy already has hired 1,000 workers for its new 24-hour, 7-day-a-week, customer-service center in Hollywood, Florida — and it plans to hire another 400 within the next six months. Chewy, which was acquired by PetSmart in May 2016 for about \$3.35 billion, is now one of the largest private employers in Hollywood, alongside the Diplomat Resort & Spa and FirstService Residential property management company. The e-commerce company’s decision to open its customer service center in Hollywood was a boost to the city’s economy, said Hollywood Mayor Josh Lev.

## VMX surpasses attendance records

Final attendee counts soared to nearly 18,000 at VMX by its closing day for the inaugural event, formerly the NAVC Conference, according to a release. A record-breaking number of veterinary professionals, industry partners and guests experienced VMX: Veterinary Meeting & Expo, presented by the North American Veterinary Community (NAVC), at the Orange County Convention Center. NAVC CEO Tom Bohn, CAE said of the event’s success, “VMX 2018 was an incredible experience for our board and staff as we welcomed a record number of attendees to our new home at the Orange County Convention. VMX registrants included professionals in the following categories from all 50 U.S. states and nearly 80 countries: 7,118 Veterinarians, 1,901 Veterinary Nurses & Technicians, 691 Practice Managers, 5,014 Exhibitors.

## Advantage Multi® for Dogs and for Cats (imidacloprid + moxidectin)

**BRIEF SUMMARY:** Before using Advantage Multi® for Dogs (imidacloprid+moxidectin) or Advantage Multi® for Cats (imidacloprid+moxidectin), please consult the product insert, a summary of which follows:

**CAUTION:** Federal (U.S.A.) Law restricts this drug to use by or on the order of a licensed veterinarian.

### Advantage Multi for Dogs:

#### WARNING

- **DO NOT ADMINISTER THIS PRODUCT ORALLY.**
  - For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
  - Children should not come in contact with the application sites for two (2) hours after application.
- (See Contraindications, Warnings, Human Warnings, and Adverse Reactions for more information.)

### INDICATIONS:

**Advantage Multi for Dogs** is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. Advantage Multi for Dogs kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). Advantage Multi for Dogs is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei var. canis*. Advantage Multi for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*) (*Uncinaria stenocephala*), Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

**Advantage Multi for Cats** is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Advantage Multi for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Advantage Multi for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** Advantage Multi for Cats is indicated for the prevention of heartworm disease by *Dirofilaria immitis* and the treatment of flea infestations in ferrets.

**CONTRAINDICATIONS:** Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

### WARNINGS:

**Advantage Multi for Dogs:** For the first 30 minutes after application: Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion. Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting and generalized muscle tremors. In avermectin sensitive dogs, the signs may be more severe and may include coma and death.

\* Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Shelties.

\* Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

**Advantage Multi for Cats:** Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets. **HUMAN WARNINGS:** Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid, or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

**PRECAUTIONS:** Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of Advantage Multi for Dogs has not been established in breeding, pregnant, or lactating dogs. The safe use of Advantage Multi for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Advantage Multi for Dogs has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Advantage Multi for Cats is inadvertently administered orally or through grooming/licking of the application site. The safety of Advantage Multi for Cats has not been established in breeding, pregnant, or lactating cats. The effectiveness of Advantage Multi for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of Advantage Multi for Cats has not been established in breeding, pregnant, or lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of Advantage Multi for Cats in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

**ADVERSE REACTIONS: Heartworm Negative Dogs:** The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence and hyperactivity. **Heartworm Positive Dogs:** The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site, lethargy, and chemical odor.

For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

Advantage Multi is protected by one or more of the following U.S. patents: 6,232,328 and 6,001,858.

NADA 141-251, 141-254 Approved by FDA V-03/2016

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