

IVERHART MAX[®]

(ivermectin/pyrantel pamoate/praziquantel)

Chewable Tablets



EVERY DOG,
EVERYWHERE,
deserves protection
from deadly heartworms.

Protect your dog
with IVERHART MAX[®]
(ivermectin/pyrantel pamoate/praziquantel)
Chewable Tablets.



Virbac

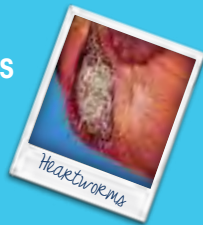
Passionate about animal health

WORMS MAY BE OUT OF SIGHT, BUT THEY SHOULDN'T BE OUT OF MIND.

Although parasitic worms are small, they pose a big threat to dogs. That's why it is important to understand what threats are out there and how you can protect your dog.

Heartworms are unwelcome guests with deadly consequences.

Heartworms can't be seen—but that doesn't mean they aren't dangerous. If left untreated, heartworms may cause heart disease, which leads to **serious and even life-threatening** health problems for the infected dog.



HEARTWORM INFECTION IS FOUND IN ALL 50 STATES AND PREVALENCE IS ON THE RISE.


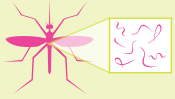

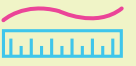
It's more important than ever to keep your dog protected all year long, no matter what your dog's lifestyle or where you live.



Every dog is at risk.

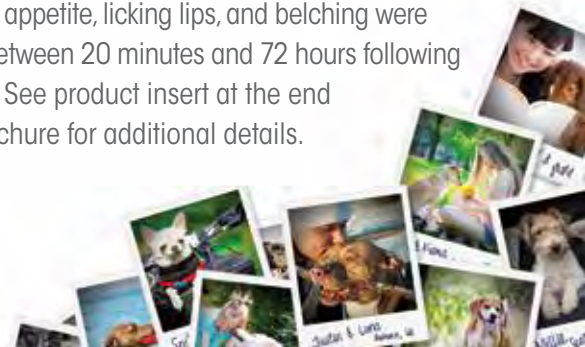
Heartworms live in the vessels leading from the heart to the lungs and can interfere with blood flow, cause blood clots in the lungs, and weaken the heart.

The life cycle of a heartworm.

- 1 A MOSQUITO BITES AN INFECTED DOG** and ingests blood containing immature heartworms. 
- 2 THE IMMATURE HEARTWORMS REACH** an infective stage inside the mosquito. 
- 3 THE MOSQUITO BITES AND INFECTS A HEALTHY DOG.** The immature heartworms eventually find their way to the dog's heart and arteries leading to the lungs where they mature and reproduce. 
- 4 HEARTWORMS CAN GROW UP TO 12 INCHES IN LENGTH,** clogging the arteries feeding the lungs. 

Important Safety Information

All dogs should be tested for heartworm infection before starting a preventive program with IVERHART MAX® (ivermectin/pyrantel pamoate/praziquantel) Chewable Tablets. Use with caution in sick, debilitated, or underweight animals and dogs weighing less than 10 lbs. For oral use in dogs only. The safe use of this drug has not been evaluated in pregnant or lactating bitches. Self-limiting adverse reactions including lethargy, limpness, salivation, shaking, diarrhea, decreased appetite, licking lips, and belching were reported between 20 minutes and 72 hours following treatment. See product insert at the end of this brochure for additional details.

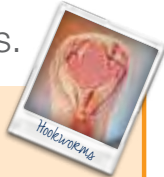




HEARTWORMS AREN'T THE ONLY PARASITES YOU SHOULD LOOK OUT FOR.



Hazardous hookworms.



HOW DOGS GET THEM: Hookworm larvae live in the soil where they can infect your dog by penetrating the skin or being eaten.

WHAT THEY DO: Hookworms attach to the upper intestinal wall, cut the lining of the intestine, and feed on the blood. This can cause potentially serious issues like weight loss, anemia, and diarrhea.

