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November Digital Issue 2019

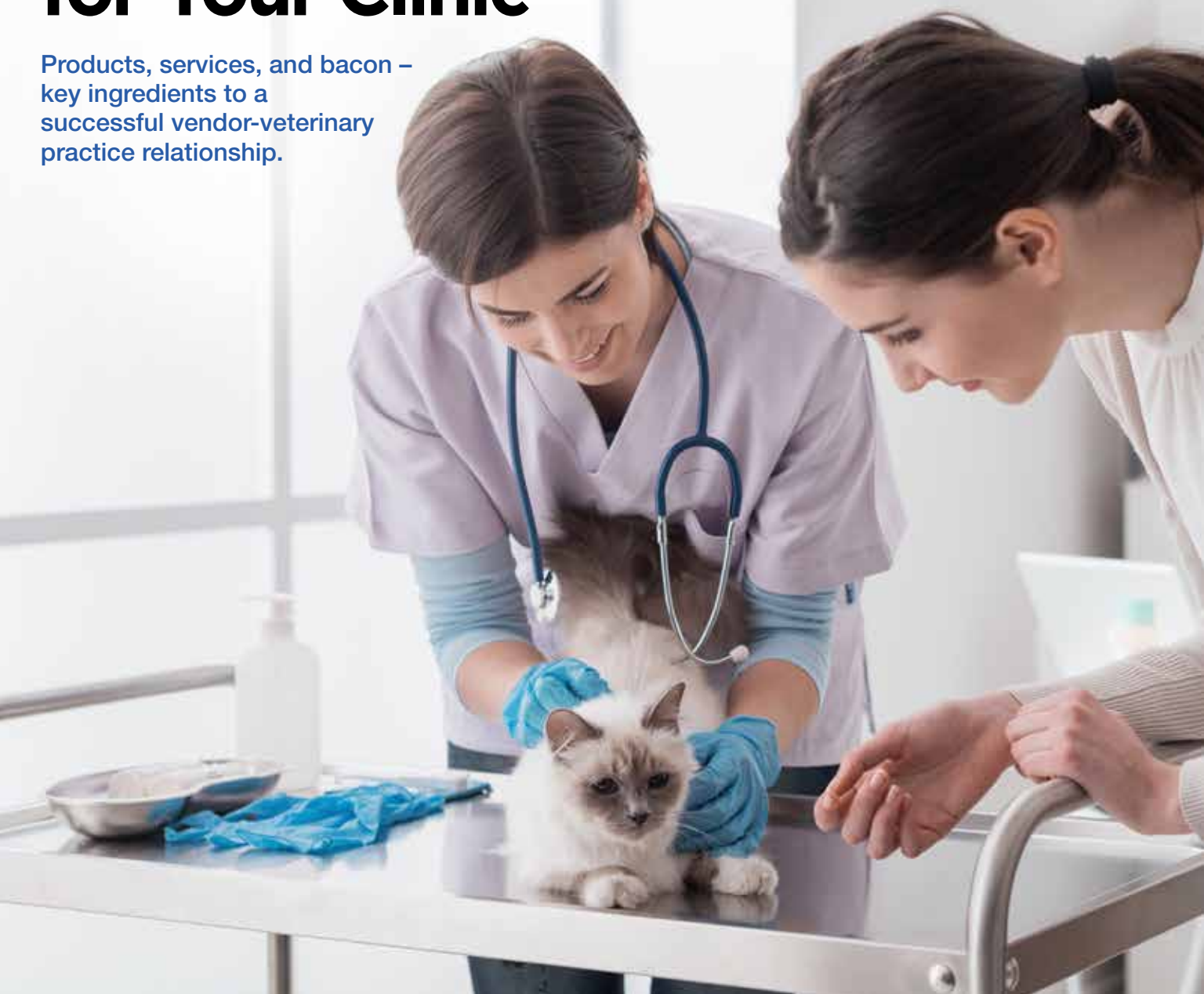


Digital magazine

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The Right Choice for Your Clinic

Products, services, and bacon –
key ingredients to a
successful vendor-veterinary
practice relationship.



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EVERYWHERE.

