

Boehringer Ingelheim Vetmedica, Inc. makes choosing to

CONTROL PARASITES EASY!

Treat your whole herd for
better production results



Cydectin® - “less worry” - “more production”

- ✓ “0” milk and “0” slaughter withdrawal
- ✓ Non-flammable and weatherproof
- ✓ Increased persistency against key species
- ✓ Visible
- ✓ Safe for dung beetles

The Feel of Synanthic®

- ✓ **F**ast
- ✓ **E**ffective
- ✓ **E**conomical
- ✓ **L**ow dose
- ✓ No known resistance

With Cydectin® you can:

- + Take livestock to market any day
- + Brand without fear of flare-ups
- + Process cattle when you can't be in the field
- + See which animals have not been treated
- + Know the dung beetles will “do their work”
- + Days of persistency reduces parasite load
- + Treat for both internal and external parasites

With Synanthic® you can:

- + Rest easy that it “gets the worms” including Adults, L4, Inhibited L4, and tapeworms
- + Take beef to market after 7 days

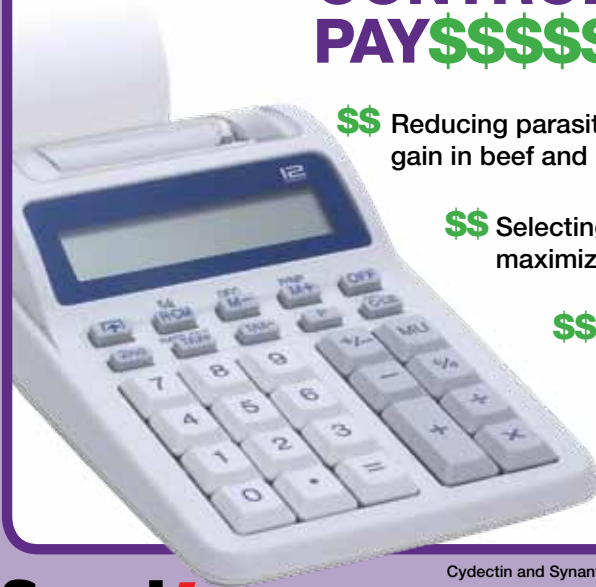
CONTROLLING PARASITES PAY\$\$\$\$\$

\$\$ Reducing parasite loads spring and fall increases rate of gain in beef and milk production in dairy cattle

\$\$ Selecting the best spectrum of activity maximizes effectiveness

\$\$ Cydectin® and Synanthic® work well together when rotating chemical families periodically

\$\$ Follow label dosing to prevent underdosing



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Cydectin® - increased persistency against key species¹

Class	Product	Brown Stomach Worm	Lungworm	Nodular Worm	Barberpole Worm
Milbemycin	CYDECTIN® Pour-On	28 days	42 days	28 days	14 days
	IVOMEK® Pour-On	14 days	28 days	28 days	14 days
	TOP LINE®/GENERIC	14 days	0 days	14 days	14 days
	DECTOMAX® Pour-On	28 days	28 days	28 days	35 days
	IVOMEK® EPRINEX®	0 days	21 Days	0 days	

- CYDECTIN lasts twice as long as IVOMEK Pour-On against the most economically significant parasite, the brown stomach worm (*Ostertagia ostertagi*)¹
- Increased persistency results in fewer parasite eggs shed, reduced pasture parasite levels and increased opportunities for weight gain
- Cydectin Pour-On Residue Warnings: A withdrawal period has not been established for this product in pre-ruminating calves. Do not use in calves to be processed for veal.

¹ Based upon comparisons of FDA-approved label indications.

Synanthic® is fast, effective, economical, low dose with no known resistance.

	BROWN STOMACH WORM			TAPEWORM
	ADULT	L ₄	INHIBITED L ₄	
Synanthic® 4.5 mg/kg (<i>oxfendazole</i>)	★	★	★	★
Safe-Guard®/Panacur® 5 mg/kg (<i>fenbendazole</i>)	★			
Panacur® 10 mg/kg (<i>fenbendazole</i>)	★	★	★	★

CATTLE MUST NOT BE SLAUGHTERED UNTIL SEVEN DAYS AFTER TREATMENT. BECAUSE A WITHDRAWAL TIME IN MILK HAS NOT BEEN ESTABLISHED, DO NOT USE IN FEMALE DAIRY CATTLE OF BREEDING AGE. THERE ARE NO CONTRAINDICATIONS FOR THE USE OF SYNANTHIC BOVINE DEWORMER SUSPENSION IN BEEF CATTLE.

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Sound Byte

CHECK-OFF & ECHO NOTES

Identify if BVI rep has visited the practice recently:

(Dr., has the BVI rep been in to see you in the last 10 days?)

If Yes – review understanding and benefits

If No – Discuss/Review topics (DSR=Primary contact)

Confidence

<Producer or DVM> I am sure that using parasite control products from BVI will help you more effectively forecast production outcomes and reduce production losses.

Invitation (neutral)

Let's review the key benefits of the parasite control products from BVI...

It's the customer's decision

Then you can identify the products you wish to use or recommend in your herds' parasite control program.