

These products are not IVOMEC®.



This is IVOMEC®.  
IVOMEC — satisfaction guaranteed.



If you're not happy with your parasite control product, switch to IVOMEC. We stand behind IVOMEC with a 100% satisfaction guarantee. We're so confident that you'll like IVOMEC that we challenge you to use IVOMEC this spring. Prove it to yourself and take the IVOMEC Challenge. For details, see your supplier or [www.ivomec.com](http://www.ivomec.com). Only IVOMEC offers four proven formulations to meet your parasite control needs. And only IVOMEC has the Cattle Head Logo on the product label. Consult your veterinarian for assistance in diagnosis, treatment and prevention of parasitism.

Prove it to yourself. Take the IVOMEC Challenge.



[www.ivomec.com](http://www.ivomec.com) 1-888-637-4251

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*IVOMEC Plus (ivermectin/clorsulon): Do not treat cattle within 49 days of slaughter. Do not use in dairy cattle of breeding age or in veal calves. IVOMEC (ivermectin) Pour-On: Do not treat cattle within 48 days of slaughter. Do not use in dairy cattle of breeding age or in veal calves. IVOMEC 1% Injection for Cattle and Swine: Do not treat cattle within 35 days of slaughter. Do not use in dairy*

*cattle of breeding age or in veal calves. Do not treat swine within 18 days of slaughter. IVOMEC EPRINEX® (epinomectin) Pour-On for Beef and Dairy: No meat or milk withdrawal is required when used according to label. All IVOMEC Brand Products: Do not use in other animal species not on the label as severe, adverse reactions, including fatalities in dogs, may result.*



## Take the **IVOMEC® Challenge** this spring.

There's never been a better time to treat your cows and calves for parasites. Leading parasitologists say if you deworm only once a year, do it in the spring to prevent newly turned out cows and calves from contaminating pastures.<sup>1</sup>

You can't lose when you treat this spring with IVOMEC® Brand Products. Take the IVOMEC Challenge and prove it to yourself. Simply purchase IVOMEC EPRINEX® (eprinomectin), IVOMEC Plus (ivermectin/clorsulon), IVOMEC (ivermectin) Pour-On or IVOMEC 1% Injection between February 1, 2009, and June 30, 2009, and treat your cows and calves with it. If the improved average calf weaning weight does not cover the purchase price of the IVOMEC Brand Product used in spring 2009, Merial will provide an equal amount of doses of any IVOMEC Brand Product for fall 2009.

For complete IVOMEC Challenge details and claim information, see your veterinarian or animal health supplier or visit [www.ivomec.com](http://www.ivomec.com).

**Consult your veterinarian for assistance in the diagnosis, treatment and control of parasitism.**

<sup>1</sup>Stromberg, BE. "Strategic deworming: A northern cow/calf perspective." PowerPoint presentation, Merial Parasitology Symposium, Miami, Florida, February 7-9, 2005.



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