*Deserves bacon-flavored
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IN THE GARAGE.
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great value*



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Important Safety Information for SENTINEL® SPECTRUM® Chews (milbemycin oxime/lufenuron/praziquantel): Dogs should be tested for heartworm infection prior to use. Mild hypersensitivity reactions have been noted in some dogs carrying a high number of circulating microfilariae. Treatment with fewer than 6 monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention. For complete product information, refer to the product insert. To obtain a product insert, contact Veterinary Technical Product Support at 1-800-338-3659, or visit us.virbac.com.

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Reference: 1. AHS announces findings of new heartworm incidence survey. American Heartworm Society website. <https://heartwormsociety.org/newsroom/in-the-news/347-ahs-announces-findings-of-new-heartworm-incidence-survey>. Accessed January 17, 2019.

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Virbac



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How to Thrive in Today's Marketplace

By Rich Morris

Recently I went to get a flu shot at my local pharmacy. While waiting, I spotted something unexpected on the shelf – Frontline™ products. Shocked to see this, I went on an investigative trip to Walmart, where I spotted several different flea & tick products from several different vendors. And next I visited a Costco, where I observed the same thing. Of course, Google flea & tick products and you will see every brand you can think of, and those you didn't even know existed, show up as well.

Indeed, if you shop at local retailers or pet stores, you're going to come face-to-face with a changing distribution model. In today's marketplace, every company understands that if one competitor is selling in alternate distribution channels, then everybody must, or the manufacturer will see shrinking sales in its product categories.

There is a huge change taking place in the veterinary space. Several years ago, Bayer moved into retail markets, and some veterinarians got mad. We've seen the march toward corporatization with VCA and Banfield. A recent Brakke consulting research estimates that by 2025, over 60% of veterinarians will be part of a corporate group.

You may not have noticed as it has been a slow change, but a big development happened in 2019. Just about every single product a veterinary clinic sells goes through alternate channels today. The independent veterinarian is no longer the only game in town. Pet Meds Express reported their fiscal results in October 2019. The big take-away was Pet Meds announcing they

have direct relationships with all major manufacturers. They also indicated MAP (Minimum Advertised Price) pricing from these agreements are causing online prices to go up, which is improving margins.

Independent veterinarians can react in three ways.

First, they can throw up their hands and say they're not selling these products anymore. That's probably not a good idea. They would be taking 10-25% of their profits away from their business. How will they replace that income and profit? Can a clinic even stay in business losing that much income and profit?

Second, veterinarians can get angry at these companies. But think about products in general – is there anything you can't buy online anymore? More than 80% of U.S. consumers shop on Amazon. Shopping has gone direct because people demanded it.

The third option is, independent veterinarians can accept the new reality, and the business they can still keep.

Change happens. Three generations ago, my family experienced this

dynamic. In 1918, my great grandfather sold horse blankets, but had an opportunity to start a company that manufactured gaskets for the automobile aftermarket. The automobile was a newfangled product in those days, but within a short amount of time, things changed dramatically. My great grandfather made a good decision, but in the 1970s, my family was at another crossroads, with consolidation entering the industry. We did not pivot in time and had to sell the business.

Yes, change happens, but you can still be competitive in several ways. Independent veterinarians can make money selling products, you just need to do it differently. For instance, track how much you sell currently of any product vs. how much you should be selling for that animal to ensure great health care. If you sell three products (to only 3 customers) at 50% margin, you won't make as much as if you sell 8 products (to 8 customers) at 25% margin. What's the difference between selling a product to 30% of customers with a higher margin, or 80% of customers on a lower, but competitive margin?

Example $\$1 \times .5 \times 3 = \1.50 profit vs. $\$1 \times .25 \times 8 = \2.00 profit. It means more profit for you, better health care for the pet, and a happier client who paid a competitive price for the products purchased at your clinic.

