

TVC

A Brighter Future

Change in business is inevitable.
How one TVC Co-op Owner is embracing new
technology and new product offerings to offer
clients the best care possible. **pg. 12**



9 OUT OF 10 PET OWNERS PREFER
BRAVECTO OVER OTHER PRODUCTS.*



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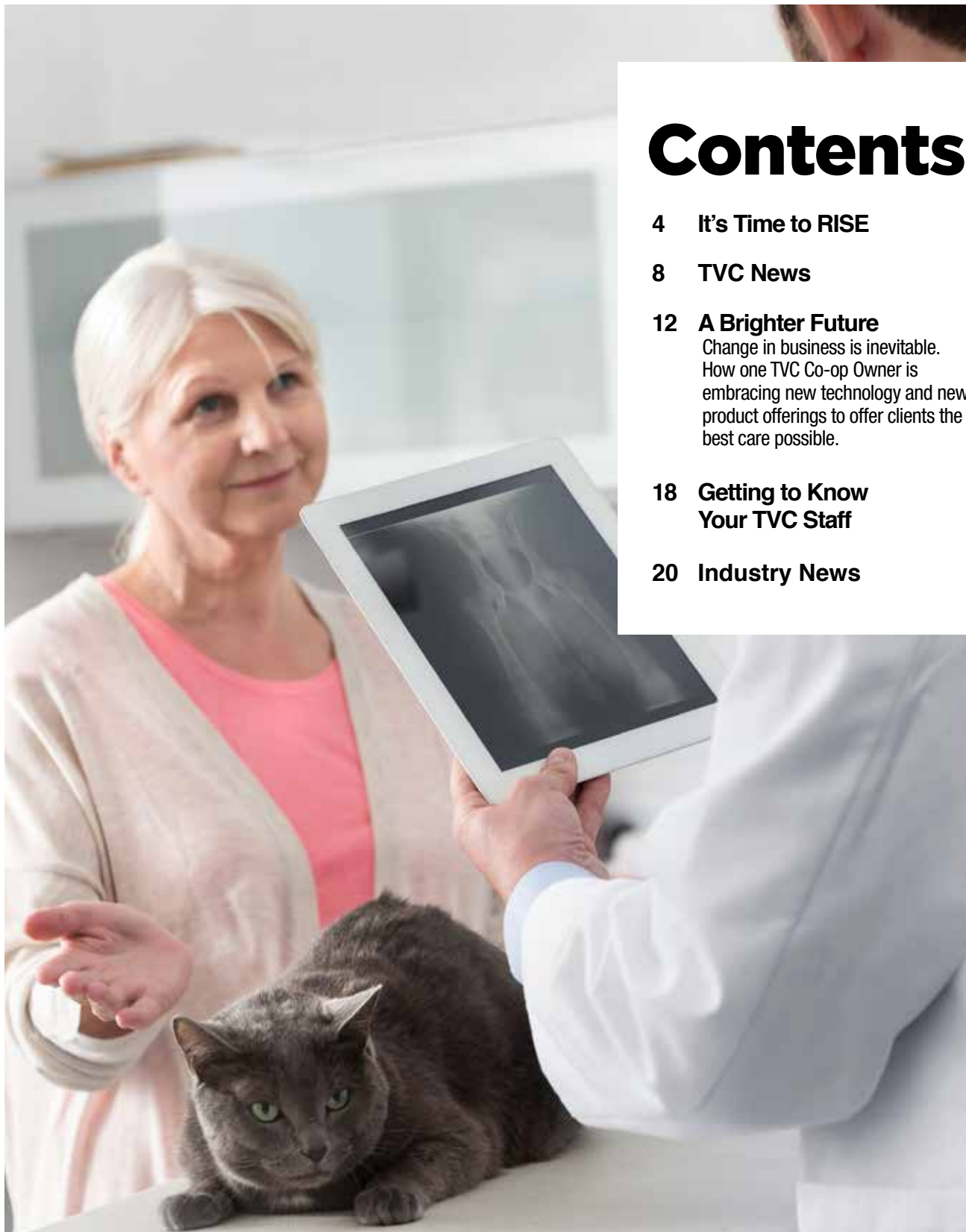
BRAVECTO[®]
(FLURALANER)

*Lavan RP, Armstrong R, Normile D, Zhang D, Tunceli K (2017) Results from a U.S. Dog Owner Survey on the Treatment Satisfaction and Preference for Fluralaner against Flea and Tick Infestations. J Vet Sci Technol 8: 439. doi: 10.4262/2157-7579.1000439

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It's Time to RISE

By Sarah Sgromo, Instructional Designer & Education Coordinator

- **There are a lot of options out there when it comes to educational events for veterinarians, veterinary technicians, and practice staff members.** But most of them focus only on the clinical side of things. Success in today's marketplace — especially for independent veterinarians — calls for a more well-rounded approach.

TVC specializes in developing education, training and resources for its 4,000-plus membership of independent veterinarians. We've asked questions, done research, and gathered insights and feedback from our

members to discover what skills are needed to succeed in this changing industry. Then, we've deployed that knowledge with a combination of online resources and live events. One of the most popular has been the TVC



East conference. Both TVC vendors partners and Co-op Owners have provided positive feedback of the event's framework and networking opportunities. So, based off the success of the TVC East Conference, TVC has decided to relaunch our conference series as TVC RISEvet, and extend out to two additional events in 2020:



Profender® Topical Solution (emodepside/praziquantel)



Let's face it, pilling cats isn't for everyone.

Fortunately, there's Profender® – a broad-spectrum, topical dewormer for cats.



Profender® offers a purge deworming of tapeworms, roundworms and hookworms. All in **one single**, easy-to-apply topical application.[†]

- No pilling necessary
- No water chasers
- No messy yellow paste
- No painful injections



Tapeworms



Roundworms



Hookworms

[†]A single treatment is effective and a second treatment should not be necessary. If reinfection with worms occurs, Profender® can be applied after 30 days.

