PEST?
DECIDE.

A GUIDE TO VIRBAC’S PARASITOLOGY RANGE
TIME FOR ZERO TOLERANCE

The Virbac Zero Tolerance parasiticide range combines a comprehensive portfolio of parasitology products specifically innovated with the needs of both you and your clients in mind.

One size does not fit all and that’s why the Zero Tolerance range facilitates tailor-made parasite protocols that consider the individual parasite protection requirements of each pet.

EXPERIENCE YOU CAN TRUST

Virbac’s veterinary heritage means we consider animal health just as you do, always putting the patient at the centre of our approach.

For over 50 years, we have supported the veterinary profession with a range of parasitology diagnostics, preventatives and treatments that put vets in control of treatment.
Zero Tolerance range

**PRINOVOX®**
Industry-leading combination of imidacloprid and moxidectin for dogs and cats.

**MILPRO®**
The alternative milbemycin/praziquantel palatable broad-spectrum wormer for dogs and cats.

**EFFIPRO® DUO**
Long-lasting spot-on containing pyriproxyfen and fipronil, protecting cats and dogs from fleas and ticks.

**INDOREX® DEFENCE**
Award-winning* Indorex® Defence is the UK's No.1† household flea spray, protecting homes from flea infestations for up to a year.

**EVICTO®**
Evicto offers trusted and effective flea and worm protection for puppies, kittens, dogs and cats.

**EFFIPRO®**
Fipronil spot-on for treating fleas and ticks on dogs and cats, with a unique Drop-Lock pipette. Also available as a spray.

**ENDOGARD®**
Broad-spectrum wormer for dogs containing praziquantel, pyrantel embonate and febantel.

**GRANOFEN™**
Fenbendazole wormer ideal for pregnant bitches and queens, and very young puppies and kittens up to 12 weeks old.
Tailored and targeted parasitology action

Which parasites are the most important?
There’s no longer a simple answer to this question.

There are many variables to consider, from the signalment and lifestyle of the dog or cat, to their local environment and the household they live within.

A discussion with the pet owner will help determine risk factors for certain parasites and enable an appropriate treatment and prevention plan.

For example, homes with young children or elderly adults, and those pets with particularly inquisitive natures, will benefit from increased frequency of treatment for roundworms due to the zoonotic risks.

Pet health plans
Pet health plans are an increasingly important way of delivering regular parasite control to your dog and cat owning clients, and a great way to encourage compliance.

With multiple options for dispensing products within the Zero Tolerance range, they can fit seamlessly into your health plans, and even help to improve their profitability.

The Virbac loyalty Bonus scheme
At Virbac we believe in rewarding loyalty.
Speak to your Virbac Territory Manager about how you can take a Zero Tolerance approach to parasites while maximising your business opportunities with Virbac.

Fleas
Ticks
Roundworms
Lungworms
Tapeworms
Mites
Chemistry

Large choice of actives and patented combinations
- Trusted ingredients
- Unique formulations
- Effective solutions

Compliance

Helping pet owners treat effectively
- Flavoured tablets
- Easy-to-use spot-ons for both dogs and cats
- Multiple products awarded ISFM ‘Easy to Give’ awards
- Environmental treatments

Control

Master the risk benefit for each patient
- Indications for both internal and external parasites
- Solutions for prevention, repellency and killing power
- Multiple ranges of coverage

Cost

Because treatment costs and compliance year round are linked
- Premium-priced products
- Value/price-sensitive options

The Virbac 4Cs of choice

For treatment of Angiostrongylus vasorum infections, milbemycin oxime should be given four times at weekly intervals. It is recommended, where concomitant treatment against cestodes is indicated, to treat once with the product and continue with the monovalent product containing milbemycin oxime alone, for the remaining three weekly treatments.

Prevention

Option 1  Prinovox
Imidacloprid and moxidectin  

Option 2  Milpro
Milbemycin oxime and praziquantel  

Treatment

Option 1  Prinovox

Option 2  Milpro*  

* For treatment of Angiostrongylus vasorum infections, milbemycin oxime should be given four times at weekly intervals. It is recommended, where concomitant treatment against cestodes is indicated, to treat once with the product and continue with the monovalent product containing milbemycin oxime alone, for the remaining three weekly treatments.
**Product indications for dogs**

<table>
<thead>
<tr>
<th>Product Indications</th>
<th>PRINOVOX®</th>
<th>EFFIPRO® DUO</th>
<th>EFFIPRO®</th>
<th>EVICTO®</th>
<th>MLPRO®</th>
<th>INDOREX® DEFENCE</th>
<th>ENDOGARD®</th>
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See individual product SPC for full details