Parasiticide Products Dogs							
Treatment	Application	Manufacturer	Product Description	TVC Clinic (12 dose) annual profit per patient	TVC Clinic (12 dose) annual purchase price per patient	TVC Clinic (12 dose) annual selling price per patient	TVC (12 dose) annual margin per patient
Fleas Ticks	Topical	Elanco	Parastar Plus 3 pack *	\$86.40	\$90.36	\$176.76	49%
Fleas Ticks	Topical	Virbac	Effitix Plus 3 pack	\$47.04	\$94.20	\$141.24	33%
Fleas Ticks	Topical	Virbac	Effipro Plus 3 pack	\$47.04	\$91.08	\$138.12	34%
Fleas Ticks	Topical	Merck	Activyl 3 pack	\$53.14	\$76.82	\$129.96	41%
Fleas Ticks	Topical	Elanco	Parastar Plus 3 pack	\$39.48	\$137.28	\$176.76	22%
Fleas Ticks	Topical	Merck	Activyl 6 pack	\$35.14	\$76.82	\$111.96	31%
Fleas Ticks	Topical	Provecta	Provecta Advanced	\$24.12	\$53.88	\$78.00	31%
Fleas Ticks	Topical	BI	Frontline Gold 3 pack	\$26.59	\$148.28	\$174.87	15%
Fleas Ticks	Topical	BI	Frontline Gold 6 pack	\$22.56	\$139.42	\$161.98	14%
Fleas Ticks	Topical	Bayer	K9 Advantix 4 Pack	\$11.52	\$135.48	\$147.00	8%
Fleas Ticks	Topical	Ceva	Vectra 3D 3 Pack	\$9.79	\$142.73	\$152.52	6%
Fleas Ticks	Topical	Bayer	K9 Advantix 6 Pack	\$8.52	\$127.44	\$135.96	6%
Fleas Ticks	Topical	Ceva	Vectra 3D 6 Pack	\$1.40	\$133.72	\$135.12	1%
Fleas Ticks	Topical	BI	Frontline Plus 3 pack	\$(2.50)	\$148.26	\$145.76	-2%
Fleas Ticks	Topical	BI	Frontline Plus 6 pack	\$(7.33)	\$139.26	\$131.93	-6%
Fleas Ticks	Chewable	Merck	Bravecto 1 pack 12 weeks**	\$82.12	\$135.80	\$217.92	38%
Fleas Ticks	Chewable	Zoetis	Simparica 6 pack	\$37.68	\$98.88	\$136.56	28%
Fleas Ticks	Chewable	BI	NexGard 6 pack	\$51.90	\$157.08	\$208.98	25%
Fleas Ticks	Chewable	BI	NexGard 3 pack	\$63.20	\$164.76	\$227.96	28%
Fleas Cats	Topical	Virbac	Effipro Plus for cats 3 pack	\$43.68	\$87.36	\$131.04	33%
Fleas Cats	Topical	Bayer	Advantage II for cats 2 pack	\$41.52	\$120.48	\$162.00	26%
Fleas Cats	Topical	Merck	Activyl Spot-on for Cats 6 pack	\$36.77	\$83.23	\$120.00	31%
Fleas Cats	Topical	Elanco	Easyspot for cats 3 pack	\$21.60	\$86.04	\$107.64	20%
Fleas Cats	Topical	Provecta	Provecta Advanced	\$15.24	\$44.88	\$60.12	25%
Fleas Cats	Topical	Elanco	Cheristin for cats 6 pack	\$11.64	\$120.36	\$132.00	9%
Fleas Cats	Topical	Bayer	Advantage II for cats 6 pack	\$3.24	\$114.72	\$107.64	3%

*Although this product gives better profitability it's more expensive than comparable products. Today's customers are price sensitive and we recommend selling a more cost sensitive product otherwise you may find you'll sell less Parastar Plus doses resulting in fewer sales and profits to your clinic.

Some consumers may also want home delivery, so that needs to be part of your business as well. Vetsource, a TVC vendor, can help you with that. Think of it as selling products and getting a commission. For example, all your clients need pet food. Why not purchase them from your online pharmacy? You're investing zero dollars, but getting back somewhere between 12-18% in commission. Wouldn't you rather make 12-18% on a dollar than zero?

You need to do something different today than yesterday if you want to keep

up with change in the channels of distribution and make profit at your clinic.

