

Tri-Heart® Plus 
(Ivermectin/Pyrantel)

**SAME MEDICATION
FOR DOGS.**

**EASIER-TO-SWALLOW PRICE
FOR OWNERS.**



FEATURE #1:

Contains Ivermectin/Pyrantel

FEATURE #2:

Kills heartworm larvae, treats and controls roundworms and hookworms²

FEATURE #3:

Easy-to-give, beef-flavored chewable² at a 30% lower price³

BENEFIT #1:

Proven active ingredient for heartworm protection¹

BENEFIT #2:

Protects against parasites in dogs

BENEFIT #3:

A cost-effective, convenient dosing option for your clients

**Sound
Byte**

<https://www.merck-animal-health-usa.com/product/canine/Tri-Heart-Plus-Chewable-Tablets/>

¹ The same active ingredients for heartworm protection and internal parasite control as the leading competitor, but at a lower price.

² Please refer to Tri-Heart® Plus Prescribing Information for more detail.

³ Average price of Tri-Heart® Plus compared to Heartgard® Plus as per Price List, Merial® Brand Pet Products Effective February 1st, 2018.

 **MERCK**
Animal Health



SAME MEDICATION FOR DOGS.¹ EASIER-TO-SWALLOW PRICE FOR OWNERS.

Prevent Heartworm Disease, and Treat and Control Roundworms and Hookworms with Tri-Heart[®] Plus (Ivermectin/Pyrantel)¹



For dogs
up to 25 lbs



For Dogs
51-100 lbs



For dogs
26-50 lbs

Sound Byte

CHECK-OFF & ECHO NOTES

First, always ask if the manufacturer rep has visited the practice recently:

Doctor, you've recently been introduced to Tri-Heart[®] Plus?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

Confidence

I believe Tri-Heart[®] Plus will provide an important tool for preventing heartworm disease in your patients.

Invitation (neutral)

Let's take a look at some basic information on Tri-Heart[®] Plus...

CUSTOMER'S DECISION

...so you can decide whether Tri-Heart[®] Plus is a solution you'll consider for your patients to prevent heartworm disease.

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