PROTECTING DOGS + HELPING BUILD YOUR BUSINESS

HOW HEARTGARD® (ivermectin) HELPS DRIVE REVENUE FOR YOUR PRACTICE.

CLIENTS ASK FOR WHAT THEY KNOW.

62% of pet owners know the HEARTGARD brand. 30% of pet owners know Interceptor Plus.¹

PET OWNERS ASK FOR IT BY NAME MORE THAN ANY HEARTWORM DISEASE PREVENTIVE BRAND²

HEARTGARD® Plus is the #1 HEARTWORM PREVENTIVE.

OVER 2 BILLION DOSES DISPENSED:³ PET OWNERS TRUST HEARTGARD¹

AS SEEN ON TV AND IN YOUR CLINIC.

We’re here to help make it easier to protect your patients. Merial, now part of Boehringer Ingelheim, invests more than any other manufacturer to help drive pet owners into your practice.⁵ So you can focus more on caring and less on selling.

HELPING VETERANS RECONNECT WITH THEIR LIVES, FAMILIES AND COMMUNITIES.

Every 12-dose purchase of HEARTGARD® Plus backs our support of up to $100,000 to Warrior Canine Connection⁶.

IMPORTANT SAFETY INFORMATION

HEARTGARD® Plus (ivermectin/pyrantel) and HEARTGARD® (ivermectin) are well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD® Plus and HEARTGARD®, digestive and neurological side effects have rarely been reported. For more information, see enclosed full prescribing information or visit www.HEARTGARD.com.

REFERENCES

¹ Data on file.

² Based on market share. 1 in 2 dogs on heartworm prevention are protected by HEARTGARD.³

³ Over 2 billion doses dispensed.

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HEARTGARD® Plus is the #1 heartworm preventive.

Over 2 billion doses dispensed.

As seen on TV and in your clinic.

Helping veterans reconnect with their lives, families and communities.

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#1 Dog preferred

In studies, in dogs showing a preference, dogs preferred HEARTGARD® Plus:

- 219 to 0 over Sentinel³⁸
- 104 to 1 over IverHEART PLUS⁷
- 210 to 1 over IverHEART MAX³⁸
- 19 to 1 over Sentinel Spectrum³⁸
- 61 to 1 over Interceptor Plus³⁹
- 37 to 1 over Interceptor³⁹

Heart failure (HF) is a common complication in dogs with heartworm disease, but can also occur in dogs not infected with heartworms, particularly if they have underlying cardiac disease. The incidence of HF is increased in dogs with heartworm disease compared to dogs without heartworm disease. The majority of dogs with HF have concurrent heartworm disease. 

In a study of 113 dogs with proven heartworm disease, the incidence of HF was 21% in the heartworm disease group compared to 3.5% in the control group. 

Overall, the risk of HF in dogs with heartworm disease is increased compared to dogs without heartworm disease. The incidence of HF is higher in dogs with heartworm disease compared to dogs without heartworm disease. 

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HEARTGARD Plus is recommended for dogs 6 weeks of age and older.

ADMINISTRATION: Remove only one chewable at a time from the foil-backed blister card. Return the card with the remaining chewables to its box to protect the product from light. Because most dogs find HEARTGARD Plus palatable, the product can be offered to the dog by hand. Alternatively, it may be added to a small amount of dog food. The chewable should be administered as a complete meal that requires the dog to chew, rather than to swallow without chewing. Chewables may be broken into pieces and fed to dogs that normally swallow treats whole.

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.

HEARTGARD Plus should be given at monthly intervals during the period of time when mosquitos are present, potentially carrying infective heartworm larvae, are active. The initial dose must be given within 24 days (8 days) after the dog’s first exposure to mosquitos. The final dose must be given within a month (30 days) after the dog’s last exposure to mosquitos.

When replacing another heartworm preventive product in a heartworm disease prevention program, the first dose of HEARTGARD Plus 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 could be reduced. Therefore, for optimal performance, the chewable must be given once a month or as near to the same day of the month. If treatment is delayed, whether by a few days or many, immediate treatment with HEARTGARD Plus and resumption of the recommended dosing regimen will minimize the opportunity for the development of adult heartworms.

Monthly treatment with HEARTGARD Plus also provides effective treatment and control of ascarids (T. canis, F. varraria), hookworms (A. caninum, U. stenocephala, A. braziliense) and hookworms (A. caninum, U. stenocephala, A. braziliense) Clients should be advised to measure the dose to be taken to ensure prevention with intestinal parasites.

EFFICACY: HEARTGARD Plus 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. As a result, prevent the development of adult D. immitis.

PRAECUTIONS: Some dogs may develop vomiting within 6 hours of administration to the majority of dogs.

ACCEPTABILITY: In acceptability and field trials, HEARTGARD Plus was shown to be an acceptable oral dosage form that was well accepted at first offering by the majority of dogs.

HEARTGARD Chewables are available in three dosage strengths (See DOSAGE section) for dogs of different weights. Each strength comes in convenient cartons of 6 and 12 chewables.

For customer service, please contact Merail at 1-888-637-4251.

Give dogs over 100 lb for the appropriate combination of these chewables.

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.

For customer assistance, please contact Merail at 1-888-637-4251.

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HEARTGARD, which is not effective against adult D. immitis. All dogs should be tested for existing heartworm infection before initiating a program with HEARTGARD, which is not effective against adult D. immitis. Infected dogs must be treated to remove adult heartworms and microfilariae prior to initiating a program with HEARTGARD.

Safety: HEARTGARD has shown a wide margin of safety at the recommended dose level in dogs (See PRECAUTIONS for exceptions) including pregnant or breeding bitches, stud dogs and puppies aged 6 or more weeks. In clinical trials, mostly commonly used side effects were vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions and hypersalivation.

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