*Spray only*
# Product indications for cats

See individual product SPC for full details

*Spray only

<table>
<thead>
<tr>
<th>Product</th>
<th>PRINOVOX®</th>
<th>EFFIPRO® DUO</th>
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<th>EVICTO®</th>
<th>MILPRO®</th>
<th>INDOREX DEFENCE</th>
<th>GRANOFEN®</th>
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</table>
key features

- Industry-leading, tried and trusted combination of imidacloprid and moxidectin
- Wide spectrum of activity against parasites (fleas, mites, lice, lungworm, heartworm, roundworm)
- Spot-on solution for lungworm (treatment and prevention)
- Routine treatment for fleas
- POM-V to retain veterinary business
- Unique support package to encourage compliance
- Approved for use in dogs >1 kg and over 7 weeks of age
- Approved for use in cats >1 kg and over 9 weeks of age

Prinovox for dogs
Spot-on for the treatment and prevention of fleas, lungworm and differing stages of heartworm and treatment of lice, mites and roundworm.

Prinovox for cats
Spot-on for the treatment and prevention of fleas, the treatment of mites and roundworm and the prevention of heartworm.

Presented in bright packaging Prinovox offers vet practices a unique new business opportunity - with equivalent efficacy to the market leader for all indications.
Eye-catching consumer support

Prinovox is supported by a memorable consumer campaign featuring five characters who represent the risk to pets. These ‘creepy crawly criminals’ will help you maximise client engagement in their parasite protection plan.

“Switching to four packs hasn’t been a problem. We have seen more people coming back on time and animals getting better treatment through better compliance.”
Silverton, Paignton

“We have had absolutely no problems swapping to Prinovox. The POS materials provided by Virbac have been very helpful in the transition.”
VetsKlinic, Swindon

“Customers are happy that the practice is looking for alternative products with equivalent efficacy but at a reduced price.”
Milestone, Devon

“Having one pack size is quicker for reception as they do not need to go through different price options. There has been absolutely no issue about clients wanting to stick with a familiar brand. We explain the product is the same.”
Castle Vets, Grazely

“It has been a seamless switch! Prinovox saves our customers (and us) money. We have also benefited by joining the Virbac loyalty scheme which has helped all the other products we currently stock.”
Cranbrook, Devon
key features

• Meat-flavoured film-coated tablets for palatability and ease of administration
• Range of tablet and pack sizes for puppies, dogs, kittens and cats to provide flexible dispensing options
• Tablets scored on both sides for easy dosing
• Colour-coded packaging means it’s easy to distinguish between products in the range
• Approved for use in dogs >0.5kg and over 2 weeks of age
• Approved for use in cats >0.5kg and over 6 weeks of age

Broad-spectrum coverage against the most common parasitic worms of dogs and cats with a tried and trusted ingredient combination of milbemycin and praziquantel.

<table>
<thead>
<tr>
<th>Dogs</th>
<th>Nematodes</th>
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<tbody>
<tr>
<td>Cestodes</td>
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<tr>
<td>Dipylidium caninum</td>
<td>Ancylostoma caninum</td>
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<tr>
<td>Echinococcus spp.</td>
<td>Angiostrongylus vasorum†</td>
</tr>
<tr>
<td>Mesocestoides spp.</td>
<td>Crenosoma vulpis§</td>
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<tr>
<td>Taenia spp.</td>
<td>Dirofilaria immitis§</td>
</tr>
<tr>
<td></td>
<td>Toxascaris leonina</td>
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<tr>
<td></td>
<td>Toxocara canis</td>
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<tr>
<td></td>
<td>Thelazia callipaeda</td>
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<td></td>
<td>Trichuris vulpis</td>
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</table>

<table>
<thead>
<tr>
<th>Cats</th>
<th>Nematodes</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Dipylidium caninum</td>
<td>Ancylostoma tubaeforme</td>
</tr>
<tr>
<td>Echinococcus multilocularis</td>
<td>Dirofilaria immitis§</td>
</tr>
<tr>
<td>Taenia spp.</td>
<td>Toxocara cati</td>
</tr>
</tbody>
</table>

* If concomitant treatment against cestodes is indicated.
† Indicated for treatment and prevention.
§ Indicated for the reduction of the level of infection.
‡ Indicated for prevention.