Federal law (U.S.A.) restricts this drug to use by or on the order of a licensed veterinarian. Children should not contact application site for twenty-four (24) hours.

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P181815

Topical Solution **profender**® (emodepside/praziquantel)

For the treatment and control of hookworm, roundworm, and tapeworm infections in cats and kittens that are at least 8 weeks of age and weigh at least 2.2 pounds (1 kg).

Brief Summary:

Before using PROFENDER Topical Solution, please consult the product insert, a summary of which follows:

CAUTION:

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

Product Description:

PROFENDER Topical Solution is a ready-to-use solution, packaged in single unit dosing applicator tubes for topical treatment of cats. Emodepside, a semi-synthetic molecule is a cyclic depsipeptide. Praziquantel is an isouquinoline cestocide.

INDICATIONS:

PROFENDER Topical Solution is indicated for the treatment and control of hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults, and fourth stage larvae), roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), and tapeworm infections caused by *Dipylidium caninum* (adults) and *Taenia taeniaeformis* (adults) in cats.

HUMAN WARNINGS:

Not for human use. Keep out of reach of children.

To prevent accidental ingestion of the product, children should not come in contact with the application site for twenty-four (24) hours while the product is being absorbed. Pregnant women, or women who may become pregnant, should avoid direct contact with, or wear disposable gloves when applying, this product. Studies performed in rats and rabbits suggest that emodepside may interfere with fetal development in those species.

PROFENDER Topical Solution may be irritating to skin and eyes. Reactions such as facial, tongue and hand swelling have been reported in humans in rare instances. Avoid contact with the application area while it is wet and wash hands thoroughly with soap and warm water after handling. People with known hypersensitivity to butylhydroxyanisole, emodepside or praziquantel should administer the product with caution. If the product accidentally gets into eyes, flush thoroughly with water. May be harmful if swallowed. In case of accidental ingestion or if skin or eye irritation occurs, call a poison control center or physician for treatment advice. For customer service or to obtain product information, including the MSDS, call 1-800-633-3796. For medical emergencies or to report an adverse reaction, call 1-800-422-9874.

PRECAUTIONS:

Safe use of this product has not been evaluated in cats less than 8 weeks of age or weighing less than 2.2 lbs (1 kg), in cats used for breeding, during pregnancy or in lactating queens. The effectiveness of this product when used before bathing has not been evaluated.

Use with caution in sick or debilitated cats. Oral ingestion or exposure should be avoided. Use with caution in heartworm positive cats.

ADVERSE REACTIONS:

In a controlled, double-masked field safety study in which owners administered PROFENDER Topical Solution, the most common adverse reactions reported by the cat owners included licking, excessive grooming, scratching treatment site, salivation, lethargy, alopecia, agitation/nervousness and vomiting.

POST APPROVAL:

The following adverse events are based-on post-approval adverse drug experience reporting. Not all adverse events are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events are listed in decreasing order of reporting frequency in cats: Application site reaction (hair loss, dermatitis, pyoderma, edema, and erythema), hypersalivation, lethargy/depression, vomiting, ataxia, anorexia, trembling/twitching, diarrhea, mydriasis, fever, hyperactivity/nervousness. In some cases, death has been reported as an outcome of the adverse events listed. For a complete listing of adverse reactions for Profender Topical Solution reported to the CVM see: <http://www.fda.gov/ADReports>.

The listing includes Adverse Events reported to CVM for products, such as Profender, that contain the combined active ingredients emodepside and praziquantel. Listings by active ingredient may represent more than one brand name.

ANIMAL SAFETY:

In a field study, PROFENDER Topical Solution was used in cats receiving other frequently used products including: analgesics, anti-fungals, non-steroidal anti-inflammatories, anthelmintics, antimicrobials, flea and tick products, sedatives, anesthetics, cardiac medications, anxiolytics, hormonal treatments, steroids, otic and ophthalmic preparations, and vaccines.

General Safety Study in Kittens: PROFENDER Topical Solution was topically applied at 0X (vehicle control), 1X, 3X and 5X the maximum dose to 48 healthy 8-week-old kittens every two weeks for six doses. One 5X kitten experienced salivation and tremors and another 5X kitten experienced salivation on the day of dosing. A third 5X kitten experienced tremors the day after dosing. Three cats vomited within 24 hours of dosing, one each in vehicle control, 3X and 5X groups.

Profender is protected by the following U.S. Patents: 5 514 773 and other patents pending.

Made in Germany

NADA 141-275, Approved by FDA

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Bayer HealthCare LLC
Animal Health Division
P.O. Box 390, Shawnee Mission, Kansas 66201 U.S.A.

March, 2015

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Bayer



- **TVC RISEvet** - Chicago,
April 19, 2020 in Des Plaines, Illinois.
- **TVC RISEvet** - Atlanta,
Sep. 13, 2020 in Atlanta, Georgia.
- **TVC RISEvet** - Las Vegas,
Nov. 15, 2020 in Las Vegas, Nevada.



Each TVC RISEvet conference will have a tandem medical & business educational track. Both are important to the success of a veterinary practice. The whole veterinary clinic, from veterinarian to vet tech to support staff, will have a chance to earn up to 5 RACE-approved CE credit hours, network with

cooperative vendor partners and other forward-thinking hospitals, enter to win raffle prizes, and learn more about the partnerships that can better your businesses. The TVC RISEvet conferences will be free of charge to Co-op Owners, and \$500 to those outside of TVC who wish to attend.

For more information, visit
<https://www.tvcrise.net/>

If you're a TVC Co-op Owner, please reach out to TVC, to find out how to register for free. Contact us [here](#). ■





TVC RISEvet

CHICAGO | 4.19.2020

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Join The Veterinary Cooperative for TVC RISEvet where you can gain valuable industry insights, and choose from a comprehensive offering of business and medical education. You can also network with other like-minded practices and vendors!

