

DON'T LET THE PARASITES WIN.



ZIMECTERIN[®]
GOLD

(ivermectin 1.5%, praziquantel 1.75%)
The gold standard in parasite control.

WHAT YOU DON'T KNOW ABOUT TAPEWORMS MAY HARM YOUR HORSE.

GET TO KNOW THE FACTS.

Tapeworms are common. 54.2% of horses nationwide will be infected with tapeworms at some point in their lives.¹

Tapeworms are hidden. Signs of infection are not obvious and often go undiagnosed. No reliable fecal diagnostic test is currently available to identify tapeworm-infected horses.^{2,3}

Tapeworms are harmful. They can cause colic, irritation and inflammation of the intestine, and other bowel problems.³



Tapeworm

NOT ALL PARASITE PRODUCTS CONTROL TAPEWORMS.



A tapeworm-specific antibody ELISA test demonstrated 54.2% overall prevalence of tapeworm infections (regional range of 12.7% to 95.8%).¹

When it comes to comprehensive parasite control, ZIMECTERIN® Gold delivers.

It's approved to treat and control 47 species and stages of parasites. More than any other brand.^{4,5}

Plus, ZIMECTERIN Gold is more than 99% effective against natural tapeworm infections.⁵

Warning: Not for use in humans. Keep this and all drugs out of reach of children. In horses, there have been rare reports of swelling and irritation of the mouth, lips and tongue following administration of ZIMECTERIN Gold. These reactions have been transitory in nature. Do not use in other animal species as severe adverse reactions, including fatalities in dogs, may result.

These products are all approved to control tapeworms. But, why use more praziquantel than necessary?

	ZIMECTERIN® Gold	EQUIMAX®	QUEST® PLUS
Amount of praziquantel in syringe	568 mg	898 mg	1420 mg
Percentage of praziquantel in syringe	7.75%	14.03%	12.5%
<i>Percentages vary due to syringes treating different body weights.</i>			
Dosage rate of praziquantel	1.0 mg/kg	1.5 mg/kg	2.5 mg/kg
Weight of horse treated with one syringe	1250 lbs (568 kg)	1320 lbs (900 kg)	1250 lbs (568 kg)
Efficacy vs. tapeworms*	>99%	>99%	>99%

All three products provide the same efficacy against tapeworms, even at very different dosage rates.

THE NEWS ABOUT PARASITES CAN SEEM INTIMIDATING.

ZIMECTERIN® Gold has your back.

- Controls more species and stages of parasites than any other product^{4,5}
- Effective against small strongyles resistant to benzimidazole products⁴
- More than 99 percent effective against natural tapeworm infections (Anoplocephala perfoliata)⁵
- Approved for use in adult horses and foals as young as 2 months old⁴
- 100% Product Satisfaction Guarantee

Warning: Not for use in humans. Keep this and all drugs out of reach of children. In horses, there have been rare reports of swelling and irritation of the mouth, lips and tongue following administration of ZIMECTERIN Gold. These reactions have been transitory in nature. Do not use in other animal species as severe adverse reactions, including fatalities in dogs, may result.

- 1 Reinemeyer C, et al. A prevalence survey of antibodies to *Anoplocephala perfoliata* in horses from the United States. *Proc WAAVP* 2005; 168.
- 2 Bello TF, Abell JE. Are equine tapeworms an emerging disease? A retrospective study. *Journal of Equine Veterinary Science* 1999; 19(11).
- 3 Proudman CJ, Trees AJ. Tapeworms as a cause of intestinal disease in horses. *Parasitology Today* 1999; 15(4): 156-158.
- 4 Based on data provided on the ZIMECTERIN Gold label.
- 5 Based on data provided in FDA Freedom of Information summaries.
- 6 Kaplan RM, et al. Prevalence of anthelmintic-resistant cyathostomes on horse farms. *JAVMA* 2004; 225(6): 903-910.
- 7 Woods TF, Lane TS, Zeng QY, Courtney CH. Anthelmintic resistance on pleasure horse farms in north-central Florida. In: *Proceedings 42nd Annual Meeting of the AAEP* 1997:88.
- 8 Barqet JA and Lisle KA. Benzimidazole resistance in strongyles of horses. *Aust Vet J* 1979; 55: 594-595.
- 9 McFarlane, D, Hale, GM, Johnson EM, Maxwell, LK. Fecal egg counts after anthelmintic administration to aged horses and horses with primary pars intermedia dysfunction. *JAVMA* 2010; 236(13): 331.
- 10 Lyons ET, Talliver SC, Ionita M, Collins SS. Evaluation of parasiticide activity of fenbendazole, ivermectin, oxfendazole and pyrantel pamoate in horse foals, with emphasis onascarid (Parascaris equorum) in field studies on five farms in central Kentucky in 2007.
- 11 Reinemeyer CR. Rational approaches to equine parasite control. *Equine Parasite Control*. Kentucky Equine Research, Inc. 64-72.
- 12 Gomez H, Georgi JR. Equine helminth infections: control by selective chemotherapy. *Equine vet J* 1991; 198-200.
- 13 Kaplan RM. These ain't your father's parasites. An evidence-based medical approach to equine parasite control. *The Practitioner* October 2008.



www.zimecteringold.com 1-888-MERIAL-1

©ZIMECTERIN is a registered trademark. The HORSE HEAD LOGO is a trademark and the ZIMECTERIN Satisfaction Guarantee Logo is a service mark of Merial Limited. All other brand names shown in capital letters are registered trademarks of their respective holders.
©2010 Merial Limited, Duluth, GA. All rights reserved. EQUJZ111008 (06/10)



ZIMECTERIN[®]
GOLD

(ivermectin 1.55% / praziquantel 7.75%)

The gold standard in parasite control.