**Introducing a new Double Defense Heartworm Protocol**

**FEATURES/FUNCTION:**

<table>
<thead>
<tr>
<th>Features/Function</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven¹ to help defend against heartworm transmission by killing and repelling mosquitoes.</td>
<td>Due to its repellency and insecticidal properties against mosquitoes, Vectra® 3D flea and tick control can double as an extra layer of proven protection against this deadly threat to dogs.</td>
</tr>
<tr>
<td>100% effective in blocking the development of infective larvae (L3) in mosquitoes exposed to Vectra® 3D.</td>
<td>Blocks transmission of the infective stages of heartworms from dogs to mosquitoes.</td>
</tr>
<tr>
<td>Inhibits bloodfeeding and kills mosquitoes as well as fleas and ticks.</td>
<td>Can be a reliable part of a multi-modal prevention strategy against heartworms in dogs.</td>
</tr>
</tbody>
</table>

¹J.W. McCall, E. Hodgkins, M. Varloud, A. Mansour, U. DiCosty. Inhibition of the transmission of *Dirofilaria immitis* to mosquitoes by weekly exposure of microfilaremic dogs treated topically with dinotefuran-permethrin-pyriproxyfen, to uninfected *Aedes aegypti.*

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**DO NOT USE VECTRA® 3D ON CATS.**

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**FightHeartwormNow.com**

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**Sound Byte**
Confidence
I believe Vectra® 3D plays an important role in helping to prevent heartworm transmission to your canine patients.

Invitation (neutral)
Let’s take a look at some recent heartworm transmission research using Vectra® 3D…

Qualify:
Identify if a Ceva representative has been in recently:
Doctor, have you considered adding the new Double Defense protocol—using Vectra® 3D along with a macrocyclic lactone—as your new standard of care in heartworm prevention?

If YES, confirm and discuss benefits
If NO, engage/detail the customer as the primary contact.

Confidence
I believe Vectra® 3D plays an important role in helping to prevent heartworm transmission to your canine patients.

Invitation (neutral)
Let’s take a look at some recent heartworm transmission research using Vectra® 3D…

It’s the Customer’s Decision
…so you can decide whether Vectra® 3D and Double Defense is a solution you’ll consider as part of your canine heartworm prevention protocol.

To see the new study go to FightHeartwormNow.com