Sign up today at www.tvcrise.vet



Earn up to 5 RACE CE credits - lecture tracks featuring topics on business & medicine
Carefully curated topics designed with your practice in mind
A chance to win thousands of dollars in prizes from our TVC vendor partners!



TVC RISEvet - Chicago
Des Plaines, IL | April 19th, 2020
Premier Sponsor: Virbac



TVC RISEvet - Atlanta
Atlanta, GA | Sept 13th, 2020
Premier Sponsor: Merck



TVC RISEvet - Las Vegas
Las Vegas, NV | Nov 15th, 2020
Premier Sponsor: Merck

TVC News

Tenured Co-op Owner Trainings hit an all-time high

Much like holding a yearly financial evaluation with your advisor, TVC recommends having an annual review with our Owner Success Team. This meeting gives you the chance to measure your overall savings through the Co-op, review your standing on member requirements, and learn more about our educational offerings and new vendor partners. This comprehensive approach ensures you're not missing out on the many advantages that TVC provides for over 4,000 independently owned veterinary practices nationwide. [Click here to schedule yours today!](#)

TVC has received official results of our 2018 Audit

Results of our 2018 audit are now available for review: [View report here.](#)

Compounded hospital-use medications now available in Georgia

Good news! Pursuant to the Georgia Board of Pharmacy Rule 480-11.02, Wedgewood Pharmacy is now able to ship compounded preparations to a veterinarian

for office use! Interested veterinarians must enter into a written agreement by completing and returning [this form](#). Each account that signs and returns the agreement will be able to receive medication orders for internal use and dispensing from Wedgewood Pharmacy. Check out more on this update and others at the [TVC + Wedgewood Pharmacy](#) page.

“Building a Pain Management Pyramid for Pets” now offered on-demand

Earlier this month Vetoquinol presented a webinar for TVC clinics on pain management, and the reviews were spectacular. In case you missed it, the webinar is now up offered on-demand. Here is how to find it:

- Navigate to the TVC University page of the TVC Owner's Site ([Click here to be directed](#))
- Under the “Select Program Type” drop down select “Past Webinar Recordings”
- You can search for others, but the Vetoquinol Webinar appears as the first result
- Select “View Recording”
- You will be directed to the TVC University On-Demand platform for viewing

Vendor News

Is your practice USP 800 ready? Get up-to-speed through Wedgewood Pharmacy CE

This Wedgewood Pharmacy Continuing Education Webinar provides an overview of the USP 800 guidelines. These guidelines were developed by industry experts to provide standards and procedures for healthcare facilities to handle hazardous drugs in the safest possible manner. [Take the CE here.](#)

Proper disinfectant protocols more important than ever

According to a CNN report, snakes (the Chinese krait and the Chinese cobra) may be the original source of the newly discovered coronavirus that has triggered an outbreak of a deadly infectious respiratory illness in China this winter. The illness was first reported in late December 2019 and has been rapidly spreading. Pets can catch coronaviruses and the infections can become severe. [ProVetLogic](#) Animal Facility Disinfectant is tested and approved effective against Human Coronavirus and at a dilution ratio of 1-ounce per gallon.

Education & Events



Top 10 Feline Nutrition Tips

In this Royal Canin sponsored webinar, hear from Dr. Erin Hatch on how to distinguish evidence based, scientific information from advertising and marketing efforts. Understand how nutrition can help manage a variety of clinic conditions seen in cats and be able to select appropriate diets with cats with certain disorders.

[Register for the Webinar](#)



TVC RISEvet coming to a city near you

Join us for TVC RISEvet, an exclusive CE Conference & Trade Show hosted at three cities across the US! Gain valuable industry insights, choose from a comprehensive offering of business and medical education, and network with other like-minded TVC owners and industry professionals. **The best part is this opportunity is FREE when you use promotion code RISE4FREE**

TVC RISEvet – Chicago April 19, 2020 [Sign-up here](#)

TVC RISEvet – Atlanta Sept. 13, 2020 [Sign-up here](#)

TVC RISEvet – Las Vegas Nov. 15, 2020 [Sign-up here](#)



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Vendor News

Bayer:

Special promotion on Advantage Multi! [Click here for details.](#)
TVC Exclusive Offer

Hill's Pet Nutrition:

The popular 2019 Hill's PurrrchasePoints™ incentive is back for 2020. Earn PurrrchasePoints™ when you send Hill's direct to the pet with any vet sponsored home delivery platform. **TVC Exclusive Offer**

Merck:

Earn PurrrchasePoints™ when you buy Bravecto!
Two tiers available for added points! [Click here for details.](#)
TVC Exclusive Promotion

MWI + Merck:

Purchase 100 doses of Nobivac Vaccines at MWI, and receive 100 VetOne 3cc Combo Syringes free!
[Click here for details.](#) **TVC Exclusive Promotion**

Provecta:

Make sure that you have spring inventory of this effective and affordable product at only \$4.49 per dose. Now through April 17, buy 4 cases of Provecta Advanced for Dogs and receive a set of Apple AirPods **FREE!** Plus, when you purchase 8 cases receive Apple Airpods & Apple Watch **FREE!** [Click here for details.](#)

Securos:

Buy 5 boxes of select dental suture and get a **FREE** Ryder Needle Holder! [Click here for details.](#)

Stratford Pharmaceuticals:

Buy 12 get 2 free on the popular EZ-DERM™ Benzoyl Peroxide Shampoo and other medicated products.
[Click here for details.](#) **TVC Exclusive Promotion**

Vetoquinol:

Buy 1 get 1 free on select Vetoquinol Dental products when your reference BGSMILE2020 (exclusive to MWI and First Vet Supply orders only) [Click here for details](#)
TVC Exclusive Promotion

Vetsource:

The \$500 Vetsource enrollment promotion is back by popular demand! Looking to check out a vet sponsored home delivery platform but haven't taken the first step toward setting it up? Now is the perfect opportunity! Let our partners at Vetsource walk you through the set-up and receive \$500 when you complete a qualified number of Scriptright orders. [Click here for details.](#)
TVC Exclusive Promotion



**Kind
for
Kind**

 Promo Period: 01/01/20 – 02/29/20

BUY 1, GET 1 FREE!

