

The *Plus* Customer Satisfaction Guarantee¹

The American Heartworm Society recommends year-round administration of heartworm preventive products as the only way to protect against heartworm disease – especially in endemic areas.²

- In order to prevent heartworm disease, one dose of monthly heartworm preventive must be administered at 30-day intervals, about the same time every month.

Merial is committed to supporting your efforts to prevent heartworm disease, so we are proud to offer the *Plus* Customer Satisfaction Guarantee based on at least 9 months of continuous use.

- The *Plus* Customer Satisfaction Guarantee is an exclusive benefit for HEARTGARD Brand Products available only through veterinarians.

HEARTWORMS

Eligibility

Dogs infected with heartworms after monthly administration with HEARTGARD

- HEARTGARD Brand Products must be obtained only from you, a licensed practitioner, with a veterinarian/client/patient relationship³
- Dogs may qualify only once, per lifetime of the dog, for either Level 1 or Level 2

Duration of Administration

Level 1

9 months continuously,* as recommended by a veterinarian⁴

- Dogs starting on HEARTGARD between 6 weeks and 4 months of age are covered immediately.
- Dogs starting on HEARTGARD between 4 and 6 months of age are covered following a negative antigen test 6 months after the first dose is administered.
- Dogs starting on HEARTGARD after 6 months of age are covered if antigen tests performed prior to the first dose and 6 months following the first dose prove negative.

Thereafter, antigen tests must be administered to dogs annually

Level 2

9 months, but with missed dose[s] and/or insufficient negative antigen testing record⁴

Qualifying Positive Tests

2 positive antigen tests performed on 2 separate blood samples

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Compensation

- > \$500 for veterinary services⁵
- > Complimentary adjuvanted treatment
- > One-year supply of HEARTGARD

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Important Safety Information: HEARTGARD is well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD, digestive and neurological side effects have rarely been reported. For more information, please visit www.HEARTGARD.com.

Dispense HEARTGARD® Plus (ivermectin/pyrantel) with confidence – *and Guaranteed Customer Satisfaction*



The *Plus* Customer Satisfaction Guarantee guarantees:

- Highly effective prevention of heartworm disease
- Reliable treatment and control of hookworms and roundworms (which can infect pets and people)
- Unrivaled palatability in exclusive Real-Beef Chewables⁶

**HEARTGARD (ivermectin)
Brand Products
20+ years
2,000,000,000+
doses^{7,8}**

INTESTINAL PARASITES

PALATABILITY

Eligibility

Dogs infected with roundworms or hookworms after monthly administration with HEARTGARD Plus

- HEARTGARD Plus must be obtained only from you, a licensed practitioner, with a veterinarian/client/patient relationship³

Dogs that do not accept HEARTGARD Real-Beef Chewables

- HEARTGARD Real-Beef Chewables must be obtained only from you, a licensed practitioner, with a veterinarian/client/patient relationship³

The dose must have been taken within 31 days

Duration of Administration

Qualifying Positive Tests

Positive fecal exam performed by clinic

Compensation

Reimbursement for the cost of positive fecal exam and the cost of treatment based on dog's weight^{††}**

Product credit or replacement for dogs only with HEARTGARD tablets⁹

* This guarantee will be honored at Level 1 with administration of 9 doses administered consecutively during peak transmission season (March through October).

** Dogs housed in intensified population facilities of 6 dogs or more will be covered under this guarantee for heartworms but not for intestinal parasites.

†† Reimbursement is based on a set fee schedule and may not equal the amount charged to the client by the veterinary clinic.

If you have a case in your practice that may qualify for The *Plus* Customer Satisfaction Guarantee from HEARTGARD Plus, simply call **1-888-MERIAL-1** or contact your Merial Sales Representative.

Heartgard[®] Plus

(ivermectin/pyrantel)

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: HEARTGARD[®] Plus (ivermectin/pyrantel) 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	Cheewables Per Month	Ivermectin Content	Pyrantel Content	Color Coding On Foil Backing and Carton
Up to 25 lb	1	68 mcg	57 mg	Blue
26 to 50 lb	1	136 mcg	114 mg	Green
51 to 100 lb	1	272 mcg	227 mg	Brown

HEARTGARD Plus is recommended for dogs 6 weeks of age and older. For dogs over 100 lb use the appropriate combination of these chewables.

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 intact to a small amount of dog food. The chewable should be administered in a manner that encourages 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 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 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 can be reduced. Therefore, for optimal performance, the 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 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*, *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: 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 and, as a result, prevent the development of the adult stage. HEARTGARD Plus Chewables are also effective against canine ascarids (*T. canis*, *T. leonina*) and hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*).

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

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

While some microfilariae may be killed by the ivermectin in HEARTGARD Plus at the recommended dose level, HEARTGARD Plus is 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 between 68°F - 77°F (20°C - 25°C). Excursions between 59°F - 86°F (15°C - 30°C) are permitted. Protect product from light.

ADVERSE REACTIONS: In clinical field trials with HEARTGARD Plus, 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 HEARTGARD: Depression/lethargy, vomiting, anorexia, diarrhea, mydriasis, ataxia, staggering, convulsions and hypersalivation.

SAFETY: HEARTGARD Plus has been shown to be bioequivalent to HEARTGARD, with respect to the bioavailability of ivermectin. The dose regimens of HEARTGARD Plus and HEARTGARD are the same with regard to ivermectin (6 mcg/kg). 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) 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. HEARTGARD 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 HEARTGARD products in dogs, including Collies, when used as recommended.

HEARTGARD Plus 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 HEARTGARD Plus in a heartworm disease prevention 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: HEARTGARD Plus is 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 Merial at 1-888-637-4251.

¹ Guarantee void where prohibited by law. Payment obligation by Merial shall be limited solely to that which is represented above. Any and all other costs are expressly excluded.

² Heartworm Chemoprophylaxis. Available at: <http://www.heartwormsociety.org/veterinary-resources/canine-guidelines.html#4>. Accessed December 1, 2010.

³ Proof of purchase required.

⁴ Dogs starting on HEARTGARD Plus Chewables
– between 6 weeks and 4 months of age: covered immediately for protection against heartworms
– between 4 and 6 months of age: covered following a negative antigen test 6 months after first dose
– 6 months of age and older: covered if antigen test performed prior to first dose and 6 months following first dose prove negative
– 6 months of age or older when switching from another brand of heartworm preventive to HEARTGARD Plus: covered if an antigen test performed within 2 weeks prior to the first dose of HEARTGARD Plus and 6 months following the first dose of HEARTGARD Plus prove negative.
Thereafter, antigen test must be administered to dogs annually.

⁵ Vital statistics for your veterinary practice. In: Landeck E, ed. *The Veterinary Fee Reference*. 3rd ed. Lakewood, CO: AAHA Press, 2003; 43-44, 56, 62-63, 71, 152-153, 310.

⁶ Of dogs showing a preference in three studies conducted by independent investigators, dogs preferred HEARTGARD Plus Chewables over INTERCEPTOR[®] (milbemycin oxime) FLAVOR TABS[®] by a margin of 37 to 1; data on file at Merial.

⁷ HEARTGARD Tablets Freedom of Information Summaries 1987.

⁸ Data on file at Merial.

⁹ Product will be replaced with HEARTGARD (ivermectin) tablets.



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