Broad-spectrum coverage against the most common parasitic worms of dogs and cats with a tried and trusted ingredient combination of milbemycin and praziquantel.

* If concomitant treatment against cestodes is indicated.
† Indicated for treatment and prevention.
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‡ Indicated for prevention.
Proven palatability

Milpro® is proven to be highly palatable in dogs and puppies¹

The palatability of Milpro® for cats is equivalent to that of existing milbemycin/praziquantel product²

Table for adult dogs

Proportion of dogs

80%
70%
60%
50%
40%
30%
20%
10%
0%

Proportion of cats

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Voluntary full consumption (<2 minutes)
Total consumption

Tablets for adult cats

Innovative meat-flavoured film-coated tablets

- Scored on both sides for owners to easily divide smaller tablets
- Convenient size and shape makes MILPRO® the preferred choice for pet owners³
- Unique emulsified and meat-flavoured film coatings ensure high intake and consumption rates
- Homogeneous mixture of milbemycin/praziquantel distributed throughout the tablet (dissolution time = 5 minutes)⁴

¹European registration file. ²Wormers sensory study, Ipsos 2014.
Indorex® Defence

**key features**

- 2 month adulticide
- 12 month activity and protection
- Pyriproxyfen is UV stable - works well in sunlit areas such as cars and conservatories
- Acts on contact, not ingestion
- Prevents environmental reinfestation for up to 12 months
- 1 can treats a 3-4 bedroom home

Indorex is the **UK’s no. 1 household flea spray**

Indorex® kills adult fleas and house dust mites on contact for up to 2 months after application, thanks to its unique adulticide formulation, and prevents the development of flea eggs and larvae for up to 12 months.

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**The 4-stage flea life cycle**

Clients are often unaware of the significance of seeing ‘a few fleas’ on their pets and how hard treating household infestations can be. By encouraging preventive use of a household flea spray on an annual basis, alongside routine flea control on all pets, we can protect homes from flea infestations.

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One can is sufficient to treat an average 3-4 bedroom home.

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* Kynect VetTrak Data October 2018 (veterinary channel sales)
Indorex® Defence

Benefits for your clients

• **Satisfaction:**
  Indorex® offers excellent, proven efficacy from one annual treatment

• **Value for money:**
  one can of Indorex® treats an average 3-4 bedroom home

• **Convenience:**
  Indorex® needs to be applied just once a year

• **Trusted:**
  Indorex® has been awarded Best Flea Product (Home) for the eleventh time in the Your Dog magazine 2018/19 Product Awards.
  It also claimed the top spot in the same category in the Your Cat magazine Product Awards.

Ingredients

- **Permethrin & Piperonyl Butoxide**
  Provide synergistic adulticide activity ensuring rapid and prolonged knockdown of adult fleas and house dust mites for up to 2 months.

- **Pyriproxyfen**
  Insect growth regulator for year long control of eggs and larvae.

- **Chrysanthemum cinerariaefolium**
  A source of Pyrethrins, a naturally occurring insecticide.
key features

- Broadens coverage to target key developmental steps within the flea life cycle
- Kills adult fleas and ticks without the need for a blood meal
- Provides 3 months of protection against flea life cycle completion
- Sterilises adult fleas and inhibits immature stages, which breaks the flea life cycle and helps prevent re-infestation
- Unique Drop-Lock pipette:
  - Easy to snap open - Effipro Duo is sealed away until your client is ready
  - Easy to apply - a gentle squeeze is all that’s needed
  - Easy to control - Drop-Lock technology stops drips and spills
  - Easy to see - clear chamber shows when a full dose is applied
- Available in packs of 4
- NFA-VPS
- Approved for use in dogs >2kg and over 10 weeks of age
- Approved for use in cats >1kg and over 10 weeks of age

A useful tool in any integrated flea control programme, Effipro Duo is a spot-on that gives optimal protection against fleas and ticks on dogs and cats while preventing fleas from infesting their homes.

Effipro Duo contains two powerful active ingredients, pyriproxyfen and fipronil, in an award-winning Drop-Lock pipette.

Experts recommend a combination strategy of an adulticide with a residual insect growth regulator as fundamental for any preventive flea control programme

The combination of an IGR and adulticide:

- Targets key developmental steps within the flea life cycle
- Helps compensate for pet owner compliance gaps that may lead to residual flea issues
- Offers a proactive approach to flea management

Reference
Effipro is the ideal spot-on flea and tick treatment for dogs and cats, especially those that won’t sit still.