**PROMOTIONAL OFFER
ENDS FEBRUARY 29, 2020**

PROMO CODE: **BGSMILE2020**



ENZADENT	SKU	DESCRIPTION
Petite/Small Chews	454490	30ct for dogs under 11 lbs
Medium Chews	454491	30ct for dogs 11-25 lbs
Large Chews	454492	30ct for dogs 25-50 lbs
Extra Large Chews	457301	30ct for dogs over 50 lbs
Toothpaste	411451	90g tube (poultry flavor) for dogs and cats
Dual-Ended Toothbrush	411449	Small and large bristles for dogs and cats
Toothbrush Kit	411459	1 toothbrush, 1 fingerbrush, 90g toothpaste for dogs and cats
Fingerbrush Kit	411453	21g toothpaste, fingerbrush for dogs and cats

DENTAHEX	SKU	DESCRIPTION
Petite/Small Chews	455320	For dogs under 11 lbs
Medium Chews	455321	For dogs 11-25 lbs
Large Chews	455322	For dogs 25-50 lbs
Extra Large Chews	457300	For dogs over 50 lbs
Oral Rinse	411425	8oz for dogs and cats

PROMOTION DETAILS

- There is no limit to the number of promotions that a clinic can submit.
- Promo is kind for kind; no mix and match; only valid for sku's listed.
- Promotion is good through February 29, 2020 or while supplies last.
- Orders must be placed through your group's preferred distributor.
- Preferred distributor to ship free goods to clinic with order.
- Product must be on one invoice and shipped during promotion period.
- Promo Code: BGSMILE2020 must be included on invoice.
- Vetoquinol USA reserves the right to change, cancel or refuse this program at any time.



Sold to practicing veterinarians only. This promotion is for veterinarians who use and dispense Vetoquinol USA products under their care, within a valid veterinarian-client-patient relationship. Distributor must adhere to DNS list provided by Vetoquinol. Any sales made to anyone on the DNS list will not count toward incentive program qualification. DNS list is subject to change during the program period.



A Brighter Future

Change in business is inevitable. How one TVC Co-op Owner is embracing new technology and new product offerings to offer clients the best care possible.

➤ **For Town & Country Veterinary Clinic, a TVC Co-op Owner in Upstate New York, everything starts with providing the highest standard of veterinary care for pets. Town & Country was first established in 2004 with one location and has since grown to four clinics spread out across two counties. “We’ve prided ourselves on providing quality care for our patients, but also doing it at an affordable price,” said Alicia Dunn, a veterinary technician at Town & Country.**

The quality care involves a balance of traditional, and cutting-edge. The staff aims to provide friendly, informative, and supportive services, while utilizing the latest in technology available.

Services include vaccines for disease prevention, bloodwork for disease detection, a full-service veterinary pharmacy, digital radiology and pain management. Town & Country Veterinary Clinic veterinarians will even come to a client’s location with its farm call program.

And, Town & Country offers lifestyle support with behavioral consultations, nutrition programs, and parasite prevention.

In with the new

A key component of parasite prevention involves the use of Merck Animal

“We’ve started using more up-to-date technologies and social media as a client communication tool, as well as emails and doing more with the digital world just as things are trending that way over the last decade.”

– Alicia Dunn, a veterinary technician,
Town & Country

Health’s BRAVECTO chew or topical solutions. BRAVECTO Chew and BRAVECTO Topical for Dogs kills ticks (black-legged tick, American dog tick, and brown dog tick) for 12 weeks, and also kills lone star ticks for 8 weeks. BRAVECTO Topical for Cats kills ticks (black-legged tick) for 12 weeks and American dog ticks for 8 weeks.

Dunn said Town & Country plans to roll out Merck’s new BRAVECTO PLUS as part of their preventive offerings to clients. BRAVECTO PLUS is an extended-duration, broad-spectrum combination (fluralaner and moxidectin) topical solution for cats, indicated for both external and internal parasite infestations: ticks and fleas, heartworm, intestinal roundworm and hookworm.

Dunn said Town & Country will most likely pair BRAVECTO PLUS with a dewormer that protects against tapeworms, which are a threat to the local pet population.

“Tick prevention is key around here,” Dunn said. “There are a lot of cases of Lyme disease in dogs in our area. Many owners are concerned with their cats having ticks on them and

bringing them into their household. We have a large indoor/outdoor population of cats, and the people who are caring for them really like BRAVECTO because it lasts for three months. So, we're going to carry BRAVECTO PLUS and try to get some of the cat population on it around here."

When it comes to introducing a new product to clients, Dunn said that communication is critical. "We've started using more up-to-date technologies

