



The Cost-Effective Flea and Heartworm Preventative

Key Feature #1:

Monthly topical that contains the active ingredients imidacloprid + moxidectin.

Its Benefit:

Protects pets against heartworm disease, kills adult fleas, treats flea infestations, and treats and controls several other parasites in cats and dogs.

Key Feature #2:

Affordable price point that costs 24% less than Advantage Multi® to the veterinarian.

Its Benefit:

Helps clinics save money, improve profits and reduce inventory costs.

Key Feature #3:

Affordable price for pet owners.

Its Benefit:

Helps clients save money so they are more likely to keep purchasing from the vet clinic and stay on a monthly preventative year round.

MIDAMOX™ (IMIDACLOPRID + MOXIDECTIN) VS. ADVANTAGE MULTI® COST TO THE VET

PET	WEIGHT	DOSES PER CARD	<i>Midamox</i> ™	ADVANTAGE MULTI®	MIDAMOX™ SAVINGS
KITTEN	2-5 lbs	3	\$24.50	\$32.11	24%
SMALL/MEDIUM CAT	5.1-9 lbs	6	\$57.25	\$75.11	24%
LARGE CAT	9.1-18 lbs	6	\$57.25	\$75.11	24%
PUPPY/VERY SMALL DOG	3-9 lbs	6	\$61.30	\$80.43	24%
SMALL DOG	9.1-20 lbs	6	\$61.30	\$80.43	24%
MEDIUM DOG	20.1-55 lbs	6	\$61.30	\$80.43	24%
LARGE DOG	55.1-88 lbs	6	\$61.30	\$80.43	24%

Source: DVM 2022 Published List Prices per Card or Unit

CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

Dogs: **WARNING: DO NOT ADMINISTER THIS PRODUCT ORALLY.** For the first 30 minutes after application, ensure that dogs cannot lick the product from application sites on themselves or other treated animals. (See Contraindications and Adverse Reactions for more information.)

Cats: **WARNING:** Do not use on sick, debilitated or underweight cats. (See Contraindications and Adverse Reactions for more information.)
Do not use in cats less than 9 weeks of age.

PRECAUTIONS: Avoid oral ingestion.

HUMAN WARNINGS: Children should not come in contact with application sites for 2 hours after application.

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First, always establish the veterinarian's product of choice for parasite protection:

Doctor, what are you currently using for parasite prevention in your practice? If you're like many of the other practitioners I speak with, you probably struggle with parasite prevention compliance, particularly with your cat patients. Is that the case for your clinic as well?

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

If No, engage/detail the customer as the primary contact.

Confidence

I believe that you will find the same level of parasite control that you are accustomed to with Advantage Multi®, and additionally provide significant savings to your clients and increase profit to your clinic. The lower cost of Midamox may allow more of your clients to be able to afford the recommended year-round protection.

Neutral invitation

Let's take a look at some basic information about Midamox. Midamox is bioequivalent to Advantage Multi, so it provides the same spectrum of parasite control, but at a significant savings to both your practice and your clients. I'm happy to show you an illustration at GetMidamox.com/savings-calculator of how much your clients can save annually and how much increased profit you can enjoy by switching to Midamox.

It's the customer's decision

How many cartons of each size Midamox would you like to order today to start enjoying the benefits of Midamox for both your practice and your patients?