Independent veterinarians also need to price at the Minimum Advertised Pricing. "List Price," "Suggested Selling Price," or doubling your purchase price does not work anymore. You need to sell at MAP price and choose the item that makes you the most profit, assuming that there is more than one product that you feel will be good for the pets that you see. See the accompanying chart where TVC has done some comparisons.

TVC has developed some great educational materials and programs at TVC University to help you make the changes you need to make to stay competitive in this new world. Go to <https://theveterinarycooperative.coop/membersonly/tvcuniversity.php> and search for the free TVC Race CE on-demand courses, Tools (such as the chart above) and other educational materials.

It's a new world, but with the right tools and the right mindset, you can not only compete, but Thrive! ■



NEWS

This Month at the Veterinary Cooperative

TVC News

TVC gears up for Annual Co-op Owner's Meeting!

The TVC Annual Co-op Owner's Meeting is set for Saturday, Jan. 18, 2020. Those attending VMX or who live close-by are invited to attend the one-hour business meeting in-person, and stay for a reception to follow. Guests are invited to come! Those who cannot make it in person can still participate online. If you are unable to participate, think about sending a clinic proxy in your place, or you can watch the recorded version. Attendance the day of is preferred as we want your voice to be heard! Plus, we give out thousands of dollars in raffle goodies from our partnered vendors. [Sign up here.](#)

Are you set up to share in TVC's profits?

Now is the time to check in with TVC's Owner Success Advocate

Team to ensure you are on track to earn the necessary eligibility threshold to achieve the 2019 Shareholder Profit Dividend. Set up an appointment to have our team audit your current points and help with tips to maximize this rebate. Schedule your one-on-one meeting [here](#). Or, reference the 2019 Shareholder Profit Dividend on the TVC Owner's Site.

Did you miss the ALLYDVM Webinar? Catch the recorded version here:

Learn how to grow your practice efficiently and effectively! Grant Tanner from ALLYDVM shared great insights on key ways to increase patient visits, maximize client compliance and grow revenue, resulting in healthier patients and a healthier practice. Check out the link to the recorded version [here](#).

Vendor News

Vetsource: 3 Surprising Benefits of a Home Delivery Program – Besides Revenue

In the increasingly crowded landscape of online shopping and home delivery, it's no wonder veterinarians are feeling the squeeze on their bottom line. Check out more on this conversation on the Vetsource webpage [here](#), or see the full details of our partnership at the [TVC + Vetsource](#) page. There has never been a better time to get started – now through the end of the year earn \$500 when you place qualifying Vetsource ScriptRight Orders. See full promotion details [here](#).

Wedgewood Pharmacy: Great news about USP 795 & 797!

Wedgewood Pharmacy, the International Academy of Compounding Pharmacists (IACP) and Innovation Compounding

jointly appealed the proposed updates to USP Chapter 795 and 797 guidelines. As a result of our action, [USP has announced it has officially postponed](#) the effective date of these Chapters indefinitely. You can find the original appeal letter on the [Compounding Today](#) website.

Insightful Feedback on Safehold Insurance

"I recently obtained workers compensation insurance through Safehold ... The quote I received from Ed was approximately \$300 less per year than the quote I received from the AVMA-sponsored program from The Hartford (using HUB International as their broker). I have a small practice with only 4 employees, and have had no workers comp claims over the past 5 years. I would think that a larger practice with a clean track record would benefit from even greater savings." – Co-op Owner 400, I Incline Village, NY

Awareness. Detection. Diagnosis.



November is Pet Diabetes Month.

Educating pet owners about the symptoms, treatment, and management of pet diabetes, so they can seek appropriate treatment for their dog or cat, is the goal of Pet Diabetes Month.

Early detection of pet diabetes is critical to proper management, and actively promoting diabetes awareness shows leadership from your clinic.

It is estimated that 1 in 300 adult dogs and 1 in 230 cats in the U.S. have diabetes.^{1,2}

Use your social media channels, such as your clinic's Facebook page, to create interest in your program and spread awareness with **#PetDiabetesMonth!**

Learn more at **usa.petdiabetesmonth.com**.