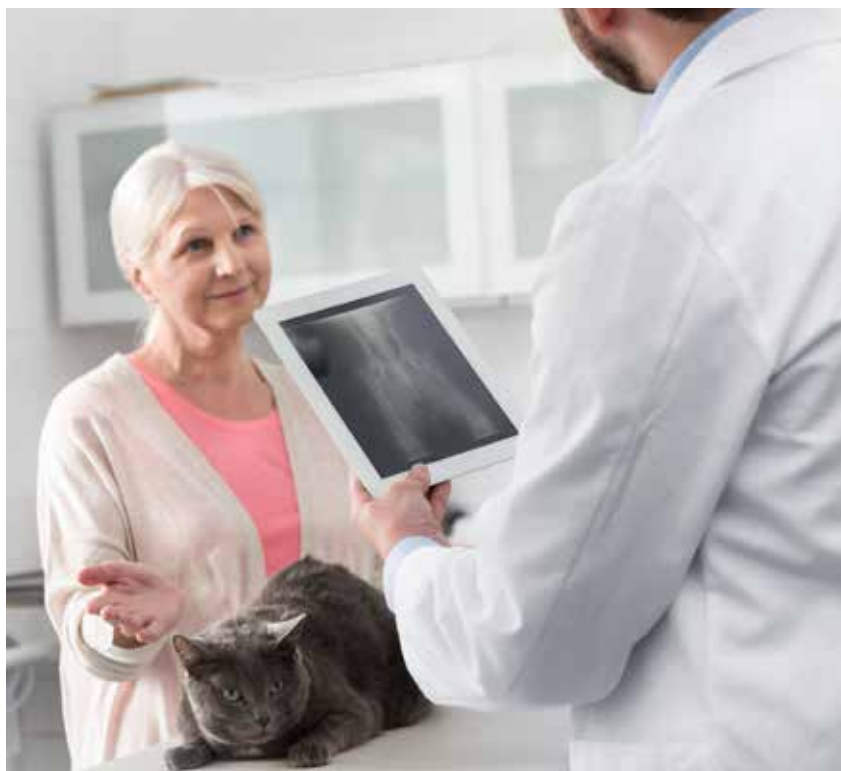
and social media as a client communication tool, as well as emails and doing more with the digital world just as things are trending that way over the last decade," said Dunn.

Digitally, introducing BRAVECTO PLUS will involve a combination of advertising, online promotions through Facebook and client emails.

There will also be conversations with pet owners during their in-office visits. From the front desk, to veterinary

technicians, to the veterinarians themselves, the entire team at Town & Country will highlight the benefits of heartworm, flea and tick prevention. Dunn said they expect some owners to buy in right away. Others may give the new product a try if the clinic is running a special. "We usually run a lot of specials throughout the year incorporating flea and tick prevention – mainly BRAVECTO – with blood parasite testing for both cats and dogs. We run specials for dogs with blood parasite testing, with heartworm prevention and flea and tick prevention so animals are better protected. With cats, we run specials incorporating FIV/FELV/Heartworm testing with flea and tick prevention. We feel that with this, owners are able to get a 6-month supply of prevention all at once at a discounted price for owners to better comply."

"We've had a lot better compliance as of late, as a lot of people hear more things through client communication, so they're able to relate to some of the diseases we're talking about other than just seeing them when they visit the office."



Better compliance

Dunn said that client compliance has improved over the last decade as products that are being introduced in veterinary medicine are longer-lasting, thus less frequent doses are required to be administered by the clients. And, the clients are more knowledgeable of what the preventives are protecting their pets from. "We've had a lot better compliance as of late, as a lot of people hear more things through client communication, so they're able to relate to some of the diseases we're talking about other than just seeing them when they visit the office."

Indeed, as long as clients understand the importance of a preventive to the overall health of their pet, "they'll want to stick with it," said Dunn. ■

Instrument Consideration for Oral Surgery

Article by Randi Brannan, DVM, DAVDC

Securos® University
AmerisourceBergen

All operations are made easier by having the right tool for the job, and oral surgery is no exception.

In selecting the most useful instruments for oral surgery, the operator must bear in mind that more precise surgery can be performed with finer and more delicate instruments. Superior technique is always preferred to brute force. Proper instruments definitely enhance technique, but are not a substitute for it.



The choice of instrumentation is in many ways a matter of personal preference. However, it is wise to be aware of the array of new and improved instruments available for oral surgery in animals. Whatever the instrument chosen, it is imperative to remember that it cannot perform to its full potential if it is not properly maintained and kept sharp. Oral surgical instruments must be cared for just as well as the finest orthopedic instruments or they will have a

shortened, and much less useful, life.

Many instrument manufacturers are carrying root elevators, periosteal elevators, root tip picks, dissecting scissors, etc., which were previously not available in the veterinary market. It is important to have instruments that are not mere adaptations from human dentistry, but rather instruments designed for our canine patients and for the smaller, more delicate teeth of cats. It would benefit most practitioners to reconsider the crude instrumentation that may have been inherited and passed down in their practices.

It is helpful to group instruments for oral surgery and periodontal therapy into packs. There are many cassettes and setup trays available to hold the instruments and keep them organized and easy to access. Wrapping instruments individually for sterilization and subsequent use is time-consuming and expensive. The basic packs required for every surgical extraction are the flap pack and the root elevator pack. When we add periodontal therapy to the procedure to preserve those teeth that are compromised but do not require extraction, the periodontal pack is crucial.

Magnification instruments are other invaluable tools that aid one's ability to accurately identify oral pathology, assist in the procedure and evaluate the quality of work performed. In addition, good quality surgical lights are essential to maximize visibility.

It is vital to remember that the judge of success of the surgical tooth extraction process or the periodontal procedure is not the condition of the removed material, but rather the condition of what remains within the mouth.

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 Service Support: 877.266.3349

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We build *our* work around the way *you* work.



(fluralaner and moxidectin topical solution) for Cats

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

Description:
Each tube is formulated to provide a minimum dose of 18.2 mg/lb (40 mg/kg) fluralaner and 0.9 mg/lb (2 mg/kg) moxidectin. Each milliliter contains 280 mg of fluralaner and 14 mg of moxidectin.

The chemical name of fluralaner is (±)-4-[5-(3,5-dichlorophenyl)-5-(trifluoromethyl)-4,5-dihydroisoxazol-3-yl]-2-methyl-N-[2-oxo-2-(2,2,2-trifluoroethylamino)ethyl]benzamide. The chemical name of moxidectin is (2aE,4E,5R,6R,6S,8E,11R,13S,15S,17aR,20R,20aR,20bS)-6-[E]-1,3-Dimethyl-1-butenyl]-5-[6,6',7,10,11,14,15,17a,20,20a,20b-dodecahydro-20,20b-dihydroxy-5,6,8,19-tetramethylspiro[11,15-methano-2H,13H,17H-furo[4,3,2-pg][6,6']benzodioxacyclopentadecine-13,2'-[2H]pyran]-4',17'(3H)-dione 4'-[E]-[O-methylloxime]. Inactive ingredients: dimethylacetamide, glycoliferol, diethyltoluamide, acetone, butylhydroxytoluene.