WHERE THEY END UP: Hookworm eggs make their way into the dog's digestive tract and are passed with the feces where they hatch and enter the soil. Hookworms can hatch and develop into infective larvae in as little as 2 days.



Ravenous roundworms.



HOW DOGS GET THEM: A mother can pass roundworms to her puppies before they are born or through her milk. Dogs may also ingest eggs found in the environment or by eating an infected animal.

WHAT THEY DO: Roundworms are white or light brown in color and live in the intestine where they may cause weight loss, vomiting, a bloated belly, or more serious issues.

WHERE THEY END UP: Female roundworms can lay up to 200,000 eggs per day. Infected dogs pass the eggs of roundworms in their feces. This can contaminate the dog's environment and infect other dogs.



Terrible tapeworms.



HOW DOGS GET THEM: Segments from these nasty parasites look like small pieces of white rice and are often transmitted when infected fleas or small animals are ingested.

WHAT THEY DO: The worms feed off of the contents of the small intestine and take nutrition away from the dog. As tapeworms feed and mature, they can grow up to 8 inches in length.

WHERE THEY END UP: Tapeworm segments can be found wriggling near a dog's behind, on its feces, or even in your house. Each tapeworm segment contains eggs that must infect another host, commonly a flea, before reinfesting a dog.



Talk to your
veterinarian.
No one knows
more about your
dog's health.



What the experts say about parasite prevention.



The American Heartworm Society recommends giving your dog a preventive against heartworms and other parasitic worms, every month, no matter where you live.



The Companion Animal Parasite Council (CAPC) agrees, adding that you should use consistent and effective flea control to avoid infection from unsightly tapeworms.



AN AFFORDABLE, MONTHLY PREVENTIVE CAN HELP KEEP YOUR PET HEALTHY.

The exceptional value of IVERHART MAX® (ivermectin/pyrantel pamoate/praziquantel) Chewable Tablets allows you to afford effective protection for your dog.

TREATS AND CONTROLS

roundworms, hookworms,
and even tapeworms

Comes with a
**SATISFACTION
GUARANTEE**

PREVENTS HEARTWORMS



AVAILABLE IN 4 WEIGHT RANGES

including a special toy dog dosing size

IVERHART MAX Chewable Tablets are the **first heartworm preventive approved** to treat and control tapeworms—a parasite that is commonly spread by fleas.

IVERHART MAX®
(ivermectin/pyrantel pamoate/praziquantel)
Chewable Tablets

Every owner, everywhere, deserves to know that their dog is protected.

Satisfaction guaranteed. In the unlikely event that your dog tests positive for heartworms, roundworms, hookworms, or tapeworms while taking IVERHART MAX Chewable Tablets according to label directions, Virbac will cover reasonable treatment costs. For a positive heartworm case, Virbac will also provide you with a 1-year supply of IVERHART MAX Chewable Tablets at no cost.*



No matter where
you live, your dog
can get the protection
it deserves with
IVERHART MAX
Chewable Tablets.

Heartworm disease can be treated; however, it can be very expensive and comes with serious risks. That's one reason why veterinarians recommend **year-round heartworm disease prevention** for dogs across the country.

*To be eligible for the guarantee, IVERHART MAX Chewable Tablets must be used according to label directions and the dog must meet certain criteria for approval.



PARASITIC WORMS CAN PUT YOU AND YOUR FAMILY AT RISK.

There are a number of ways humans can become infected with worms, including:

- Eating contaminated or underprepared foods
- Coming in contact with contaminated soil
- Not maintaining good hygiene

The health risk in humans.

HOOKWORMS migrate under the skin causing itchy, irritating rashes and inflammation of internal organs if they move deeper into the body.



ROUNDWORMS can cause damage to vital organs, including the liver, heart, or lungs and can be fatal if they reach the heart or brain. They can also get into the eyes and impair vision.

TAPEWORMS may be the grossest of these parasites. They most often infect children and can grow up to 2 feet long in the small intestines.



STAYING EDUCATED CAN MEAN STAYING HEALTHY.

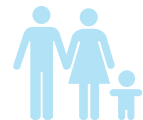
Understanding how you can keep your family safe could mean the difference between a healthy home and an infected one. By following a few simple rules, you can help keep loved ones parasite free.

