



All pets need year-round protection against common parasites<sup>1</sup>, yet one-third of pets never get the protection they need<sup>2</sup>. New generic Imoxi, a once-a-month topical solution, helps prevent **fleas, heartworms, and intestinal parasites** while making it more affordable for pet owners. The result: **fewer excuses** from owners and **more pets protected**.



### Proven reliability against a broad spectrum of parasites

Topical moxidectin has been used for decades in dogs and cats and is now available as a generic. Consider using new generic Imoxi for proven protection.

	Dogs and puppies 7 weeks and at least 3 lbs.	Cats and kittens 9 weeks and at least 2 lbs.
Prevents heartworm disease	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Treats circulating microfilariae	<input checked="" type="checkbox"/>	
Kills adult fleas + treats flea infestations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Treats + controls intestinal parasite infections		
• Roundworms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Hookworms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Whipworms	<input checked="" type="checkbox"/>	
Treats + controls sarcoptic mange	<input checked="" type="checkbox"/>	
Treats + controls ear mite infestations		<input checked="" type="checkbox"/>



**Imoxi offers unique benefits to your clients, your patients, and your practice.**

#### For your clients:

- Topical application combining excellent flea, heartworm, and intestinal parasite coverage
- Twist-N-Go™ cap eliminates a step in the application process

#### For your patients:

- Kills fleas through contact – no bite necessary
- Topical moxidectin is the only formulation approved as a microfilaricide
- Excellent option for dogs and cats facing reinfection from intestinal parasites due to a contaminated environment
- Animals with food allergies won't be exposed to oral flavorings

#### For your practice:

- Prescription status
- Lower price allows owners to devote more money toward other pet care services



### Dosing

Dog (lbs.)	Volume (mL)
3-9	0.4
9.1-20	1.0
20.1-55	2.5
55.1-88	4.0
88.1-110*	5.0

\*Dogs over 110 lbs. should be treated with the appropriate combination of Imoxi for Dogs tubes.

Cat (lbs.)	Volume (mL)
2-5	0.23
5.1-9	0.4
9.1-18*	0.8

\*Cats over 18 lbs. should be treated with the appropriate combination of Imoxi for Cats tubes.



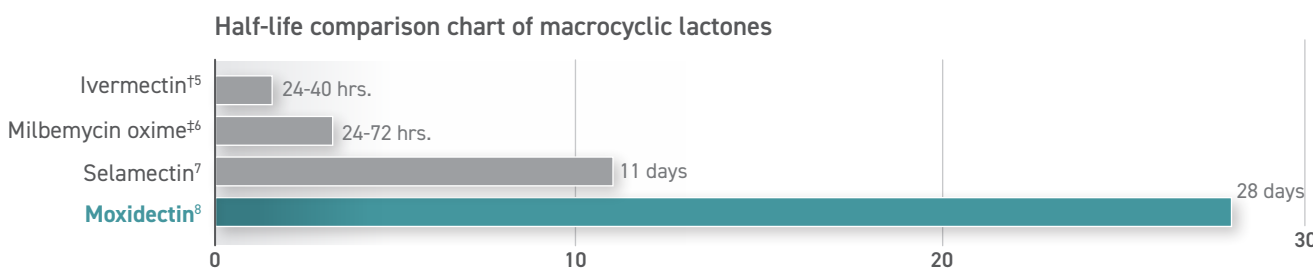
**The Twist-N-Go™ cap eliminates a step in the application process.**

**Transdermal moxidectin has a unique pharmacologic profile that provides benefits other formulations do not**

- It is the only macrocyclic lactone formulation to be FDA-approved as safe and effective for dogs with circulating microfilariae.<sup>3</sup>
- Moxidectin is the only macrocyclic lactone shown to protect against heartworms all month long in dogs.<sup>4</sup>

### Moxidectin, the active ingredient in Imoxi, has an extended half-life\*

Following transdermal absorption, moxidectin concentrates in the fatty tissue, slowly releasing into the bloodstream, resulting in a long half-life.



<sup>15</sup>The clinical significance of half-life has not been demonstrated.  
<sup>16</sup>Data indicates half-life of ivermectin varies between 24 and 40 hours.  
<sup>8</sup>Data indicates half-life of milbemycin oxime varies between 24 and 72 hours.

