



For additional information contact:

Jody Donohue, APR

Communications Manager

Mobile: 913.333.6329

Email: [jody.donohue@ceva.com](mailto:jody.donohue@ceva.com)

## **CEVA LAUNCHES FIRST FDA-APPROVED GENERIC OF MILBEMYCIN OXIME IN U.S.**

*MilbeGuard™ offers veterinary clinics an effective, affordable, and trusted heartworm preventive.*

**January 10, 2019 - Lenexa, Kan.** — Ceva Animal Health has launched MilbeGuard™ (milbemycin oxime) Flavored Tablets, the first FDA-approved generic milbemycin oxime in the U.S.

MilbeGuard is a monthly, beef-flavored tablet that prevents heartworm disease, and treats and controls whipworms (in dogs only), hookworms and roundworms. The active ingredient, milbemycin oxime, has been trusted by veterinarians to control heartworm for years.

“The launch of MilbeGuard reinforces Ceva’s commitment to veterinarians by ensuring access to effective, affordable and trusted heartworm preventives,” said Dr. Chuck Johnson, Senior Director of Veterinary Services and Pharmacovigilance at Ceva Animal Health. “Every dog and cat should be protected against heartworm disease. Cost should not be a barrier to protection.”

Heartworm disease has been diagnosed in all 50 states but approximately two out of three dogs receive no heartworm prevention each year.<sup>1</sup> Canine heartworm infections in the U.S. have increased 21.7% per clinic from 2013 to 2016.<sup>2</sup>

“There are trusted and effective molecules available that can prevent the increased rates of heartworm disease. With the launch of MilbeGuard, more dogs and cats should be protected so we can reduce heartworm incidence,” said Dr. Edward M. Wakem, Ceva Veterinary Services Manager.

To learn more about MilbeGuard, talk with your Ceva sales representative or visit [www.MilbeGuard.com](http://www.MilbeGuard.com).

###

**About Ceva Animal Health, LLC** - Ceva is the sixth largest global animal health company offering products for companion animals, poultry and swine. In the U.S. Ceva’s key products include the Vectra® and Catego™ line of parasiticides, the pheromone brands Adaptil® and Feliway®, Douxo® dermatology products, and TRP-Tri-COX®. The company’s North American headquarters is in Lenexa, Kansas. Visit [www.ceva.us](http://www.ceva.us)

**IMPORTANT SAFETY INFORMATION** - Dogs and cats should be tested for heartworm prior to use. In a small percentage of treated dogs, digestive and neurologic side effects may occur. Safety in heartworm-positive cats has not been established. Safety in breeding, pregnant, and lactating queens and breeding toms has not been established. In cats, safety studies up to 10 times the label dose did not detect any adverse drug reactions. See attached product label for complete safety information.

©2019 Ceva Animal Health, LLC

MilbeGuard™ trademark is the property of Ceva Santé Animale S.A.

<sup>1</sup>Drake and Wiseman Parasites & Vectors (2018) 11;39. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-018-2631-0>

<sup>2</sup>American Heartworm Society — AHS Announced Finding of New Heartworm Incidence Survey

The heartworm preventive you trust is not available at the right price <https://heartwormsociety.org/newsroom/in-the-news/347-ahs-announces-findings-of-new-heartworm-incidencesurvey>. Accessed 26 July 2017.