Always remember to:

- Wash your hands before every meal
- Rinse your fruits and vegetables before eating
- Throw away food that has fallen on the ground
- Cook meat all the way through
- Maintain a poop-free yard



Taking the time to protect your entire family can help everyone avoid potentially life-threatening health issues in the future.



IVERHART MAX[®]

Chewable Tablets

(ivermectin/pyrantel pamoate/praziquantel)

For oral use in dogs only.

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

Description: IVERHART MAX[®] Chewable Tablets is a combination of three anthelmintics (ivermectin/pyrantel pamoate/praziquantel). The tablets are available in four sizes in color-coded packages for oral administration to dogs according to their weight (see **Dosage**).

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 roundworms (*Toxocara canis*, *Toxascaris leonina*), hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*, *Ancylostoma braziliense*), and tapeworms (*Dipylidium caninum*, *Taenia pisiformis*).

Dosage: IVERHART MAX (ivermectin/pyrantel pamoate/praziquantel) Chewable Tablets should be administered orally at monthly intervals at the recommended minimum dose level of 6 mcg of ivermectin per kilogram (2.72 mcg/lb), 5 mg of pyrantel (as pamoate salt) per kg (2.27 mg/lb) and 5 mg of praziquantel per kg (2.27 mg/lb) of body weight, as follows:

Dog Weight Lbs.	Chewable Tablet Per Month	Tablet Size	Ivermectin Content	Pyrantel Pamoate Content	Praziquantel Content
6.0 to 12	1	Toy	34 mcg	28.5 mg	28.5 mg
12.1 to 25	1	Small	68 mcg	57 mg	57 mg
25.1 to 50	1	Medium	136 mcg	114 mg	114 mg
50.1 to 100	1	Large	272 mcg	228 mg	228 mg

IVERHART MAX Chewable Tablets are recommended for dogs 8 weeks of age and older. For dogs over 100 lbs, use the appropriate combination of these Chewable Tablets.

Administration: Remove only one tablet at a time from the foil-backed blister card. Return the remaining tablets to their box to protect the product from light. IVERHART MAX Chewable Tablets can be offered to the dog by hand or be added intact to a small amount of dog food. Care should be taken that the dog consumes the complete dose, and the dog 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 MAX Chewable Tablets 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 prevention program, the first dose of IVERHART MAX Chewable Tablets must be given within a month (30 days) of the last dose of the former medication. A heartworm test should be performed prior to switching heartworm preventive products.

If the interval between doses exceeds a month (30 days), the efficacy of ivermectin can be reduced. Therefore, for optimal performance, the tablet 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 MAX Chewable Tablets and resumption of the recommended dosing regimen will minimize the opportunity for the development of adult heartworms.

WARNING: For use in dogs only. Keep this and all drugs out of reach of children. In safety studies, testicular hypoplasia was observed in some dogs receiving 3 and 5 times the maximum recommended dose monthly for 6 months (see Animal Safety).

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.

For a copy of the Material Safety Data Sheet (MSDS), or to report adverse reactions, call 1-800-338-3659.

Precautions: Use with caution in sick, debilitated, or underweight animals and dogs weighing less than 10 lbs (see Animal Safety). The safe use of this drug has not been evaluated in pregnant or lactating bitches.

All dogs should be tested for existing heartworm infection before starting treatment with IVERHART MAX Chewable Tablets, which are not effective against adult *D. immitis*. Infected dogs should be treated to remove adult heartworms and microfilariae before initiating a heartworm prevention program.

While some microfilariae may be killed by the ivermectin in IVERHART MAX Chewable Tablets at the recommended dose level, IVERHART MAX Chewable Tablets 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.

Adverse Reactions: Self-limiting adverse reactions including lethargy, limpness, salivation, shaking, diarrhea, decreased appetite, licking lips, and belching were reported between 20 minutes and 72 hours following treatment in a field study with IVERHART MAX Chewable Tablets.

In clinical field trials with ivermectin/pyrantel pamoate, 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.