### Good Medicine and Good Business

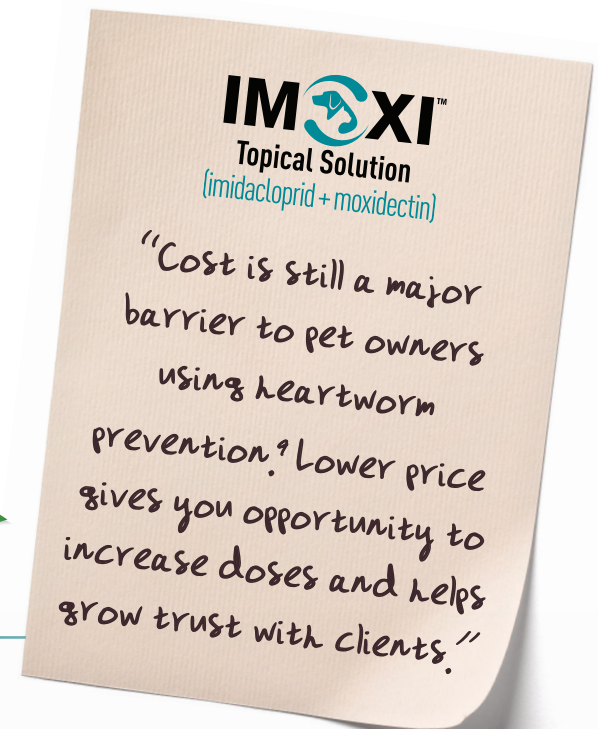
Imoxi™ (imidacloprid + moxidectin) Topical Solution puts a topical combination you trust within a client's financial reach, which may:

- Help increase the number of doses a pet receives.
- Allow clients to devote more budget to other pet care services.
- Help boost client trust by showing you did the research to find them a way to save.

That's a triple win for your business that offers both short-term revenue and long-term client loyalty.

### Support of Vetoquinol

Imoxi is backed by a robust parasite guarantee and by Vetoquinol's Satisfaction Guarantee. Ask your Vetoquinol Territory Manager for details.



**To learn more about how Imoxi can help keep more pets protected, contact your Vetoquinol Territory Manager or participating distributor representative or visit imoxitopical.com.**



**CAUTION:** Federal (U.S.A.) law restricts this drug to use by or on the order of 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. For full prescribing information, see back of document.

<sup>1</sup>Companion Animal Parasite Council (CAPC). Heartworm Guidelines. Available at: <https://capcvet.org/guidelines/heartworm/>. [Access date: April 22, 2021]  
<sup>2</sup>Pet Product News. Pet Owners Are Alarmingly Unaware About Flea and Tick Dangers, Study Reveals. May 9, 2018. Available at: [https://www.petproductnews.com/archives/pet-owners-are-alarmingly-unaware-about-flea-and-tick-dangers-study-reveals/article\\_014b99cc-75f5-5ed0-b438-11c4ee65aa86.html](https://www.petproductnews.com/archives/pet-owners-are-alarmingly-unaware-about-flea-and-tick-dangers-study-reveals/article_014b99cc-75f5-5ed0-b438-11c4ee65aa86.html). [Access date: April 22, 2021]  
<sup>3</sup>Freedom of Information Summary. NADA 141-251 Supplement, Oct. 24, 2013.  
<sup>4</sup>Bowman, D.D., Ohmes, C.M., Hostetler, J.A. et al. Efficacy of 10% imidacloprid + 2.5% moxidectin topical solution (Advantage Multi® for Dogs) for the prevention of heartworm disease and infection all month long. Parasites Vectors 10, 478 (2017).  
<sup>5</sup>Kojima, K., Yamamoto, K., Katae, H., et al. (1987). Bioavailability of oral ivermectin in dogs. Jpn J Vet Sci. 49(5):899-900.  
<sup>6</sup>SENTINEL® Spectrum [Summary of Product Characteristics]. Frimley, Camberley, Surrey, UK: Novartis Animal Health UK Ltd.; May 2008 revision.  
<sup>7</sup>Sarasola, P., Jernigan, A.D., Walker, D.K., et al. (2002). Pharmacokinetics of selamectin following intravenous, oral and topical administration in cats and dogs. J Vet Pharmacol Therap. 25(4): 265-272. [Data on file. Bayer, Shawnee Mission, KS].  
<sup>8</sup>Veterinary Practice News. Heartworm prevention: Clients can't comply if they don't know that they should. September 5, 2019. Available at: <https://www.veterinarypracticenews.com/heartworm-prevention-clients-cant-comply-if-they-dont-know-that-they-should/>. [Access date: April 22, 2021].  
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