Indications:
Bravecto Plus is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and for the treatment of infections with intestinal roundworm (*Toxocara cati*; 4th stage larvae, immature adults and adults) and hookworm (*Ancylostoma tubaeforme*; 4th stage larvae, immature adults and adults). Bravecto Plus kills adult fleas and is indicated for the treatment and prevention of flea infestations (*Ctenocephalides felis*) and the treatment and control of tick infestations [*Ixodes scapularis* (black-legged tick) and *Dermacentor variabilis* (American dog tick)] for 2 months in cats and kittens 6 months of age and older and weighing 2.6 lb or greater.

Dosage and Administration:
Bravecto Plus should be administered topically as a single dose every 2 months according to the **Dosage Schedule** below to provide a minimum dose of 18.2 mg/lb (40 mg/kg) fluralaner and 0.9 mg/lb (2 mg/kg) moxidectin.

For prevention of heartworm disease, Bravecto Plus should be administered at 2-month intervals. Bravecto Plus may be administered year-round without interruption or at a minimum should be administered at 2-month intervals beginning at the cat's first seasonal exposure to mosquitoes and continuing until the cat's last seasonal exposure to mosquitoes. If a dose is missed and a 2-month interval between doses is exceeded, administer Bravecto Plus immediately and resume the dosing every 2 months.

When replacing a monthly heartworm preventative product, the first dose of Bravecto Plus should be given within one month of the last dose of the former medication.

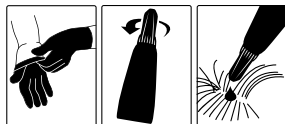
Dosing Schedule:

Body Weight Ranges (lb)	Fluralaner content (mg/tube)	Moxidectin content (mg/tube)	Tubes Administered
2.6 – 6.2	112.5	5.6	One
>6.2 – 13.8	250	12.5	One
>13.8 – 27.5*	500	25	One

* Cats over 27.5 lb should be administered the appropriate combination of tubes.

A veterinarian or veterinary technician should demonstrate or instruct the pet owner regarding the appropriate technique for applying Bravecto Plus topically to cats prior to first use.

Step 1: Immediately before use, open the pouch and remove the tube. Put on gloves. Hold the tube at the crimped end with the cap in an upright position (tip up). The cap should be rotated clockwise or counter clockwise one full turn. The cap is designed to stay on the tube for dosing and should not be removed. The tube is open and ready for application when a breaking of the seal is felt.



Step 2: The cat should be standing or lying with its back horizontal during application. Part the fur at the administration site. Place the tube tip vertically against the skin at the base of the skull of the cat.

Step 3: Squeeze the tube and gently apply the entire contents of Bravecto Plus directly to the skin at the base of the skull of the cat. Avoid applying an excessive amount of solution that could cause some of the solution to run and drip off of the cat. If a second spot is needed to avoid run off, then apply the second spot slightly behind the first spot.



Greasy, oily, or wet appearance may occur at the application site in some cats.

Contraindications:

There are no known contraindications for the use of the product.

WARNINGS:

Human Warnings:

Not for human use. Keep this and all drugs out of the reach of children.

Do not contact or allow children to contact the application site until 2 hours post application.

Keep the product in the original packaging until use in order to prevent children from getting direct access to the product. Do not eat, drink or smoke while handling the product. Avoid contact with skin and eyes. If contact with eyes occurs, then flush eyes slowly and gently with water. If wearing contact lenses, eyes should be rinsed first, then remove contact lenses and continue rinsing, then seek medical advice immediately. Wash hands and contacted skin thoroughly with soap and water immediately after use of the product. If the product accidentally contacts skin and a sticky residue persists after washing, rubbing alcohol (70% isopropyl alcohol) can be applied to the area to remove the residue.

The product is highly flammable. Keep away from heat, sparks, open flame or other sources of ignition.

Precautions:

For topical use only. Avoid oral ingestion (see **Animal Safety**).

Fluralaner, one of the ingredients in Bravecto Plus, is a member of the isoxazoline class. This class has been associated with neurologic adverse reactions including tremors, ataxia, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. Use with caution in cats with a history of neurologic disorders.

Use with caution in cats that are heartworm positive (see **Animal Safety**).

Bravecto Plus has not been shown to be effective in kittens less than 6 months of age.

The safety of Bravecto Plus has not been established in breeding, pregnant, and lactating cats.

The effectiveness of Bravecto Plus to prevent heartworm disease after bathing or water immersion has not been evaluated.

Adverse Reactions:

In a well-controlled U.S. field study, which included a total of 176 treated cats (135 with Bravecto Plus and 41 with a monthly topical active control), there were no serious adverse reactions.

Percentage of Cats with Adverse Reactions (AR) in the Field Study

Adverse Reaction	Bravecto Plus Group: Percent of Cats with the AR During the 120-Day Study (n=135 cats)	Active Control Group: Percent of Cats with the AR During the 120-Day Study (n=41 cats)
Vomiting	5.9%	12.2%
Alopecia (not at application site)	5.2%	2.4%
Pruritus	4.4%	12.2%
Application site pruritus	4.4%	4.9%
Diarrhea	3.7%	7.3%
Lethargy	3.7%	9.8%
Dry Skin	3.0%	0.0%
Elevated alanine aminotransferase (ALT)*	3.0%	0.0%
Hypersalivation	1.5%	1.5%
Application site alopecia	0.7%	0.0%

*ALT was greater than twice the upper reference range of 100 IU/L. These cats also had mild elevations of aspartate aminotransferase (AST) (less than twice the upper reference range of 100 IU/L). No clinical signs associated with liver disease were noted in these cats.