Effectiveness: IVERHART MAX Chewable Tablets, 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 MAX Chewable Tablets are also effective against canine roundworms (*T. canis*, *T. leonina*), hookworms (*A. caninum*, *U. stenocephala*, *A. braziliense*), and tapeworms (*T. pisiformis*, *D. caninum*).

A total of 61 dogs and puppies with naturally acquired or experimental parasite infections treated with IVERHART MAX Chewable Tablets were enrolled in 7 well-controlled laboratory studies to establish effectiveness. These studies included dogs of various sizes, ages and breeds. Data from these studies demonstrated IVERHART MAX Chewable Tablets are safe and effective for the removal of the parasite species indicated on the label when used as directed.

Animal 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. No signs of toxicity were seen at 10 times the recommended dose (27.2 mcg/lb) in sensitive Collies. Results of these studies and bioequivalence studies support the safety of ivermectin products in dogs, including Collies, when used as recommended by the label.

In a target animal safety study, IVERHART MAX Chewable Tablets were administered to 8-week-old Beagle puppies at one, three and five times the maximum recommended dose of 12.5 mcg/kg ivermectin, 10.47 mg/kg pyrantel and 10.47 mg/kg praziquantel. The dogs were treated every 30 days for 6 months. Vomiting within 6 hours of dosing and soft or watery feces within 24 hours of dosing were observed. Other observations during the study were: anogenital swelling, lethargy, head movements, shallow, audible or difficult breathing, and salivation. One dog in the 5X group had tremors and decreased activity. All these signs were transient. No treatment was required. Pathology showed testicular hypoplasia in the 3 and 5X groups (see **Warnings**).

In a laboratory safety study, 12-week-old Beagle puppies receiving 3 and 5 times the recommended dose once weekly for 13 weeks demonstrated a dose-related decrease in testicular maturation compared to controls. In this study, all treated puppies had significantly higher cholesterol levels compared to untreated controls.

In a reproductive safety study, adult males were treated at 37.5 mcg/kg ivermectin, 31.4 mg/kg pyrantel and 31.4 mg/kg praziquantel every 14 days during two full spermatogenic cycles (112 days). The quality of semen and reproductive health were not affected by treatment. Treatment-related vomiting and soft feces were reported during this study.

In a study of the effectiveness of IVERHART MAX Chewable Tablets for treatment of *T. canis*, one 8.1 lb, 72-day-old puppy died 6 days after administration of IVERHART MAX Chewable Tablets at the label dose. This puppy and many of the other puppies in the study had high worm burdens and were reported to have diarrhea, sometimes bloody, frequently before and after treatment with IVERHART MAX Chewable Tablets or the placebo. Dehydration and signs of anemia (pale mucous membranes) were the only abnormal gross necropsy findings observed. No definitive cause of death was determined. In a 90-day field study, the most serious ADEs (lethargy, limpness, and salivation) were seen in dogs weighing less than 10 lbs (see **Precautions**).

Storage Information: 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.

How Supplied: IVERHART MAX Chewable Tablets are available in four dosage strengths (see Dosage section) for dogs of different weights. Each strength comes in a box of 6 chewable tablets, packed 10 boxes per display box.

NADA 141-257, Approved by FDA.

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

IVERHART MAX is a registered trademark of Virbac Corporation.



YOUR DOG DESERVES AN EFFECTIVE HEARTWORM PREVENTIVE.

Get excellent value with **IVERHART MAX[®]**
(ivermectin/pyrantel pamoate/praziquantel)
Chewable Tablets.

Following a monthly parasite control regimen with guidance from your veterinarian will help protect your dog against heartworms, hookworms, roundworms, and tapeworms.

Try the **REMIND ME[™] Pet
Owner Notification System**,



our new online reminder tool

that helps you remember every dose, every month!

Visit remindme.virbacpets.com to learn more.

FOR MORE INFORMATION on how to keep your pet healthy and to learn more about valuable rebate offers, visit virbacpets.com.



IVERHART MAX[®]
(ivermectin/pyrantel pamoate/praziquantel)
Chewable Tablets



Passionate about animal health