

MAKE PARASITE CONTROL A PROFIT CENTER.

Parasites take a toll on six of the biggest factors for profitability:⁴

- Weaning weight
- Weaned calf crop
- Calf price
- Feed efficiency
- Cull cow weight
- Cull cow price

Economic return of \$201/head²

In fact, of all the health practices used to increase beef cattle production, treating for parasites gives the largest return of \$201/head.²

Bank on More Beef

Do you remember the CYDECTIN[®] (moxidectin) ad with the scale? It said that CYDECTIN outperformed IVOMECS[®] (ivermectin) and DECTOMAX (doramectin). What they forgot to tell you was that IVOMECS[®] EPRINEX[®] (eprinomectin) outperformed them all.⁵

IVOMECS[®] EPRINEX[®] (eprinomectin) Outperforms Them All

Average body weight after 105 days⁵



IMPORTANT SAFETY INFORMATION: No meat or milk withdrawal is required when used according to label. Do not use in other animal species not on the label as severe adverse reactions, including fatalities in dogs, may result.

KILLING PARASITES

PAYS.

With IVOMECS[®] EPRINEX[®] (eprinomectin), you can control parasites to help:

- Improve heifer reproduction¹
- Increase body weight⁵



PARASITES ARE SHAKING IN THEIR BOOTS

¹ McPherson WB, Sacek B, Familton A, Gogolewski RP, Ryan WG, Gross SJ. The impact of Eprinomectin treatment on dairy cattle reproductive performance in *Proceedings*, 44th Annual Meeting American Association of Veterinary Pathologists 1999;41.

² Lawrence JD, Ibarbura MA. Economic analysis of pharmaceutical technologies in modern beef production in a bioeconomy era. Iowa State University, 2009. Available at <http://www.econ.iastate.edu/faculty/lawrence/Pharma%202007%20update.pdf>. Accessed March 2, 2009.

³ Based on FOI summaries and label claims.

⁴ CattleFax. 2007, Cow-Calf Budget.

⁵ Beckett J. Efficacy of pour-on dewormers differing in active ingredient and carrier on weight gain and fecal egg count in stocker beef cattle. College of Agriculture, Cal Poly State University.



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PARASITES HIT YOU WHERE IT HURTS.

Even as You Read This, Parasites are Threatening Herds.

And, unfortunately, one of those herds is probably yours. Once they take hold, the damage can be devastating. Parasites can:

- Negatively impact the immune system
- Suppress appetite and reduce feed intake
- Decrease milk production
- Lower conception rates

Count on Improved Conception Rates.

A study of first-calf heifers revealed an advantage in conception rates when cows were treated for parasites with IVOMEC® EPRINEX® (eprinomectin).¹

- Calving to conception took 12.9 fewer days with EPRINEX.
- 19.9% more first-calf heifers ($P < 0.01$) were pregnant after the first service.

DID YOU KNOW?

Treating beef cattle for parasites can give the greatest economic return, up to \$201 per head.¹ And of this \$201, most comes from reproduction.²

IN YOUR WALLET.

Pick a Parasite. Yep. It Kills That One.

Fight back against parasites with IVOMEC® EPRINEX® (eprinomectin). It offers control over more parasites with up to 99.9% efficacy.³

- Kills 39 species and stages of internal and external parasites. That's more than any other brand.³
- Effectively controls immature and adult worms, biting and sucking lice, mange mites, grubs and horn flies.³
- The only endectocide with up to 99% control of both *Chorioptes bovis* (tailhead mange) and *Sarcoptes scabiei* mange mites.³
- When used according to the label, IVOMEC Brand Products are not expected to have an adverse impact on populations of dung-dependent insects.³

Parasite Species and Stages Controlled.³

EPRINEX® Pour-On (eprinomectin)	39
CYDECTIN® Pour-On (moxidectin)	33
DECTOMAX® Pour-On (doramectin)	32
Ivermectin Pour-On	32

