

# 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 LOOK



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

## ACTIVE INGREDIENTS:

- 5% Permethrin
- 5% Piperonyl Butoxide

# of Head  
(550 LB. AVG.)

57

114

302

604

Purchase

1 Quart

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 WEEKS<sup>1</sup>



<sup>1</sup> 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.

<sup>2</sup> Byford, et. al., New Mexico State University

<sup>3</sup> October 2009 Cattle Fax Quarterly Review provided by CF Partners

# ULTRA SABER™

Pour-On Insecticide  
For Beef Cattle and Calves



## KEY BENEFITS:

- Up to 8 weeks control of horn flies and lice
- Rapid knock-down of flies with long lasting effect
- For use on beef cattle and calves
- No dilution needed, ready-to-use pour-on

## ACTIVE INGREDIENTS:

- 1.0% Lambda-cyhalothrin
- 5.0% Piperonyl butoxide

**# 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.<sup>3</sup>

## ECONOMIC IMPACT

### Calves

At a level of 387 flies per animal, horn flies reduced average daily gain (ADG) by 4.3%.<sup>2</sup> 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.**

### Stocker

At a level of 440 flies per animal, an infestation of horn flies reduced ADG by 13.6%.<sup>2</sup> 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.<sup>2</sup>**

# SYNERGIZED DELICE®

Pour-On Insecticide  
For Cattle, Sheep and Their Premises



## KEY BENEFITS:

- Aids in control of horse flies, stable flies, 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

## ACTIVE INGREDIENTS:

- 1.0% Permethrin
- 1.0% Piperonyl butoxide

# of Head (550 LB. AVG.)	60	120	180	240
Purchase	5 Liters	10 Liters	15 Liters	20 Liters

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

# 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 non-lactating dairy cattle and calves

## 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.

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

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