Take Control of Fly Season Profits

Ectoparasites can cause a significant economic impact on cattle producers.

This updated collection helps retailers maximize profits and producers max-out protection.

CONTROL ECTOPARASITES WITH MERCK ANIMAL HEALTH PRODUCTS

Choosing the right products for your customers can be hard. Merck Animal Health makes it easy.

All you need to know is:

- What species they're protecting
- What parasites they're treating
- What producer types you're serving

See all the answers inside.





NEW

ULTRA Boss®

Pour-On Insecticide For Beef Cattle, Sheep, Goats and Horses

KEY FEATURES:Ready-to-use as a pour-on

and for back rubbers



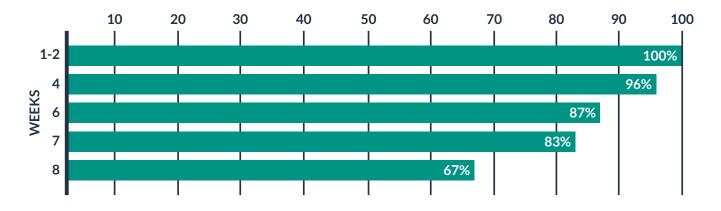
- 5% Permethrin
 - 5% Piperonyl Butoxide

 For use on lactating and nonlactating dairy and beef cattle. Also approved for horses, goats and sheep.

# of Head (550 LB. AVG.)	57	114	302	604
Purchase	1Quart	2 Quarts	5 Liters	10 Liters
Dosage 3 mL per 100 lb. of body weight. Up to 30mL per animal.				

ULTRA **BOSS:** *If it Flies, It Dies*

PERCENT OF FLIES KILLED OVER EIGHT WEEKS¹



¹ Efficacy Comparison of Experimental and Commercially Available Insecticide Pour-on Products

in the Control of Haematobia irritans Infesting Cattle in Texas. MVI Document No. P154-109-B, p. 17.

² Byford, et. al., New Mexico State University

³October 2009 Cattle Fax Quarterly Review provided by CF Partners



ULTRA **Saber**™

KEY BENEFITS:

flies and lice

Pour-On Insecticide For Beef Cattle and Calves

ACTIVE INGREDIENTS:

- 1.0% Lambdacyhalothrin
- 5.0% Piperonyl butoxide

• Rapid knock-down of flies with long lasting effect

Up to 8 weeks control of horn

- For use on beef cattle and calves
- No dilution needed, ready-to-use pour-on

# of Head (550 LB. AVG.)	90	499	
Purchase	1 900 mL bottle	5 Liters	
Dosage	10 mL per head for cattle weighing less than 600 lb. 15 mL per head for cattle weighing more than 600 lb.		

ULTRA SABER: Fast Acting, Longer Lasting

HORN FLIES (Haematobia irritans)

- Populate withers, back and base of horns.
- Pierce the skin of cattle to suck blood and may take 20 to 30 meals per day.
- Cause blood loss, intense irritation, debility and poor growth.
- Reduce rate of gain, feed efficiency and milk production.
- Cost the cattle industry an estimated \$876 million annually.³

ECONOMIC IMPACT

Calves

At a level of 387 flies per animal, horn flies reduced average daily gain (ADG) by 4.3%.² If a suckling calf gains 400 lbs. from birth to weaning, a 4.3% reduction equates to 17.2 lbs.

At \$1.00 per lb, this equates a potential loss of \$17.20 per animal.

Stockers

At a level of 440 flies per animal, an infestation of horn flies reduced ADG by 13.6%.² If a stocker gains 200 lbs. while in pasture, a 13.6% reduction equals 27 lbs.

At \$1.00 per lb., this adds up to a potential loss of \$27.00 per animal.²



SYNERGIZED Delice®

Pour-On Insecticide For Cattle, Sheep and Their Premises

KEY BENEFITS:

- Aids in control of horse flies, stable files, house flies, mosquitoes and black flies and targets lice, horn flies, face flies
- · Controls keds and lice in sheep
- For use on lactating and non-lactating dairy cattle, beef cattle and calves and sheep
- · Approved for premises involving kennels, horses, poultry and swine

DOUBLE Barrel® VP

Insecticide Ear Tags For Beef Cattle and Non-Lactating Dairy Cattle and Calves

KEY BENEFITS:

- Combines two active ingredients
- A tag in each ear minimizes resistance development while eliminating the need to rotate ear tags
- Quick knock-down, up to 5 months control of horn flies and face flies
- For use on beef cattle and nonlactating dairy cattle and calves

Ask your Merck Animal Health representative for more information or call 800-521-5767.

ACTIVE INGREDIENTS:

- 1.0% Permethrin
- 1.0% Piperonyl butoxide

#	of H	lead
(55	0 LB.	AVG.)

Ρ

of Head	60	120	180	240	
urchase	5 Liters	10 Liters	15 Liters	20 Liters	

Dosage 1/2 oz. per 100 lb. of body weight. Up to 5 oz. per animal.



ACTIVE INGREDIENTS:

- 6.8% Lambdacyhalothrin
- 14.0% Pirimiphosmethyl

# of Head (550 LB. AVG.)	50	100	250	500
Purchase	5 Boxes	10 Boxes	25 Boxes	50 Boxes
Dosage Two tags per animal, one in each ear.				



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