Vetsulin® should not be used in dogs or cats known to have a systemic allergy to pork or pork products. Vetsulin® is contraindicated during periods of hypoglycemia. Keep out of reach of children. As with all insulin products, careful patient monitoring for hypoglycemia and hyperglycemia is essential to attain and maintain adequate glycemic control and prevent associated complications. Overdosage can result in profound hypoglycemia and death. The safety and effectiveness of Vetsulin® in puppies and kittens, breeding, pregnant, and lactating dogs and cats has not been evaluated. See package insert for full information regarding contraindications, warnings, and precautions.

References: 1. Canine diabetes mellitus; can old dogs teach us new tricks? Catchpole B, Ristic JM, Fleeman LM, Davison LJ. *Diabetologia* 48:1948-1956, 2005. 2. Feline diabetes mellitus in the UK: The prevalence within an insured cat population and a questionnaire-based putative risk factor analysis. McCann TM, Simpson KE, Shaw DJ, et al. *J Feline Med Surg* 9:289-299, 2007.

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TVC University Live CE Webinars



Sink or Swim: Keeping Up with The Times November 26 | 9 AM & 1 PM (CST)

[Click Here to Register](#)

Join TVC and **MWI** at the November TVC University Live webinar you won't want to miss! The veterinary industry is currently facing a rapid pace of change. In times such as this, it is of the utmost importance that one keeps up with these developments, as this is how you can keep practicing the best medicine possible. In this webinar, we will help walk you through **embracing new technology in inventory management, new sources of revenue, and finding assistance in accessing this technology**. However daunting larger investments into newer machines and such may be, there is a clear long-term benefit, and we at TVC, and our distributor partners MWI, are committed to educating and aiding you in these times.



Nutritional Modulation of the Gastrointestinal Microbiome Dec. 10, 2019 | 9 AM & 1 PM (CST)

[Click Here to Register](#)

Join TVC and **Hill's Pet Nutrition** in this top-requested educational event! Revolutionize the way you tackle fiber-responsive GI Issues, promote healthy stool while reducing the risk of struvite and calcium oxalate crystal formation ... And offer a stew option for cats!

Promotions

ALLYDVM & Merck: Take advantage of ALLYDVM'S unique services and focus on gaining Bravecto business! See TVC to confirm eligibility. [Click here for details.](#) **TVC Exclusive Offer**

Hill's Pet Nutrition: Use code "THANKU30" to save 30% off your VIP Market Order! Limited to one use per employee. [Click here for details.](#) **TVC Exclusive Offer**

Hill's Pet Nutrition: Earn TVC PurrrchasePoints™ on qualifying vet sponsored home delivery orders! [Click here for details.](#) **TVC Exclusive Offer**

Hill's Pet Nutrition & Vetsource: Earn points when you place qualifying urinary diet orders of Hill's pet foods through Vetsource, ScriptRight, or schedule a Hill's Urinary Lunch & Learn. Top point earners receive gift cards! [Click here for details.](#) **TVC Exclusive Offer**

LabelValue: Use TVC exclusive promotional code "CUSTOMTVC25" to receive \$25 off your first custom order. [Click here for details.](#) **TVC Exclusive Offer**

Merck: End of year offer on Bravecto! [Click here for details.](#) **TVC Exclusive Offer**

Microsoft: Save up to \$400 on select Microsoft Surface Laptop 2 and up to \$300 on select Surface Pro 6 devices through the end of the year. [Click here for details.](#) **TVC Exclusive Offer**

Petlink: Looking for a change in microchips? Check out Petlink and receive free microchips or a scanner when you place an order for 50 or more Petlink SLIM microchips! [Click here for details.](#)

Purina® Vet Direct: Use code "TAKE30" to receive 30% off first Auto Shipment orders. Plus free shipping on all orders on Purina Vet Direct – no code required! [Click here for details.](#)

Purina® Vet Direct: Use code "FFSave9" to receive \$9 off Fortiflora or use code "Calm10" to receive \$10 off Calming Care orders through Purina Vet Direct. [Click here for details.](#)

Vetone: Buy 3, get 1 FREE on OstiMax™ through the end of 2019! [Click here for details.](#)

Vetsource: Earn \$500 when you sign up for Vetsource and place 10 qualifying orders before Nov. 10, 2019! [Click here for details.](#) **TVC Exclusive Offer**

