



# EVERY DOG, EVERYWHERE,

deserves affordable heartworm protection.

That's why *IVERHART PLUS*<sup>®</sup> (ivermectin/pyrantel) Flavored Chewables are there to help you protect more dogs than ever before.



***IVERHART PLUS***<sup>®</sup>  
(ivermectin/pyrantel)  
Flavored Chewables

Shaping the future of animal health

**Virbac**



# YEAR-ROUND PROTECTION

is essential to preventing parasitic worms.



In their 2014 canine guidelines, the American Heartworm Society recommends year-round prevention of heartworms.<sup>6</sup>



The Companion Animal Parasite Council (CAPC) recommends protecting dogs from heartworm infection by using preventives year round.<sup>5</sup>

Parasitic worms pose many threats to your patients' health

## HEARTWORMS CAN CAUSE:



- Thickened and tortuous pulmonary vessels
- Reduced cardiac output
- Pulmonary hypertension

## ROUNDWORMS CAN CAUSE:



- Weight loss
- Vomiting
- A bloated belly

## HOOKWORMS CAN CAUSE:

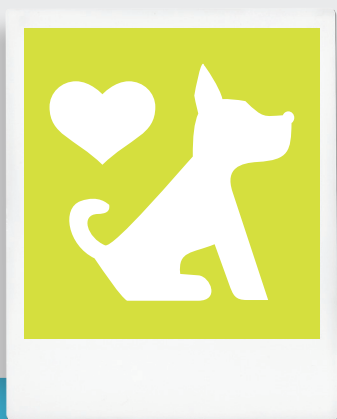


- Weight loss
- Anemia
- Diarrhea



# DON'T LET ANOTHER DOG

walk out your door without heartworm protection.

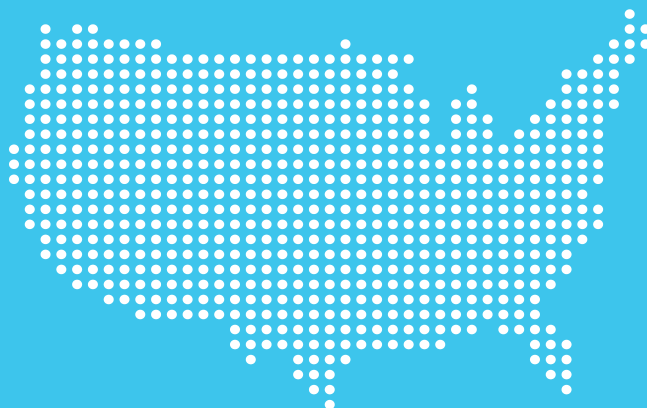


NOT ALL DOGS ARE GETTING THE YEAR-ROUND PROTECTION THEY DESERVE.<sup>1</sup>

## 2 MILLION FEWER DOSES GIVEN<sup>2</sup>



Heartworm infection is  
**FOUND IN ALL 50 STATES**  
and is spreading to regions  
where it was absent<sup>3-5</sup>















IT'S MORE IMPORTANT THAN EVER TO KEEP DOGS PROTECTED.



# KEEP DOGS PROTECTED




with affordable heartworm prevention

 Proven coverage at a better value for your clients and you

	<i>IVERHART PLUS</i> <sup>®</sup> (ivermectin/pyrantel) Flavored Chewables	HEARTGARD <sup>®</sup> (ivermectin/pyrantel) Plus Chewables
<b>Heartworm</b> <i>Dirofilaria immitis</i>		
<b>Roundworms</b> <i>Toxocara canis</i> <i>Toxascaris leonina</i>		
<b>Hookworms</b> <i>Ancylostoma caninum</i> <i>Uncinaria stenocephala</i> <i>Ancylostoma braziliense</i>		
<b>Satisfaction guarantee</b>		
<b>Palatable</b>		
<b>Meaningful value</b> <i>Cost-effective</i> <i>generic formulation</i>		

## HELP YOUR CLIENTS AND THEIR PETS

avoid troublesome medical treatment:

-  Stress and anxiety for clients
-  Pain and discomfort for pets
-  Unexpected expense

**Satisfaction guarantee.** In the unlikely event that a dog tests positive for heartworms, roundworms, or hookworms while taking *IVERHART PLUS* Flavored Chewables according to label directions, Virbac will cover reasonable treatment costs. For a positive heartworm case, Virbac will also provide a 1-year supply of *IVERHART PLUS* Flavored Chewables at no cost.\*

\*To be eligible for the guarantee, *IVERHART PLUS* Flavored Chewables must be used according to label directions and the dog must meet certain criteria for approval. *IVERHART PLUS* Flavored Chewables are not indicated for the treatment of tapeworms. Contact Technical Services at 1-800-338-3659 or visit [www.virbacvet.com](http://www.virbacvet.com) for further details.

