

TAPEWORMS ARE **GROSS!**



Learn how to protect your dog
against these and other worms—
and save your yuck face
for Brussels sprouts.



Passionate About Animal Health

THE UGLY TRUTH

ABOUT DOGS AND TAPEWORMS

THERE ARE NO PRETTY WORMS.

And if you ask us, tapeworms are the grossest of all—at least among the worms that can show up in your dog. They can be an unpleasant experience for you, your dog, and anyone else unlucky enough to catch sight of them.

Yuck!

But as a threat to your dog's health...

THE HEARTWORM IS ENEMY No. 1.

Heartworm disease can cause serious and even life-threatening health problems. So, any plan to control worms in your dog should start with heartworms.

Fortunately, with a little knowledge and a few steps, you can help keep heartworms, tapeworms—and other worms—from rearing their ugly heads.

Q HOW DO HEARTWORMS affect dogs?

Heartworms live in a dog's heart, blood vessels, and lungs—bad places to have worms running amok. They can interfere with blood flow, cause blood clots in the lungs, and weaken the heart. As a result, heartworms can lead to serious and often fatal complications in dogs.

Q CAN HEARTWORM DISEASE be prevented?

Yes! A proven monthly heartworm preventive will kill any undeveloped heartworms that find their way into your dog before they get big enough to cause problems.

TAPEWORMS MAY BE UGLIER, BUT HEARTWORMS POSE A BIGGER THREAT TO DOGS. ▶

Heartworm disease treatment is expensive, traumatic, and risky.



HEARTWORMS MAY BE DANGEROUS, but are they common?

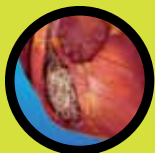
Heartworms are found in all 50 states and infect nearly 300,000 dogs a year. All it takes for your dog to get heartworms is a bite from an infected mosquito.

ARE HEARTWORMS just a summer problem?

No. Signs of heartworm disease can take up to 6 months or more to show up. For example, if your dog is bitten by an infected mosquito in summer, you may not know anything is wrong until winter. That's why most veterinarians recommend year-round heartworm disease prevention for dogs, **no matter where they live.**



HOME IS WHERE THE HEART IS ➤



As their name suggests, heartworms reside in a dog's heart—which makes them a serious threat to a dog's health.

ARE THERE OTHER WORMS that I should worry about?

In addition to heartworms and tapeworms, your dog may be susceptible to other worms like...

- ♥ **Hookworms**—these are the vampires of the worm world. Because they suck blood, they can pose a serious threat to the health of dogs, especially puppies.
- ♥ **Roundworms**—these are the most common worms found in dogs and are especially widespread in puppies. They live in a dog's intestines and may cause weight loss and a distended belly.

Many heartworm preventatives also treat and control roundworms and hookworms, while one also controls tapeworms. Talk to your veterinarian to determine what is best for your dog.

WILL I SEE WORMS if my dog gets them?

Depends on the worm...

- ♥ **Heartworms**—you'll never lay eyes on heartworms because they live inside dogs and stay there.
- ♥ **Hookworms**—you aren't likely to see these either, because they "hook" onto the walls of a dog's intestines.
- ♥ **Roundworms**—these may appear in your dog's vomit or feces. They are white or light brown and may be several inches long.
- ♥ **Tapeworms**—these you'll see for sure. You may see them wriggling near your dog's behind, on its feces, or anywhere your dog may wander in the house (**the carpet! the couch! your bed!**). You may also see a tapeworm turn up in your dog's vomit.

OH NO!

YOU MAY BE AT RISK FOR A TAPEWORM GROSS-OUT

WHAT?

My dog can get tapeworms?

Your veterinarian may indicate that your dog is at increased risk for tapeworm infection, based on where you live or other factors. That's no surprise, since tapeworms are found throughout the world, and infection in dogs is common. If your dog gets a tapeworm, chances are it has eaten an infected flea. Another possible culprit is the rabbit. If your dog is a hunter, it can pick up a tapeworm by chomping on an infected bunny. (Hey, dogs can be gross, too!)

WHICH COMES FIRST— THE TAPEWORM OR THE EGG? ➤



HOW DO I KNOW

if my dog has tapeworms?

When it comes to tapeworms, you'll know them when you see them. Unfortunately, you're not likely to find out your dog has tapeworms until the big reveal. Seeing them typically is the only reliable way to know your dog has tapeworms.

WILL A TAPEWORM make my dog sick?