Virbac: Now through the end of 2019 earn up to 16 FREE Cartons of Sentinel or Iverhart brand products for qualifying clinics, plus receive additional free product and rebates. See TVC to confirm eligibility. [Click here for details.](#) **TVC Exclusive Offer**

Wedgewood Pharmacy: Looking for Pimobendan? Check out Wedgewood Pharmacy! [Click here for details.](#)



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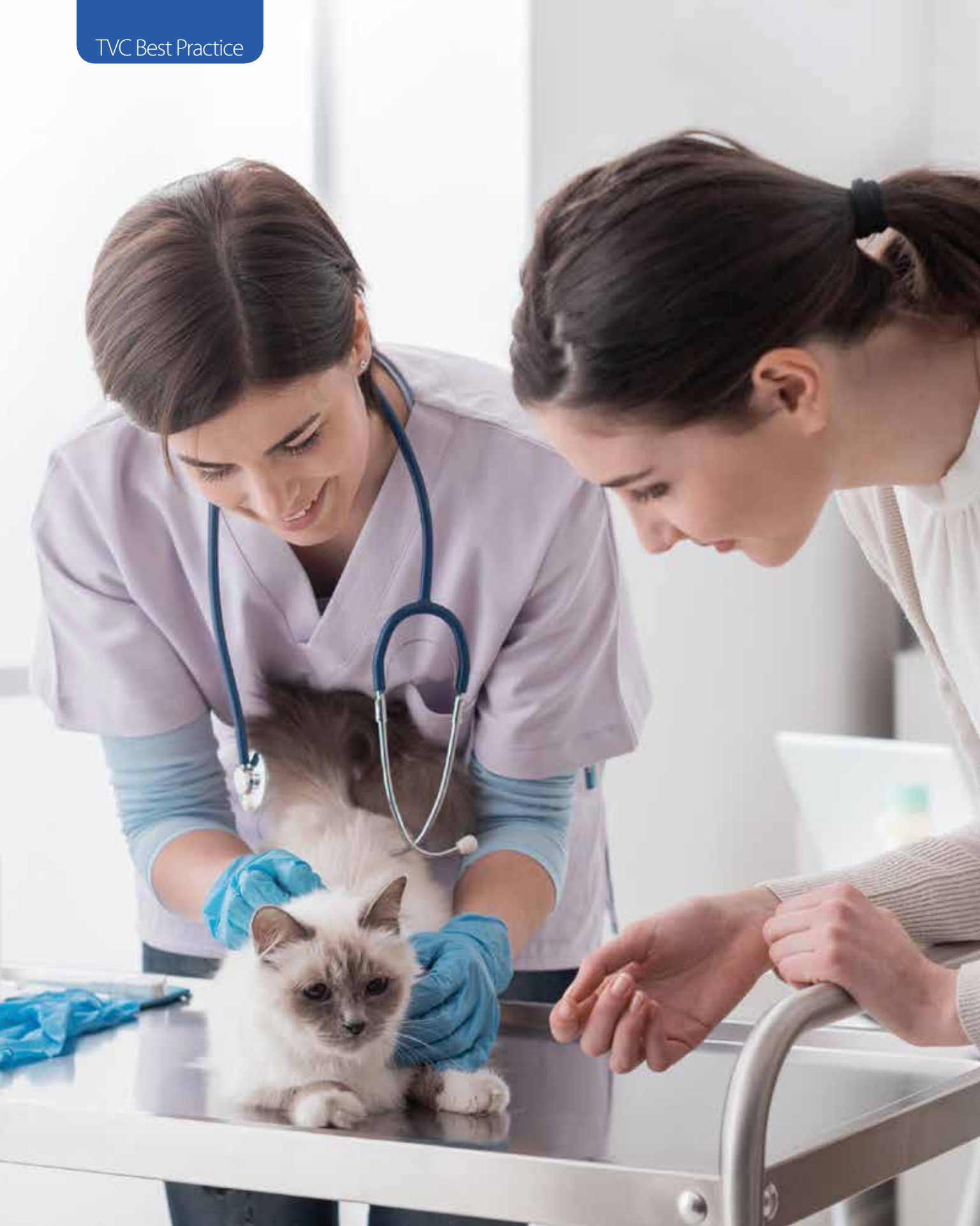
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The Right Choice for Your Clinic

Products, services, and bacon – key ingredients to a successful vendor-veterinary practice relationship.

