

EPRINEX – Powerful FACTS

You only get out what you put in, so when it comes to producing your best – it's important to give your cattle the greatest protection and opportunity.

For Australian cattle producers, there's nothing more powerful than EPRINEX.

You'll hear some companies making bold claims about their products. None of them however can match the potency and power of EPRINEX.

Here are a few FACTS on EPRINEX, that'll help you produce your best.



FACT

EPRINEX is the most potent¹ and fastest acting^{2,3} pour-on endectocide available

EPRINEX also reaches higher blood concentrations than any other endectocide pour-on, and it does so more rapidly⁴. Killing worms faster means quicker relief for your cattle from the effect of parasites on the health and productivity of your herd.

FACT

EPRINEX provides persistent activity against more species of cattle worms than any other product[#]

That gives you the power to provide the best possible coverage against ALL the important parasites that can affect the health and performance of your herd. This includes *Ostertagia*, *Trichostrongylus*, and *Cooperia*.

GET THE REAL SCORE

Persistent Activity of Popular Pour-On Drenches (Days)

| | <i>Ostertagia</i> spp | | <i>O. ostertagi</i> | | <i>O. lyrata</i> | | <i>O. leptospicularis</i> | | <i>Cooperia</i> spp | | | <i>C. oncophora</i> | | <i>C. punctata</i> | | <i>C. sumabada</i> | | <i>Trichostrongylus</i> spp | | <i>T. axei</i> | | <i>T. colubriformis</i> | | <i>Nematodirus helvetianus</i> | | <i>Oesophagostomum radiatum</i> | | <i>Haemonchus placei</i> | | <i>Bunostomum phlebotomum</i> | | <i>Dictyocaulus viviparus</i> | | | |
|--------------------------|-----------------------|-----|---------------------|----------|------------------|----------|---------------------------|----------|---------------------|----------|-----|---------------------|----------|--------------------|-----|--------------------|-----|-----------------------------|--|----------------|--|-------------------------|--|--------------------------------|--|---------------------------------|--|--------------------------|--|-------------------------------|--|-------------------------------|--|--|--|
| EPRINEX® Pour-On | 28* | 28* | 28* | 28* | 28* | 28* | 28* | 28* | 28* | 21 | 21 | 21 | 28* | 28* | 21 | No Claim | 28* | | | | | | | | | | | | | | | | | | |
| Cydetin® Pour-On | No Claim | 42 | 42 | No Claim | No Claim | No Claim | No Claim | No Claim | No Claim | No Claim | 28 | No Claim | 21 | 42 | 28 | 42 | 42 | 42 | | | | | | | | | | | | | | | | | |
| Dectomax® Pour-On | No Claim | 35* | No Claim | No Claim | 35* | 21* | No Claim | No Claim | No Claim | No Claim | 35* | No Claim | No Claim | 21* | 35* | 21* | 28* | | | | | | | | | | | | | | | | | | |

No Claim = no registered label claim for persistent activity. *Up to the periods shown. See product labels for full claim details. Persistent activity is the length of time a product continues to kill incoming parasite larvae after administration.

FACT

EPRINEX – Proven in the field, and around the world

EPRINEX has been comprehensively tested and proven under Australian conditions.

Following treatment with EPRINEX, Australian and global field trials have demonstrated marked improvements in productivity, with increases in weight gain,^{5,6} reproductive performance,^{7,8} and milk production per day, as well as increases in milk protein and milk fat levels.⁹



FACT

EPRINEX – Safe for the user

EPRINEX makes it easy to comply with increasing OH & S requirements. It is not labelled as a poison.

There are no requirements for protective gear when used as recommended and EPRINEX has almost no odour.

FACT

EPRINEX – The Good News for Dung Beetles

With no evidence that residues of ANY ML in cattle dung have any long term effects on dung beetle populations or dung degradation in the field in Australia¹⁰, the good news is that appropriate use of EPRINEX is not likely to have any impact on dung beetle populations on your property.

(Don't be fooled – the CYDECTIN Pour-On dung beetle claims are based on just 4 beetle species[#] out of 350 – a mere 1% of all of Australia's dung beetle species).

FACT

EPRINEX – Weatherproof

EPRINEX is not just rainfast, it is fully weatherproof. This gives the flexibility to use at any time, in any weather conditions. Its oil based formulation helps protect it from environmental conditions that may impact on the efficacy of some solvent based products.

FACT

EPRINEX – NIL meat and NIL milk ... and ZERO ESI

Great news for dairy farmers, as EPRINEX can be used at any stage of lactation and is the only endectocide designed to stay out of the milk, keeping residues very low.

This provides the flexibility to sell cattle when you want to take advantage of changing markets – regardless of treatment time.

FACT

EPRINEX treated cattle produce more beef

Large field trials, including those conducted by Merial, clearly show the effect parasites can have on beef production and the economic benefits possible from effective treatment with EPRINEX.

- Treated cattle graze for longer and eat more and better quality pasture swards.^{11,12}
- Treated cattle increase weight gains by 17-27% (20-22kg) over untreated animals over 4-5 month period.^{5,6}
- Treated cattle have better reproductive performance:
 - heifers conceive 12.9 days earlier⁷
 - cows conceive 9 days earlier⁸
 - 19.9% increase in heifer pregnancy rates from first service⁷

The power to produce your best



For more information: www.merial.com

1. Shoop et al (1996), Shoop et al (2001). 2. Baggot, Batty and Timms (1999). 3. Paul et al (2000). 4. Macrocytic Lactones in Antiparasitic Therapy – Edited by Verrecruysse & Rew (2002). *See product label for full claim details. 5. Dorny et al (2000). 6. Williams et al (1999) 7. McPherson et al (2001) 8. Sanchez et al (2002) 9. Data on File – Australian Eprinex study 2000. 10. NRA Review (1998) – No clear evidence to demonstrate that any of the ML products have a long-term detrimental effect on dung beetle populations or dung disappearance rates in the field in Australian conditions. 11. Forbes, Huckle and Gibb (2004). 12. Huckle et al (2000). Merial Australia Pty Ltd, Building D, 12-24 Talavera Road, Macquarie Park NSW 2113. ABN 53 071 187 285. *EPRINEX is a registered trademark of Merial Limited. [#]Cydectin is a registered trademark of Virbac (Australia) Pty Ltd. [®]Dectomax is a registered trademark of Pfizer Products Inc. ©2014 Merial Limited. All rights reserved. IVEP-14-04-001

