

Groundbreaking Study Showed Bayer's Advantage Multi[®] for Dogs (imidacloprid + moxidectin) Topical Solution was the only Heartworm Preventive Tested That Demonstrated 100 Perc...

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SHAWNEE, Kan. Jan. 16, 2011 /PRNewswire/ -- In a new comparative study evaluating the efficacy of four leading heartworm preventives, only Bayer's Advantage Multi[®] for Dogs (imidacloprid + moxidectin) Topical Solution was 100 percent effective after a single treatment against the MP3 strain of *Dirofilaria Immitis*. The study results were recently published online in *Veterinary Parasitology* and will be presented by Byron Blagburn, MS, PhD, Auburn University at the North American Veterinary Conference (NAVC) in Orlando, Florida on Tuesday, January 18, 2011.

The blinded, comparative study titled "Comparative efficacy of four commercially available heartworm preventive products against the MP3 laboratory strain of *Dirofilaria immitis*," tested the efficacy of four heartworm preventives in dogs infected with the challenging MP3 heartworm strain of *D. Immitis*. Results showed that 100 percent of dogs (8 out of 8) treated with Advantage Multi[®] for Dogs remained negative for heartworms, compared with 12 percent of dogs (1 out of 8) in all other treatment groups. The relevance of this *in vivo* study has not been demonstrated for all heartworm strains.

"Members of the veterinary community have expressed concerns regarding the efficacy of some heartworm preventives, which could leave dogs susceptible to this potentially fatal disease," said Dr. Blagburn. "This study provides compelling information. In this study involving the MP3 strain, Advantage Multi for Dogs was the only product that protected all dogs from heartworm infection."

Following a protocol that mirrored studies conducted for FDA heartworm efficacy approval, the study compared the efficacy of leading preventives including Advantage Multi[®] for Dogs, Revolution[®] (selamectin), Interceptor[®] (milbemycin oxime) and Heartgard[®] Plus (ivermectin/pyrantel pamoate), in addition to an untreated control group. A total of 40 dogs (5 groups of 8

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