Usually tapeworms are not harmful to dogs. Your dog may lose weight if it is heavily infected with tapeworms. In rare cases, tapeworms may cause an intestinal obstruction if not treated.

WHAT DO TAPEWORMS look like?

You had to ask. Typically, the bits of tapeworm look like cucumber seeds or grains of rice. When they dry out, the tapeworm segments become hard and yellowish in color and may stick to the hair or fur.

HOW DOES MY VETERINARIAN DIAGNOSE tapeworms in my dog?

Well, it's doubtful your veterinarian will be the one to initially see tapeworms in your dog. You will probably find them first (lucky you!). Routine fecal exams performed by your veterinarian may not detect tapeworms because their eggs are rarely found in feces.

HOW ARE DOGS TREATED for tapeworm infection?

If your dog has tapeworms, your veterinarian will usually prescribe praziquantel, a commonly prescribed drug that causes tapeworms to dissolve in your dog's intestines. Praziquantel is also found in a monthly heartworm preventative that dissolves tapeworms before they cause a problem.

CAN TAPEWORMS come back?

You bet. If the underlying causes of tapeworm infection—such as flea infestation or eating wild animals—are not eliminated, tapeworms may come back. Tapeworm treatments do not prevent dogs from becoming reinfected with tapeworms.

CAN I GET A TAPEWORM INFECTION from my dog?

Probably not, since risk for infection is low. However, it is possible to get tapeworms the same way your dog might: by ingesting an infected flea. Most instances of tapeworm infection involve children and can readily be treated.



LOOK OUT! ➤

The first sign of tapeworms is usually, well, tapeworms. You'll likely see them before your vet does. Routine exams performed by your vet usually fail to detect tapeworms.



Bits of tapeworm look like cucumber seeds or grains of rice.

YOU CAN AVOID

ENCOUNTERS WITH GROSS TAPEWORMS

WHAT CAN I DO

to reduce the chances of seeing tapeworms?

There are a number of steps you can take to help spare yourself a run-in with unsightly tapeworms on your dog and in your household.

START BY FOLLOWING THESE DOS AND DON'TS

DO

- ✔ Control fleas on your dog, in your house, and in your yard
- ✔ Teach children to always wash their hands after playing with dogs
- ✔ Keep your dog leashed or in fenced areas to limit risk of infection from other animals

DON'T

- ✘ Leave your dog's feces in your yard, playgrounds, or parks
- ✘ Allow children to play in areas where there are feces from dogs or other animals

COMBINE TAPEWORM CONTROL with a proven heartworm preventive.

There is only one heartworm preventative that can save you from yucky tapeworm experiences. When given monthly, IVERHART MAX® (ivermectin/pyrantel pamoate/praziquantel) Chewable Tablets can help prevent heartworm disease and treat and control roundworms, hookworms—and tapeworms.

WHY COMBINE THE TWO?

- ♥ There's no extra tablet to remember to give your dog
- ♥ It helps you avoid the expense of treating tapeworm problems
- ♥ Addition of tapeworm control has been shown to be well tolerated
- ♥ Because who wants to see tapeworms?
They're GROSS!

For more information, visit www.iverhart.com.



WHERE CAN I LEARN MORE ABOUT tapeworms, heartworms, and other worms that could affect my dog?

Your veterinarian is the best source of information on these worms and can help you put together a plan to protect your dog. The following online resources may also be helpful:

- ♥ The Companion Animal Parasite Council at www.petsandparasites.org
- ♥ The Centers for Disease Control and Prevention at www.cdc.gov — search using keywords “dog tapeworm”
- ♥ The American Heartworm Society at www.heartwormsociety.org

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

SAFETY INFORMATION ➤

All dogs should be tested for heartworm infection before starting a preventive program. Following use of IVERHART MAX Chewable Tablets, digestive and neurological side effects have rarely been reported. Use with caution in sick, debilitated or underweight animals and dogs weighing less than 10 lbs. See following page for additional information.

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

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.

Palatability: In a field trial, IVERHART MAX was shown to be a palatable oral dosage form for dogs.

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 controlled room temperature of 59°- 86°F (15°- 30°C). 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 and in a box of 12 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

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NO ONE
LIKES YUCKY
TAPEWORMS—
NOT EVEN YOUR
VETERINARIAN!



TALK TO YOUR VET

LEARN MORE ABOUT

how you can avoid
tapeworm gross-outs.



Following a monthly parasite control regimen with guidance from your veterinarian may help protect your dog against heartworms, tapeworms, and other worms.



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