The unique award-winning Drop-Lock pipette lets your customers apply Effipro in just the right place on their pets - with no mess and no fuss - which means better compliance and greater efficacy.

Effipro is as effective as the market-leading fipronil product. Effipro treats fleas for up to five weeks in cats and eight weeks in dogs, and ticks for up to two weeks in cats and four weeks in dogs.

ISFM (International Cat Care) presented Effipro with an Easy to Give Award in 2012.
Introducing Evicto®, the new Selamectin alternative

Effective parasite protection for kittens, cats, puppies and dogs.

Evicto is presented in convenient to dispense 4 pipette packs.

key features

- Trusted and effective flea and worm protection
- Licensed for use from 6 weeks of age making it an ideal choice for puppies & kittens
- Easy to apply, quick drying formulation
- Pets can be bathed 2 hours after treatment without loss of efficacy – perfect for pets that swim or need to be bathed regularly
- Licensed for use in pregnant and lactating bitches/queens
- Reliable month-long protection
Selamectin offers precision protection

<table>
<thead>
<tr>
<th>PARASITE PROTECTION</th>
<th>EVICTO®</th>
<th>REFERENCE PRODUCT</th>
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<tbody>
<tr>
<td>Adult fleas</td>
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IDEAL for puppies and kittens
LICENSED for use during pregnancy and lactation
EFFECTIVE Can also be used concurrently with Milpro®
PERFECT for pets that swim or need to be bathed regularly
**Endogard®**

**Key Features**
- Powerful formulation of three active ingredients: praziquantel, pyrantel and febantel
- High safety margin
- Can be used during pregnancy and lactation
- Approved for use in dogs >2kg and over 2 weeks of age

**Endogard** is a broad-spectrum wormer that protects against most types of intestinal worms commonly found in dogs, combining febantel, pyrantel and praziquantel.

**2 tablet sizes for easy dosage**
For small and medium sized dogs under 35 kg, use 1 tablet of Endogard Plus Flavour per 10 kg of bodyweight. For larger dogs use 1 tablet of Endogard Plus XL per 35 kg of bodyweight.

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**Granofen™**

**Key Features**
- Granofen is a low-toxicity wormer (fenbendazole) that’s perfect for pregnant bitches and queens and very young puppies and kittens up to 12 weeks old
- 1 g, 2 g and 4 g sachet sizes
- Granules containing fenbendazole
- Effective against most types of common major nematodes and cestodes

In pregnancy the granules should be given continuously from day 40 of pregnancy to two days postpartum - remember that it’s of vital importance to protect puppies and kittens from worms in the perinatal period.

Puppies and kittens should be treated from two weeks old, then three or four more times until the age of 12 weeks. Adult dogs and cats should be wormed routinely, more frequently in higher-risk situations such as breeding kennels or catteries.
Prinovox® spot-on solution for dogs contains imidacloprid and moxidectin.  

**Indications for use:** for dogs suffering from, or at risk from, mixed parasitic infections; treatment and prevention of flea infestation (Ctenocephalides felis); treatment of biting lice (Trichodectes canis), ear mite infestation (Otodectes cynotis), sarcoptic mange (caused by Sarcoptes scabei var. canis), demodicosis (caused by Demodex canis). Prevention of heartworm disease (L3 & L4 Dirofilaria immitis). Treatment of circulating dirofilariosis (L3 D. immitis). Treatment and prevention of cutaneous dirofilariosis (adult and L3 Dirofilaria repens). Reduction of circulating microfilariae (D. repens). Prevention of angiostrongylosis (L4 larve and immature adults of Angiostrongylus vasorum), treatment of Angiostrongylus vasorum and Crenosoma vulpis. Prevention of spirocercosis (Spirocerca lupi). Treatment of infections with gastrointestinal nematodes (L4 larvae, immature adults and adults of Toxocara canis, Angiostrongylus caninum and Uncinaria stenocephala, adults of Toxascaris leonina and Trichinella villosa).

Prinovox® spot-on solution for small cats and ferrets and Prinovox spot-on solution for large cats contain imidacloprid and moxidectin.  

**Indications for use:** for cats suffering from, or at risk from, mixed parasitic infections; treatment and prevention of flea infestation (Ctenocephalides felis); treatment of ear mite infestation (Otodectes cynotis) and notoedric mange (Notoedres cati); the prevention of heartworm disease (L3 & L4 Dirofilaria immitis); treatment of infections with gastrointestinal nematodes (L4 larvae, immature adults and adults of Toxocara cati and Angiostrongylus tubaforme). For ferrets suffering from, or at risk from, mixed parasitic infections; Treatment and prevention of flea infestation (Ctenocephalides felis); prevention of heartworm disease (L3 & L4 Dirofilaria immitis).