**For oral use in dogs only.** All dogs should be tested for heartworm infection before starting a preventive program. In clinical trials with ivermectin/pyrantel, vomiting or diarrhea within 24 hours of dosing was rarely observed. Adverse reactions following the use of ivermectin include: depression/lethargy, vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions, and hypersalivation. See enclosed product insert for additional details.



# IVERHART PLUS®

(ivermectin/pyrantel)

## Flavored Chewables

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

**INDICATIONS:** For use in dogs to prevent canine heartworm disease by eliminating the tissue stage of heartworm larvae (*Dirofilaria immitis*) for a month (30 days) after infection and for the treatment and control of ascarids (*Toxocara canis*, *Toxascaris leonina*) and hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*, *Ancylostoma braziliense*).

**DOSAGE:** IVERHART PLUS® (ivermectin/pyrantel) Flavored Chewables should be administered orally at monthly intervals at the recommended minimum dose level of 6 mcg of ivermectin per kilogram (2.72 mcg/lb) and 5 mg of pyrantel (as pamoate salt) per kg (2.27 mg/lb) of body weight. The recommended dosing schedule for prevention of canine heartworm disease and for the treatment and control of ascarids and hookworms is as follows:

Dog Weight	Flavored Chewable Per Month	Ivermectin Content	Pyrantel Content
Up to 25 lbs	1	68 mcg	57 mg
26 to 50 lbs	1	136 mcg	114 mg
51 to 100 lbs	1	272 mcg	227 mg

IVERHART PLUS Flavored Chewables are recommended for dogs 6 weeks of age and older. For dogs over 100 lbs use the appropriate combination of these flavored chewables.

**ADMINISTRATION:** Remove only one flavored chewable at a time from the foil-backed blister card. Because most dogs find IVERHART PLUS Flavored Chewables palatable, the product can be offered to the dog by hand. Alternatively, it may be added intact to a small amount of dog food or placed in the back of the dog's mouth for forced swallowing.

Care should be taken that the dog consumes the complete dose, and treated animals should be observed for a few minutes after administration to ensure that part of the dose is not lost or rejected. If it is suspected that any of the dose has been lost, redosing is recommended.

IVERHART PLUS Flavored Chewables should be given at monthly intervals during the period of the year when mosquitoes (vectors), potentially carrying infective heartworm larvae, are active. The initial dose must be given within a month (30 days) after the dog's first exposure to mosquitoes. The final dose must be given within a month (30 days) after the dog's last exposure to mosquitoes.

When replacing another heartworm preventive product in a heartworm disease preventive program, the first dose of IVERHART PLUS Flavored Chewables must be given within a month (30 days) of the last dose of the former medication.

If the interval between doses exceeds a month (30 days), the efficacy of ivermectin can be reduced. Therefore, for optimal performance, the flavored chewable must be given once a month on or about the same day of the month. If treatment is delayed, whether by a few days or many, immediate treatment with IVERHART PLUS Flavored Chewables and resumption of the recommended dosing regimen minimizes the opportunity for the development of adult heartworms.

Monthly treatment with IVERHART PLUS Flavored Chewables also provides effective treatment and control of ascarids (*T. canis*, *T. leonina*) and hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*). Clients should be advised of measures to be taken to prevent reinfection with intestinal parasites.

**EFFICACY:** IVERHART PLUS Flavored Chewables, given orally using the recommended dose and regimen, are effective against the tissue larval stage of *D. immitis* for a month (30 days) after infection and, as a result, prevent the development of the adult stage. IVERHART PLUS Flavored Chewables are also effective against canine ascarids (*T. canis*, *T. leonina*) and hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*).

**ACCEPTABILITY:** In a trial in client-owned dogs, IVERHART PLUS Flavored Chewables were shown to be a palatable oral dosage form consumed at first offering by the majority of dogs.

**PRECAUTIONS:** All dogs should be tested for existing heartworm infection before starting treatment with IVERHART PLUS Flavored Chewables, which are not effective against adult *D. immitis*. Infected dogs must be treated to remove adult heartworms and microfilariae before initiating a program with IVERHART PLUS Flavored Chewables.

While some microfilariae may be killed by the ivermectin in IVERHART PLUS Flavored Chewables at the recommended dose level, IVERHART PLUS Flavored Chewables are not effective for microfilariae clearance. A mild hypersensitivity-type reaction, presumably due to dead or dying microfilariae and particularly involving a transient diarrhea, has been observed in clinical trials with ivermectin alone after treatment of some dogs that have circulating microfilariae.

**Keep this and all drugs out of the reach of children.** In case of ingestion by humans, clients should be advised to contact a physician immediately. Physicians may contact a Poison Control Center for advice concerning cases of ingestion by humans.

