IMMITICIDE® (melarsomine dihydrochloride) Sterile Powder

The original melarsomine heartworm disease treatment

Feature:
Launched in 1995, IMMITICIDE was the first melarsomine dihydrochloride product approved by the FDA for the treatment of heartworm disease in dogs.

Benefit:
Veterinarians can trust IMMITICIDE, which has been evaluated in numerous efficacy and safety studies.

Feature:
In a study evaluating the 2-dose protocol, which is indicated for dogs with Class 1 or Class 2 heartworm disease,* IMMITICIDE was 90.8% effective against immature (4 mo. old) adult heartworms.

In a separate study evaluating the 3-dose (alternate) protocol, which is indicated for dogs with Class 3 heartworm disease,* IMMITICIDE was 99% effective against mature heartworms.

Benefit:
Confidence that the product the veterinarian is using will be efficacious against adult infections of Dirofilaria immitis in dogs.

*See prescribing information for details about classifying the severity of heartworm disease

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IMMITICIDE is a Merial Product. Merial is now part of Boehringer Ingelheim.

IMPORTANT SAFETY INFORMATION: IMMITICIDE should not be used in dogs with very severe (Class 4) heartworm disease. IMMITICIDE should be administered by deep intramuscular injection in the lumbar (epaxial) muscles (L3–L5) only. Do not use in any other muscle group. Do not use intravenously. Care should be taken to avoid superficial injection or leakage. Serious adverse reactions may occur in any dog with heartworm disease due to the killing of heartworms in the pulmonary arteries. Reactions may include thromboembolism, dyspnea, coughing, depression, right side heart failure and death. Dogs should be cage rested following treatment due to possible thromboembolic disease. Post-injection site reactions (e.g., pain, swelling) were the most commonly reported adverse events. See full prescribing information for dosing and administration directions prior to each use of IMMITICIDE.

IMMITICIDE® is a registered trademark of Merial. ©2017 Merial, Inc. Duluth, GA. All rights reserved. IMM17SOUNDBYTE (11/17).
CAPC forecasted an above average heartworm disease activity nationwide for 2017.

Don’t be caught without IMMITICIDE (melarsomine dihydrochloride) on your shelf!

Ensure you are ready to treat the dogs in your care when the need arises.

**Confidence**

Because of IMMITICIDE’s efficacy proven to reduce the heartworm burden in your patients, I believe it is a good melarsomine dihydrochloride choice for dogs diagnosed with heartworm disease.

**Invitation (neutral)**

Let’s review the benefits of IMMITICIDE…

**It’s the Customer’s Decision**

… so you can decide whether IMMITICIDE is the heartworm disease treatment solution to meet your patient’s individual needs.

**Sound Byte**

**CHECK-OFF & ECHO NOTES**

**Qualify:** Identify if a Boehringer Ingelheim representative has been in recently:

**Doctor, are you aware that IMMITICIDE is back on the market?**

If **YES**, confirm and discuss key benefits of IMMITICIDE. If no, detail as the primary contact.

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