In her 10 years of practice, and as a field technical services veterinarian for Virbac, Lauren W. Johnson, DVM, says she has seen firsthand the value that pet owners place on veterinarians' product recommendations. "Our pet owners assume that we are making product recommendations that provide comprehensive, broad spectrum parasite protection."

Indeed, that trust is a strength that independent veterinary practices can capitalize on.

The right vendor partnerships help too.

TVC spoke with Virbac's Johnson about some of the keys to a successful vendor-veterinary practice partnership, like trust, cost, innovation, offerings and ... bacon? Yes, even bacon.

Have options

Veterinary practices need to be able to offer products and services for all kinds of budgets, whether it's the pet owner willing to spend money on wellness plans or the cost-conscious shopper. Virbac's parasiticide portfolio provides recommendations for broad spectrum parasite protection with options that may appeal to everyone's budget, Johnson says.

"It really does put a strain on the caregiver when you can't get your pet to take what they need. That's to me where palatability is incredibly important."

– Lauren W. Johnson, DVM

Flavor matters

Compliance is a big component to any preventive or medication. Virbac has gone so far as to make its marketing campaign: "Every Dog, Everywhere Deserves Bacon-flavored Protection," Johnson says. "We want to make sure every dog can get palatable,

affordable protection. Our portfolio does just that."

As a pet owner and veterinarian, Johnson says she knows how product palatability directly influences adherence to medical recommendations. "I can think of products I have given my own pets that were not palatable and remember the stress that resulted from having to try different methods to get them to take the product," she says. "Having a product that my pets readily accept makes my life so much easier and results in less stress for my pets!"

For instance, Johnson has a dog that's typically food aggressive and will eat anything under the sun. However, recently her dog got sick and had to be hospitalized with a severe kidney infection. Giving him his medication proved challenging. "This was a new world for us and him because we were used to getting him to take anything we'd give him," she says. "It really does put a strain on the caregiver when you can't get your pet to take what they need. That's to me where palatability is incredibly important."



“As a veterinarian in practice, it was very important to me to know that my vendors were going to be there to support my practice in every way.”

– Lauren W. Johnson, DVM

Virbac has a range of products designed with this in mind. “Our oral parasiticide products range in product palatability/acceptability ranging from 95.7% up to 99.17%,” Johnson says.

Meet your needs

Johnson says Virbac brings a range of products designed with the needs of the veterinarian/veterinary staff, client and pet in mind with friendly pricing. “We are a family owned, global, animal health only company, started by a veterinarian Dr. Pierre Dick in 1965. His family today still plays an active

role in the operation of the company. Dr. Dick’s vision was to bring innovation to the veterinary market that was driven by the tangible needs of veterinarians. We continue to have the best interest of our veterinary hospitals, their patients and pet owners as the driving force for everything we do.”

Problem solvers

The relationship between veterinary practice and vendor has to be a partnership, Johnson says. “It can’t be a one-sided relationship,” she says. “As a veterinarian in practice, it was

very important to me to know that my vendors were going to be there to support my practice in every way.”

Whether it was visiting to do a lunch seminar for staff training, or helping with a client concerned about a product, or if Johnson requested some support with a case or patient, “it was important to me to have that support from the company providing the products.”

Celebrate the wins

It’s also important for veterinarians and vendors to celebrate the successes. “Veterinarians want vendor partners to celebrate our business growth,” she says. “We also want them to be there to bring innovative ways to help with business growth. Our team members at Virbac do that in a compassionate way. We’re there to be a clinic’s partner, not to just sell you a product.” ■

It's no fun for anyone when
dogs have bad breath.



new **ZEN** for everyday stress and **FLEX** for joint health



Pet food and pet health news

Dog owners paying 300% more for organic and vegan dog food: study

Some alternative dog food diets, like organic and vegan, were found to be as much as 300% more expensive than other diets, according to a new study from industry research firm Woof Whiskers. The more expensive diets were found to cost about 50-79% more than the average. The study analyzed more than 1,300 dry dog foods and found that the average price per pound in 2019 is \$2.19. Major manufacturers Iams and Purina sell their food at the lower end of the price spectrum, at \$1.23 and \$1.13. "These findings indicate that as Americans spend more than \$30 billion on pet food annually, some are willing to shell out for diets that match their own without clear evidence of it being beneficial for their dogs," according to the [announcement](#). The study also found that 44% of dog foods contained chicken as the first ingredient, almost four times as much as lamb, the next most common first ingredient.

