

HEARTGARD® PLUS (ivermectin/pyrantel) IS THE #1 DOG-PREFERRED CHEW¹

BEING #1 IS SOMETHING TO BARK ABOUT.

Here are the top reasons to choose HEARTGARD Plus chews:

1. The only real-beef chew that dogs love.³
2. Pet owners ask for HEARTGARD® (ivermectin) brand products by name more than any other brand.⁴
3. The #1 choice of vets for their own dogs.⁵
4. More than 2 billion doses of HEARTGARD brand products have been dispensed.⁶
5. In 2021, Boehringer Ingelheim invested more than double the industry average in veterinary prescription parasiticide consumer advertising to help drive pet owners into veterinary practices.⁷

**IN TERMS OF
DOG PREFERENCE,
NOTHING ELSE
COMES CLOSE:**

In combined studies, in dogs showing a preference, dogs preferred HEARTGARD Plus:¹



37 to 1 over INTERCEPTOR®

61 to 1 over INTERCEPTOR PLUS

104 to 1 over IVERHART PLUS®

219 to 0 over SENTINEL®

19 to 1 over SENTINEL SPECTRUM®

83 to 0 over SIMPARICA TRIO®



¹ Data on file at Boehringer Ingelheim.

² Data on file at Boehringer Ingelheim.

³ Freedom of Information: NADA 140-971 (January 15, 1993).

⁴ Data on file at Boehringer Ingelheim.

⁵ Data on file at Boehringer Ingelheim.

⁶ Data on file at Boehringer Ingelheim.

⁷ Data on file at Boehringer Ingelheim.

HEARTGARD® and the Dog & Hand Logo® are registered trademarks of Boehringer Ingelheim Animal Health USA Inc. All other trademarks are the property of their respective owner.
©2022 Boehringer Ingelheim Animal Health USA Inc., Duluth, GA. All rights reserved. US-PET-0255-2020-B-V3.

IMPORTANT SAFETY INFORMATION: HEARTGARD® (ivermectin) and HEARTGARD® Plus (ivermectin/pyrantel) are well tolerated. All dogs should be tested for heartworm infection before starting a preventive program. Following the use of HEARTGARD and HEARTGARD Plus, digestive and neurological side effects have been reported. For more information and for full prescribing information, [click here](#), call 888-637-4251 or visit [HEARTGARDClinic.com](https://www.heartgardclinic.com).