



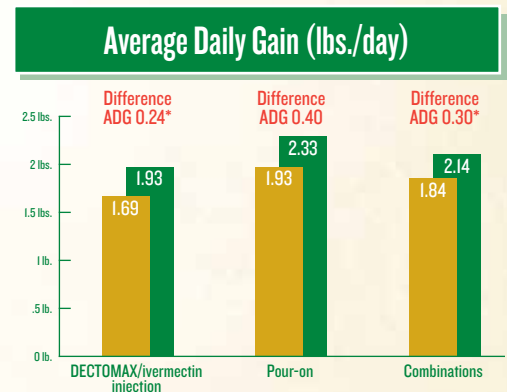
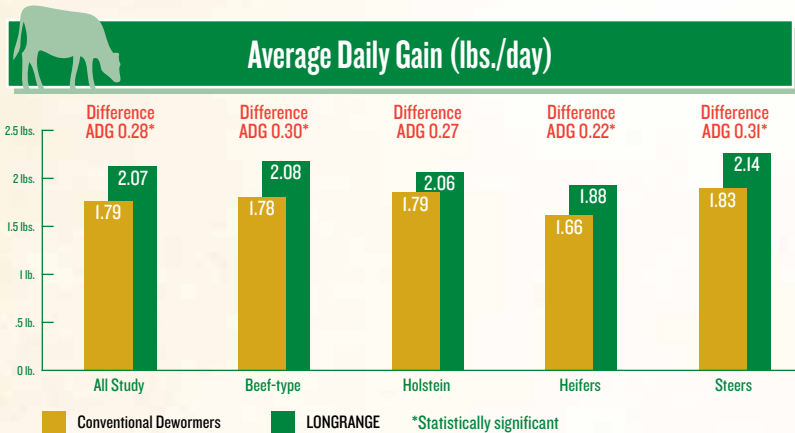
IN FOR A PENNY, IN FOR THE POUNDS



With **LONGRANGE**® (eprinomectin),
you can see the results of season-long parasite control.

Conventional dewormers only last 14 to 42 days. That's not long enough to protect cattle the whole season. As soon as those dewormers wear off, parasites are waiting to reinfect cattle. But for just a penny a pound, **LONGRANGE** delivers up to 150 days of parasite control in a single treatment.^{1,2} And season-long parasite control can have a big impact on your bottom line.

Stocker Weight Gain Trial Results³



LONGRANGE cattle outperformed the competitor-treated cattle by 28 lbs. over 100 days

- 15,205 steer and heifer calves
 - Sourced from multiple locations across the United States
 - Studied at 12 operations in nine states (CO, IA, ID, ND, NE, OR, TX, VA, WI)
 - 8,014 treated with **LONGRANGE** (1.0 mL/110 lbs.) and 7,191 treated with competitor products
 - DECTOMAX® (doramectin) or IVOMEC® (ivermectin) 1% Injection*
 - IVOMEC or generic ivermectin pour-on*
 - CYDECTIN® (moxidectin) + SAFE-GUARD® (fenbendazole) + generic ivermectin (x2)
 - CYDECTIN + SAFE-GUARD
 - DECTOMAX + SAFE-GUARD + generic ivermectin (x2)
 - VALBAZEN® (albendazole) + IVOMEC® (ivermectin) Pour-On for Cattle
 - DECTOMAX + SAFE-GUARD

*According to local practice/label

Cattle treated with **LONGRANGE** had significantly higher ADG 0.28 ($P < 0.0001$) than those treated with conventional dewormers – even when used in combination.

When you add up all the benefits of season-long parasite control with prescription **LONGRANGE**, you'll see that your cattle – and your operation – have a lot to gain.

For more information visit theLONGRANGElook.com

IMPORTANT SAFETY INFORMATION:

LONGRANGE: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.

IVOMEC 1%: Do not treat cattle within 35 days of slaughter. Do not use in dairy cattle of breeding age or in veal calves. Do not treat swine within 18 days of slaughter. Do not use in other animal species not on the label as severe adverse reactions, including fatalities in dogs, may result.

IVOMEC Pour-On: Do not treat cattle within 48 days of slaughter. Do not use in dairy cattle of breeding age or in veal calves. Do not use in other animal species not on the label as severe adverse reactions, including fatalities in dogs, may result.

SEE WHAT AN EXTRA

\$56/HEAD

can do for your

BOTTOM LINE.