Store at 20°C–25°C (68°F–77°F), excursions permitted between 15°C–30°C (59°F–86°F).

Protect product from light.

**Warnings: Use product on or before its expiration date. Discard or return unused tablets.**

**ADVERSE REACTIONS:** In clinical trials with ivermectin/pyrantel, vomiting or diarrhea within 24 hours of dosing was rarely observed (1.1% of administered doses). The following adverse reactions have been reported following the use of ivermectin: Depression/lethargy, vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions and hypersalivation.

**SAFETY:** Studies with ivermectin indicate that certain dogs of the Collie breed are more sensitive to the effects of ivermectin administered at elevated dose levels (more than 16 times the target use level of 6 mcg/kg) than dogs of other breeds. At elevated doses, sensitive dogs showed adverse reactions which included mydriasis, depression, ataxia, tremors, drooling, paresis, recumbency, excitability, stupor, coma and death. Ivermectin demonstrated no signs of toxicity at 10 times the recommended dose (60 mcg/kg) in sensitive Collies. Results of these trials and bioequivalency studies, support the safety of ivermectin products in dogs, including Collies, when used as recommended.

Ivermectin/pyrantel has shown a wide margin of safety at the recommended dose level in dogs, including pregnant or breeding bitches, stud dogs and puppies aged 6 or more weeks. In clinical trials, many commonly used flea collars, dips, shampoos, anthelmintics, antibiotics, vaccines and steroid preparations have been administered with ivermectin/pyrantel in a heartworm disease preventive program.

In one trial, where some pups had parvovirus, there was a marginal reduction in efficacy against intestinal nematodes, possibly due to a change in intestinal transit time.

**HOW SUPPLIED:** IVERHART PLUS Flavored Chewables are available in three dosage strengths (See DOSAGE section) for dogs of different weights. Each strength comes in a box of 6 tablets, packed 10 boxes per display box.

ANADA 200-302, Approved by FDA.

Manufactured by: Virbac AH, Inc.  
Fort Worth, TX 76137, USA

For technical assistance or to report adverse drug reactions, please call 1-800-338-3659.

IVERHART PLUS is a registered trademark of Virbac Corporation in the US.

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# GIVE YOUR PATIENTS THE PROTECTION THEY DESERVE

at a value your clients will appreciate.

## IVERHART PLUS® (ivermectin/pyrantel) Flavored Chewables enables you to offer:

- Proven active ingredients used by veterinarians for years
- Effective protection against heartworms, roundworms, and hookworms at an excellent value
- Client educational and promotional materials, such as brochures, consumer rebates, and puppy packs
- Monthly reminder stickers and emails



**IVERHART PLUS Flavored Chewables are available in 3 tablet sizes**

*Smaller size that's easy to give and easy to take.*

<b>IVERHART PLUS®</b> (ivermectin/pyrantel) Flavored Chewables	<b>Up to 25 lbs</b> 	<b>26–50 lbs</b> 	<b>51–100 lbs</b> 
<b>Tri-Heart Plus</b> (ivermectin/Pyrantel)	<b>Up to 25 lbs</b> 	<b>26–50 lbs</b> 	<b>51–100 lbs</b> 
<b>Heartgard Plus</b> (ivermectin/pyrantel)	<b>Up to 25 lbs</b> 	<b>26–50 lbs</b> 	<b>51–100 lbs</b> 

*Shown proportional but not actual size.*



**DON'T LET  
ANOTHER DOG  
GO UNPROTECTED.**

To order, talk to your distributor or Virbac representative, or call 1-800-338-3659.

**References:** 1. Brakke Consulting, Inc. Market Research Survey, December 2013. 2. Data on file, GfK 2015 VetTrak™. Virbac Corporation. 3. Vet's advice: Beware the rising risk of heartworms in dogs. [http://usatoday30.usatoday.com/life/lifestyle/pets/2009-08-19-heartworms\\_N.htm](http://usatoday30.usatoday.com/life/lifestyle/pets/2009-08-19-heartworms_N.htm). Accessed April 29, 2014. 4. American Heartworm Society. Pet owner resources: heartworm basics. <http://www.heartwormsociety.org/pet-owner-resources/heartworm-basics.html>. Accessed March 23, 2016. 5. Companion Animal Parasite Council (CAPC). Canine heartworm. <http://www.capcvet.org/capc-recommendations/canine-heartworm>. Accessed February 24, 2016. 6. American Heartworm Society. Current canine guidelines for the prevention, diagnosis, and management of heartworm (*Dirofilaria immitis*) infection in dogs—revised January 2014. <http://www.heartwormsociety.org/pdf/2014-AHS-Canine-Guidelines.pdf>. Accessed March 24, 2016.