Effipro® Duo spot-on solution for dogs contains fipronil and pyriproxyfen.  

**Indications for use:** treatment and prevention of infestations by fleas (Ctenocephalides felis) for 7 weeks. Prevention of the multiplication of fleas by preventing flea eggs developing into adult fleas for 12 weeks after application. Treatment of infestations by ticks. One treatment provides persistent acaricidal activity for 1 week against adult, larval, immature and adult fleas (Ctenocephalides felis) and cats and dogs. Treatment of biting lice infestations in dogs (Trichodectes canis) and cats (Felicola subrostratus).

**Indications for use:** treatment of flea (Ctenocephalides felis spp.) and tick (Demodex reticulatus, Rhizophus sanguineus, Ixodes ricinus) infestations.

Effipro® 2.5 mg/ml Cutaneous Spray for Dogs and Cats contains fipronil.  

**Indications for use:** treatment of flea infestation (Ctenocephalides felis spp.) and tick infestation (Ixodes ricinus, Rhizophus sanguineus) in dogs and cats. Treatment of biting lice infestations in dogs (Trichodectes canis) and cats (Felicola subrostratus).

Evicto® contains Selamectin.  

**Indications for use:** Cats and dogs - Treatment and prevention of flea infestations caused by Ctenocephalides felis spp. for one month following a single administration. Prevention of heartworm disease caused by Dirofilaria immitis with monthly administration. Treatment of ear mites (Otodectes cynotis). Dogs - Dogs - Treatment of biting lice infestations (Trichodectes canis), sarcoptic mange (caused by Sarcoptes scabei) and treatment of adult intestinal roundworms (Toxocara cati). Cats - Treatment of biting lice infestations (Felicola subrostratus), adult roundworms (Toxocara cati) and adult intestinal hookworms (Angiostrongylus tubaforme).

Milpro® film-coated tablets for dogs and puppies contains milbemycin oxime and praziquantel.  

**Indications for use:** treatment of mixed infections by adult cestodes (Dipylidium caninum, Taenia spp., Echinococcus spp., Mesocestoides spp.) and nematodes (Angiostrongylus caninum, Toxocara canis, Toxascaris leonina, Trichinella vulpis, Thelazia callipaeda*, Crenosoma vulpis*, Angiostrongylus vasorum*, Dirofilaria immitus*).

*for further information on these parasites please consult the SPC or product packaging/leaflet.

Milpro® film-coated tablets for cats and kittens contains milbemycin oxime and praziquantel.  

**Indications for use:** treatment of mixed infections by adult cestodes (Dipylidium caninum, Taenia spp., Echinococcus spp., Mesocestoides spp.) and nematodes (Angiostrongylus caninum, Toxocara canis, Toxascaris leonina, Trichinella vulpis, Thelazia callipaeda*, Crenosoma vulpis*, Angiostrongylus vasorum*, Dirofilaria immitus*).

*for further information on these parasites please consult the SPC or product packaging/leaflet.

Endogard® Flavour Plus and Endogard Plus XL tablets for dogs contain febantel, praziquantel and pyrantel embonate.  

**Indications for use:** treatment of mixed infestations with the following roundworms and tapeworms in adult dogs and puppies: ascaris (Toxocara canis, Toxascaris leonina [late immature forms and mature forms]), hookworms (Uncinaria stenocephala, Angiostrongylus caninum [adults]) and tapeworms (Taenia spp., Dipylidium caninum).

Granofen™ Wormer Granules for Dogs and Cats contains fenbendazole.  

**Indications for use:** for the treatment of gastrointestinal nematodes and cestodes of domestic dogs and cats affected with Ascara spp., Ancylostoma spp., Uncinaria spp., Trichuris spp., and Taenia spp. Also for the treatment of lungworm nematodes of domestic dogs affected with Oslerus (Filaroides) osleri, and domestic cats affected with Ancylostomoides abstrusus. For the treatment of pregnant bitches to reduce pre-natal infections with Toxocara canis and the transfer of Toxocara canis and Ancylostoma caninum to their pups via the milk.

Further information regarding side effects, precautions, warnings and contraindications is available on the respective SPC or on request from Virbac Ltd:

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Email: enquiries@virbac.co.uk. www.virbac.co.uk  

Use medicines responsibly. www.noah.co.uk/responsible.