In well-controlled laboratory effectiveness studies, the following adverse reactions were seen after application of Bravecto Plus: pruritus, tachypnea, mydriasis, pruritus, scabbing, and bloody stool.

Foreign Market Experience: The following adverse events were reported voluntarily during post-approval use of the product in cats in foreign markets: polydipsia, swelling of chin and lips, periorbital swelling, blepharospasm, pruritus, erythema, aggression, agitation, pyrexia, mydriasis, hypersalivation, hyperactivity, alopecia, and excessive grooming. These adverse events occurred within 48 hours of administration.

In a European field study for fluralaner topical solution for cats, there were three reports of facial dermatitis in humans after close contact with the application site which occurred within 4 days of application. In foreign market experience reports for Bravecto Plus, one veterinarian experienced tingling and numbness of the fingers, hand, and arm, and swelling of the hand and arm after getting Bravecto Plus on her fingers. Additional signs, including blurred vision and disorientation, occurred after taking an antihistamine.

To report suspected adverse events, for technical assistance or to obtain a copy of the Safety Data Sheet (SDS), contact Merck Animal Health at 1-800-224-5318. Additional information can be found at www.bravecto.com. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VEIS or online at <http://www.fda.gov/reportanimalae>.

Clinical Pharmacology:

Peak fluralaner concentrations are achieved between 3 and 21 days following topical administration and the elimination half-life ranges between 11 and 18 days. Peak moxidectin concentrations are achieved between 1 and 5 days following topical administration and the elimination half-life ranges between 20 and 30 days.

Mode of Action:

Fluralaner is for systemic use and belongs to the class of isoxazoline-substituted benzamide derivatives. Fluralaner is an inhibitor of the arthropod nervous system. The mode of action of fluralaner is the antagonism of the ligand-gated chloride channels (gamma-aminobutyric acid (GABA)-receptor and glutamate-receptor).

Moxidectin is for systemic use and is a semisynthetic derivative of ivermectin, belonging to the milbemycin group of macrocyclic lactones. It binds to gamma-aminobutyric acid (GABA) and glutamate-gated chloride channels of the nerves and muscles of the parasite resulting in hyperpolarization, paralysis and death.

Effectiveness:

In two well-controlled laboratory studies, Bravecto Plus was 100% effective against induced heartworm infections when effective when administered more than 2 months prior to infection. Bravecto Plus was not effective when administered more than 2 months prior to infection.

In well-controlled laboratory studies, Bravecto Plus was effective against naturally and experimentally induced adult and experimentally induced 4th stage larval and immature adult *Toxocara cati* and *Ancylostoma tubaeforme* infections in cats.

In a well-controlled laboratory study, Bravecto Plus killed 100% of fleas within 12 hours after treatment and reduced the numbers of live fleas on cats by >99% within 12 hours after treatment or infestation for 2 months. In well-controlled laboratory studies, Bravecto Plus demonstrated >90% effectiveness against *Dermacentor variabilis* 48 hours after treatment or infestation for 2 months but failed to demonstrate ≥ 90% effectiveness beyond 2 months. In well-controlled laboratory studies, Bravecto Plus demonstrated ≥ 98.1% effectiveness against *Ixodes scapularis* 48 hours after treatment or infestation for 2 months.

Animal Safety:

Margin of Safety Study: In a margin of safety study, Bravecto Plus was administered topically to 9- to 13-week-old (mean age 12 weeks) kittens at 1X, 3X, and 5X the maximum labeled dose of 93.0 mg fluralaner/kg and 4.7 mg moxidectin/kg (8 cats per group). The cats in the control group (0X) were treated with mineral oil. There were no clinically-relevant, treatment-related effects on physical examination, body weights, food consumption, clinical pathology (hematology, clinical chemistry, coagulation tests, serum amyloid A, and urinalysis), gross pathology, histopathology, or organ weights. Single incidences of self-limiting hypersalivation in three kittens (one kitten in the 1X group and two kittens in the 3X group) and pruritus at the administration site in one kitten in the 3X group were observed on the day of dose administration. Cosmetic changes at the application site included matting/clumping/spiking of hair, wetness, or a greasy appearance.

Oral Safety Studies: In an oral safety study, one dose of Bravecto Plus was administered orally to 4- to 9-month-old kittens at the maximum labeled dose of 93.0 mg fluralaner/kg and 4.7 mg moxidectin/kg. The kittens in the control group were administered saline orally. There were no clinically-relevant, treatment-related effects on physical examination, body weights, food consumption, or clinical pathology (hematology, clinical chemistry, coagulation tests, serum amyloid A, and urinalysis). Five of six treated kittens experienced hypersalivation. One treated kitten experienced vomiting 2 hours after administration and another 8 hours after treatment. Treated kittens had reduced food consumption on the day of treatment.

In an oral safety study for fluralaner topical solution for cats, four out of six cats experienced coughing immediately after oral administration of the maximum labeled dose of 93.0 mg fluralaner/kg.

In a pilot oral safety study, adult cats orally administered 0.5X or 1X the maximum labeled dose of Bravecto Plus had foaming hypersalivation for up to five minutes and reduced food consumption on the day of dosing. One cat exhibited transient lacrimation from one eye during the first 15 minutes after dosing.

Safety in cats infected with adult heartworm (*Dirofilaria immitis*): Bravecto Plus was administered topically to cats infected with adult heartworm at 1X or 3X the maximum labeled dose of 93.0 mg fluralaner/kg and 4.7 mg moxidectin/kg (8 cats per group). The cats in the control group (0X) received mineral oil topically. Two untreated cats were found dead prior to dosing. There were no clinically-relevant, treatment-related effects on body weights, clinical pathology (hematology, clinical chemistry, and coagulation profile), gross pathology or histopathology. Self-limiting hypersalivation due to grooming was observed on the day of treatment in both treatment groups (6/8 cats in the 1X group and 7/8 cats in the 3X group). In addition, three treated cats (2/8 cats in the 1X group and 1/8 cats in the 3X group) developed adverse neurologic signs during the study and were euthanized due to quality-of-life concerns. Clinical signs in one cat in the 1X group included vomiting, depression, vocalization, and ataxia 38 days that included ataxia, paresis, and muscle tremors 25 days after dosing. A cat in the 3X group exhibited depression, dehydration, a hunched position, and inability to stand 22 days after dosing. Heartworms were found in the epidural space in the second cat of the 1X group and the cat in the 3X group.