¹ Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

² LONGRANGE product label.

³ Data on file at Merial.



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Extended-Release Injectable Parasiticide
5% Sterile Solution

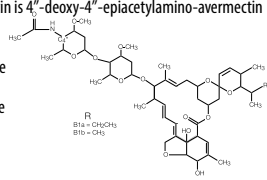
For the Treatment and Control of Internal and External Parasites of Cattle on Pasture with Persistent Effectiveness
Not for use in female dairy cattle 20 months of age or older, including dry dairy cows. Not for use in calves to be processed for veal.
Not for use in breeding bulls, or in calves less than 3 months of age.
Not for use in cattle managed in feedlots or under intensive rotational grazing.

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION

LONGRANGE™ (eprinomectin) is a ready-to-use, sterile injectable preparation containing eprinomectin, a member of the macrocyclic lactone class of antiparasitics. Each mL of LONGRANGE contains 50 mg of eprinomectin in a co-solvent system of N-methyl-2-pyrrolidone (30% v/v) and triacetin (qs), along with 50 mg of poly-lactide-co-glycolic-acid 75:25 (PLGA), a polymer that allows a slow release of eprinomectin from the formulation, thereby maintaining a prolonged duration of product effectiveness. Butylated hydroxytoluene (0.2 mg/mL) acts as an antioxidant in the formulation.

The chemical name of eprinomectin is 4'-deoxy-4"-epiacetyl-amino-avermectin B₁. It is a semi-synthetic member of the avermectin family of compounds consisting of a mixture of two homologous components, B_{1a} and B_{1b}, which differ by a single methylene group at C₂₆.



INDICATIONS FOR USE

LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of the following internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L ₄	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₄	
<i>Cooperia punctata</i> – Adults and L ₄	
<i>Cooperia surrnabada</i> – Adults and L ₄	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L ₄ , and inhibited L ₄	
<i>Trichostrongylus axei</i> – Adults and L ₄	Mites
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Persistent Activity

LONGRANGE has been proven to effectively protect cattle from reinfection with the following parasites for the indicated amounts of time following treatment:

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
Lungworms	
<i>Dictyoaulus viviparus</i>	150 days

DOSAGE AND ADMINISTRATION

LONGRANGE™ (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight). Each mL of LONGRANGE contains 50 mg of eprinomectin, sufficient to treat 110 lb (50 kg) body weight. Divide doses greater than 10 mL between two injection sites to reduce occasional discomfort or site reaction.

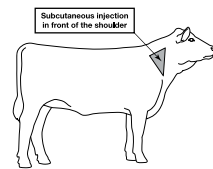
Body Weight (lb)	Dose Volume (mL)
110	1
220	2
330	3
440	4
550	5
660	6
770	7
880	8
990	9
1100	10

LONGRANGE is to be given subcutaneously only. Animals should be appropriately restrained to achieve the proper route of administration. Inject under the loose skin in front of the shoulder (see illustration) using a 16 or 18 gauge, ½ to ¾ inch needle.

Sanitize the injection site by applying a suitable disinfectant. Clean, properly disinfected needles should be used to reduce the potential for injection site infections.

50 mL bottle size: Use only polypropylene syringes. Not for use with polycarbonate syringe material. If syringe material is not known, contact the syringe manufacturer prior to use for identification. Do not use beyond 3 months after stopper has been punctured. Discard bottle after 15 stopper punctures.

250 mL and 500 mL bottle sizes: Use only automatic syringe equipment provided by Merial. To obtain compatible equipment, contact Merial at 1-888-637-4251 or your veterinarian. LONGRANGE should not be stored in automatic syringe equipment. Automatic syringe equipment should be thoroughly cleaned after each use. Discard bottle after one stopper puncture with draw-off spike. No special handling or protective clothing is necessary.



WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment.

This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.

A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

User Safety Warnings

Not for Use in Humans. Keep this and all drugs out of the reach of children.

The material safety data sheet (MSDS) contains more detailed occupational safety information. To report adverse effects, to obtain an MSDS, or for assistance, contact Merial at 1-888-637-4251. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VEFS, or <http://www.fda.gov/AnimalVeterinary>.

Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter. Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE™ (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season. Destruction of *Hypoderma* larvae (cattle grubs) at the period when these grubs are in vital areas may cause undesirable host-parasite reactions, including the possibility of fatalities. Killing *Hypoderma lineatum* when it is in the tissue surrounding the esophagus (gullet) may cause salivation and bloat; killing *H. bovis* when it is in the vertebral canal may cause staggering or paralysis. These reactions are not specific to treatment with LONGRANGE, but can occur with any successful treatment of grubs. Cattle should be treated either before or after these stages of grub development. Consult your veterinarian concerning the proper time for treatment.

Environmental Hazards

Studies indicate that when eprinomectin comes in contact with soil, it readily and tightly binds to the soil and becomes inactive over time. Free eprinomectin may adversely affect fish and certain aquatic organisms. Do not contaminate water by direct application or by improper disposal of drug containers. Dispose of containers in an approved landfill or by incineration.

As with other avermectins, eprinomectin is excreted in the dung of treated animals and can inhibit the reproduction and growth of pest and beneficial insects that use dung as a source of food and for reproduction. The magnitude and duration of such effects are species and life-cycle specific. When used according to label directions, the product is not expected to have an adverse impact on populations of dung-dependent insects. Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

Other Warnings: Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

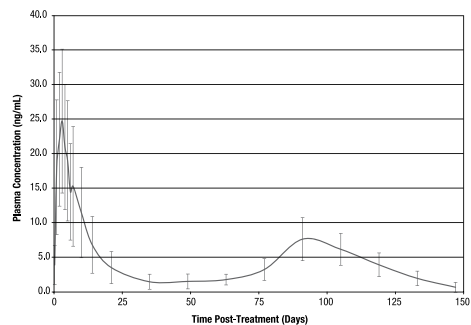
CLINICAL PHARMACOLOGY

Due to its unique formulation characteristics, when LONGRANGE is injected subcutaneously in the shoulder area of cattle, a polymeric PLGA matrix is formed. The biodegradable matrix solidifies in vivo to form an in situ forming gel, which allows a gradual release of eprinomectin from the formulation. The rate-limiting step is diffusion of the drug through the gel matrix. Because of its mechanism of release, absorption characteristics can be highly dependent

upon the injection technique used and the corresponding surface to volume ratio of the gel.

Clinical efficacy of avermectins and milbemycins is closely related to their pharmacokinetic behavior, and the time of parasite exposure to active drug concentrations is relevant to obtain optimal and persistent antiparasitic activity (Lanusse et al., 1997; Lifschitz et al., 1999; Lifschitz et al., 2004; Shoop et al., 1996). Lifschitz et al. (1999) indicated that plasma concentrations between 0.5 and 1 ng/mL would represent the minimal drug level required for optimal nematocidal activity, while others have suggested minimum levels of 1 to 2 ng/mL. Pharmacokinetic studies of LONGRANGE in cattle indicate that effective plasma levels remain for an extended period of time (at least 100 days).

Mean Eprinomectin B_{1a} Plasma Concentration Versus Time Following a Single Subcutaneous Injection of LONGRANGE™ at a Dose Rate of 1 mg Eprinomectin per kg Body Weight in Beef Cattle
(Arithmetic Mean ± Standard Deviation of the Mean, n=42)



Mode of Action

The macrocyclic lactones have a unique mode of action. Compounds of this class bind selectively and with high affinity to glutamate-gated chloride ion channels that are present in invertebrate nerve and muscle cells. This leads to an increase in the permeability of the cell membrane to chloride ions with hyperpolarization of the nerve or muscle cell, resulting in paralysis and death of the parasite. Compounds of this class may also interact in other ligand-gated chloride ion channels, such as those gated by the neurotransmitter gamma-aminobutyric acid (GABA).

The margin of safety for compounds of this class is at least partially attributable to the fact that mammals do not have glutamate-gated chloride ion channels, and that the macrocyclic lactones have low affinity for other mammalian ligand-gated channels and do not readily cross the blood-brain barrier.

TARGET ANIMAL SAFETY

Clinical studies have demonstrated the wide margin of safety of LONGRANGE™ (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves.

Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

HOW SUPPLIED

LONGRANGE is available in three ready-to-use glass bottle sizes. The 50, 250, and 500 mL bottles contain sufficient solution to treat 10, 50, and 100 head of 550 lb (250 kg) cattle, respectively. The 250 and 500 mL bottles are supplied in a removable plastic protector.

STORAGE

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.

NADA #141-327, Approved by FDA

Made in Canada.

Manufactured for Merial Limited, Duluth, GA, USA.

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