U.S. pet treat market to reach \$6.7B: report

U.S. pet owners prefer to buy treats for their dogs and cats from bricks-and-mortar retailers rather than online sellers, and show increasing interest in CBD products, a new report shows. The market research firm Packaged Facts estimated that U.S. retail sales of pet treats will reach \$6.7 billion this year, a 3% rise year over year. Mass merchandisers like Walmart and Target are the major players in pet treat sales, capturing a 33% market share compared with 18% for supermarkets and 13% for online sellers, *Today's Veterinary Business* [reports](#). A Packaged Facts survey found that 11% of dog owners and 8% of cat owners have purchased supplements or treats containing CBD or hemp for their pets. Treat recalls, especially of products made overseas, have led pet owners to look for manufacturers closer to home, the firm said. The report also found that 12% of dog owners and 8% of cat owners buy treats using an online subscription or auto-ship service.



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CAUTION: Advantage Multi[®] is only available from a licensed veterinarian. 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.) Cats: Do not use on sick, debilitated, or underweight cats. Avoid oral ingestion.

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Ohio State doctor weighs in on human diet trends for pets; manufacturers address raw pet food concerns

In the midst of many new trends in human dieting, Ohio State University experts urge people not to assume what works for them will also work for their pets, the university's news service [reports](#). One of these experts, Dr. Valerie Parker, offered perspective on three popular human trends that have entered the pet food realm with ample debate: grain-free diets, vegetarian or vegan diets, and raw and homemade diets. "People just want to do what's best for their pets, but when they apply human diets to their animals, it doesn't always work out well," Parker said. Federal regulators are also warning pet owners, particularly about raw pet food, which they say could be dangerous for both owners and their pets. Industry stakeholders, however, say regulators are taking excessive steps. Pet Product News [shares](#) several manufacturer representatives' responses to this question: "There have been concerns about the safety of raw pet food, particularly from the U.S. Food and Drug Administration (FDA). What are your thoughts?" "While it is a necessary and helpful organization," one respondent wrote, "the FDA does not have the scientific proof that raw pet food is dangerous to people." According to another respondent, "The raw pet food industry has experienced some product recalls, which has resulted in some customers having

trust/credibility issues with raw pet food. This, unfortunately, gives the perception that raw pet food is not safe."

Overweight owners have overweight dogs: study

Dogs are twice as likely to be heavy or obese if their owners are, according to new research from a University of Copenhagen team. "Based on our findings, it seems that the way owners give their dog treats is related to the owner's weight," said study author Dr. Charlotte Bjornvad, who explained that while some owners seem to offer treats to reinforce training or encourage more activity, others share treats as a "hang out" indulgence. The Danish term for this is "hygge," roughly translated as "cozy," Alan Mozes writes in [HealthDay](#). Hygge refers to enjoying mutual relaxation, inactivity and snacking. Pet obesity is a major problem in Western countries, Bjornvad pointed out. The team's research found that heavy dogs live an average of 1.3 fewer years due to a higher risk for osteoarthritis. Gender also affects canine obesity risk, according to the study, with female dogs more prone to obesity than males. Additionally, male dogs who are neutered were found to face a risk of becoming heavy or obese three times greater than dogs who aren't. "Maybe we could use this to get humans to make healthier lifestyles for themselves," said Lona Sandon, a clinical nutrition program director at the University of Texas Southwestern Medical Center at Dallas.

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 (*Trichostrongylus axei*).

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 in ferrets caused by *Dirofilaria immitis*. **Advantage Multi for Cats** kills adult fleas (*Ctenocephalides felis*) and is indicated for 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, anorexia, 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, and 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.

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