Field Safety Study: In a well-controlled field study, Bravecto Plus was used concurrently with other medications, such as vaccines, anthelmintics, antibiotics and steroids. No adverse reactions were observed from the concurrent use of Bravecto Plus with other medications.

Storage Conditions:

Do not store above 77°F (25°C). Store in the original package in order to protect from moisture. The pouch should only be opened immediately prior to use.

How Supplied:

Bravecto Plus is available in three tube sizes to treat cats ranging in weight from 2.6 lb – 27.5 lb (1.2 kg to 12.5 kg). Each tube is packaged individually in a pouch. Product may be supplied in 1 or 2 tubes per carton.

Approved by FDA under NADA # 141-518

Rev: 08/2019



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flea



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roundworms



hookworms

¹Lavan RP et al. *Parasites & Vectors*. 2017;10:284.

²Lavan RP et al. *Parasites & Vectors*. 2018;11:581.

IMPORTANT SAFETY INFORMATION:

The most commonly reported adverse reactions include vomiting, hair loss, itching, diarrhea, lethargy, dry skin, elevated ALT, and hypersalivation. BRAVECTO PLUS has not been shown to be effective for 2 months duration in kittens less than 6 months of age. For topical use only. Avoid oral ingestion. The safety of BRAVECTO PLUS has not been established in breeding, pregnant and lactating cats. Fluralaner is a member of the isoxazoline class. This class has been associated with neurologic adverse reactions including tremors, ataxia, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. Use with caution in cats with a history of neurologic disorders. Use with caution in cats that are heartworm positive. The effectiveness of BRAVECTO PLUS to prevent heartworm disease after bathing or water immersion has not been evaluated.

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US-BRV-190600033



Getting to Know Your TVC Staff



Name:

Brandon Paul

How long have you been at TVC:

Two years, going on my third!

Why did you choose to join the TVC team:

TVC fights for the rights of veterinarians and their ability to stay independent. TVC saw a problem and offered a solution

that just makes sense. I joined TVC in the hopes of getting the news out there to veterinary clinics that this solution even existed.

What do you do in your free time:

There's nothing I find more relaxing than picking up my guitar at the end of a very long day and playing a little bit of blues rock or soul music. I really enjoy cooking and spend a lot of time in the kitchen. When I'm not doing either of those though, you're likely to find me on the couch playing some video games.

Tell us about your pets:

I currently don't have any pets, which is entirely my landlady's choice, and not my own.

My last pet, however, was a Doberman named Shyla. I've been lucky enough to have a couple different furry friends throughout my life, but Shyla was by far my favorite. My family adopted her when I was around 16 years old, and we unfortunately had to give her away to another loving home when my dad got assigned to a job in Indonesia.

What is your hope for 2020:

My hope for 2020 revolves around getting as many TVC Co-op Owners as possible to be fully invested in TVC. I've had the pleasure of talking to many TVC Co-op Owners who are thrilled with the benefits they get from TVC. My hope is to take that momentum and positivity, and double down on it, because there's always room to grow! We have the capability to bring vets a lot of assistance with their day-to-day business, in ways they may not even realize, and I'm hoping this is something that becomes more and more apparent to the veterinary clinics who have already chosen to partner with TVC. ■

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WebMD launches pet-specific site

WebMD announced the launch of Fetch, a new branch of the site specifically geared toward pet-related content. According to the company – whose site is a well-known resource for information on human health – 31 million people access WebMD's pet-related content annually. "Fetch will deliver the content most important to pet owners, while introducing them to new trends and pet experiences, including microchipping a dog or cat, how to keep a pet happy, and exercising with a pet," according to WebMD. The new resource is available at fetch.webmd.com.

Vets could be missing out on online sales opportunities, study finds

Thirty-one percent of pet owners get at least some of their pet products online, according to a new study from Brakke Consulting. Based on two national surveys, the report "not only documents the rapid migration of pet product sales to online sources, it also shows that veterinarians are missing out on a significant piece of the market that is readily available to them," according to Brakke's announcement. "According to our veterinarian survey, nearly two-thirds of veterinary practices offer online purchasing and home delivery," said Robert Jones, Brakke's president. "But only one-third of clients are aware of the service. While about one in five pet owners are purchasing pet health products online from their veterinarian, an additional 25% would readily do so if their veterinarian offered online shopping and they were aware of the service." The discrepancy may be the result of two key factors: For one, the companies that provide veterinarians' online sales and home delivery services aren't as popular among consumers as outlets like Chewy and Amazon are. Additionally, the pet owners who most trust their vets tend to be older and shop online less than younger pet owners who rely on other sources of information.



Federal government may tighten restrictions on service animals on planes

The U.S. Department of Transportation is considering tightening the rules for taking service animals on planes after customer complaints and lobbying from airlines who think current regulations are too lenient, NPR reports. The department would no longer require airlines to consider emotional support animals to be service animals, as they have in the past. It would also require additional paperwork for service dogs, a move some disability advocates question. According to Taylor Garland, a spokesperson for the Association of Flight Attendants-CWA, the union has seen an exponential increase in emotional support animals over the last five years, but they believe people who don't actually need their animals for emotional support when they travel sometimes abuse the system. The department said in a statement that it "wants to ensure that individuals with disabilities can continue using their service animals while also reducing the likelihood that passengers wishing to travel with their pets on aircraft will be able to falsely claim their pets are service animals."

#1

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* Kynectec, Probiotic Recommendation Study, March 2019.

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