

# CYDTECTIV<sup>®</sup>

## PLATINUM



**NEW RESEARCH  
CONFIRMS SIGNIFICANT  
COST OF USING  
INEFFECTIVE DRENCHES  
ON HERD PERFORMANCE**

**THE NEXT GENERATION HAS ARRIVED**

- HIGHLY EFFECTIVE AGAINST SINGLE AND DUAL RESISTANT WORMS<sup>1</sup>
- PERSISTENT ACTIVITY FOR REDUCED PASTURE CONTAMINATION FOR 21-35 DAYS<sup>1</sup>
- 7 DAY MEAT WHP AND 20 DAY ESI OFFER OPTIMAL MARKET OPPORTUNITY<sup>1</sup>



Shaping the future  
of animal health

**Virbac**

# WHAT IS AN EFFECTIVE DRENCH?

An effective cattle drench will control all key cattle worms, including *Ostertagia*, *Haemonchus* and *Cooperia*.

Treatment should remove **at least 95%** of all key cattle worms when tested 14 days after treatment and **reduce contamination of pastures by parasite eggs**.

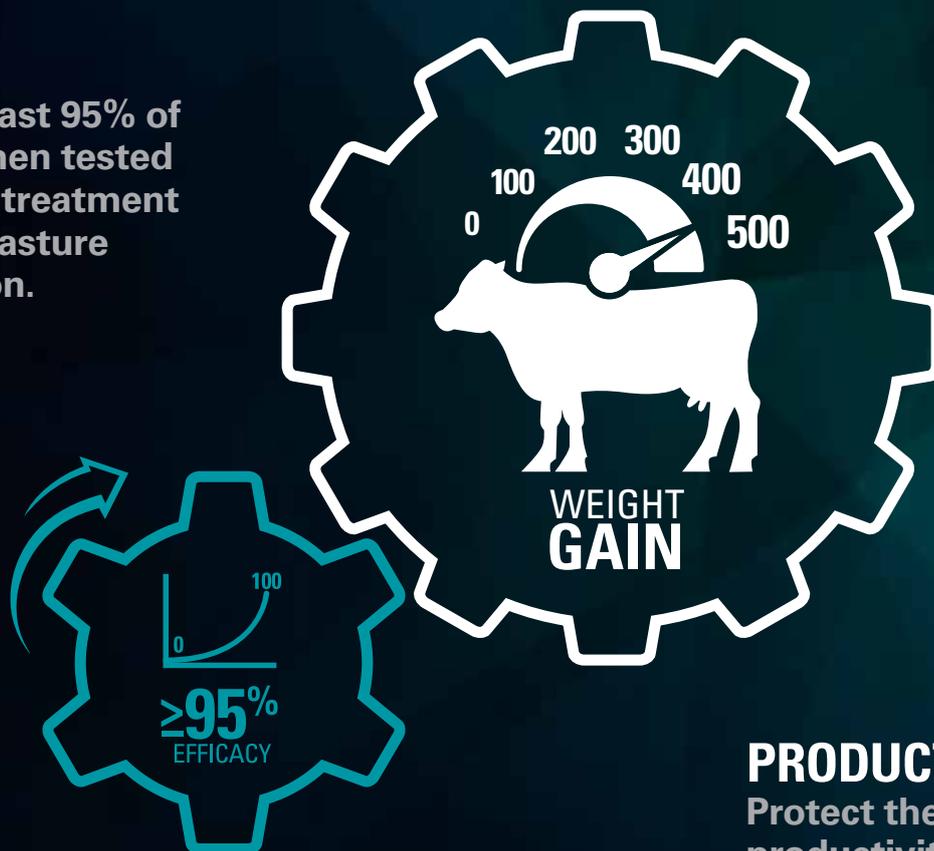
Effective cattle drenches will also protect the **health** and **productivity** (weight gain) of your cattle.

The use of combination drenches (products containing more than one active) has been shown to significantly increase productivity.<sup>2,3,4</sup>

**SINGLE ACTIVE POUR ON DRENCHES ARE NO LONGER RELIABLY EFFECTIVE EITHER IN EFFICACY AND/OR PRODUCTIVITY.**

## EFFICACY

Remove at least 95% of all worms when tested 14 days after treatment and reduce pasture contamination.



## PRODUCTIVITY

Protect the health and productivity (weight gain) of your cattle.

**IT IS ESSENTIAL THAT ONLY HIGHLY EFFECTIVE CATTLE DRENCHES ARE CHOSEN TO PROTECT HEALTH, PRODUCTIVITY, AND THE FUTURE OF YOUR FARM.**

# CURRENT CATTLE DRENCHES - ARE THEY WORKING?

Label claims of most single active drenches, including brands like Dectomax®, Ivomec® and Eprinex® and with their numerous generics, are based on trials conducted decades ago.

**WHILE DRENCHES CAN HAVE REGISTERED CLAIMS FOR TREATMENT AND CONTROL OF PARASITES, A DRENCH CHECK MAY REVEAL A VERY DIFFERENT PICTURE TO WHAT IS ON THEIR LABELS.**

BRAND NAME	YEAR REGISTERED	AGE OF PRODUCT
Ivomec® Pour-on	1994	27 years
Cyductin® Pour-on	1996	25 years
Dectomax® Pour-on	1997	24 years
Eprinex® Pour-on	1998	23 years
Eclipse® Pour-on	2011	10 years

## LEAVING WORMS BEHIND CAN SIGNIFICANTLY IMPACT PRODUCTIVITY

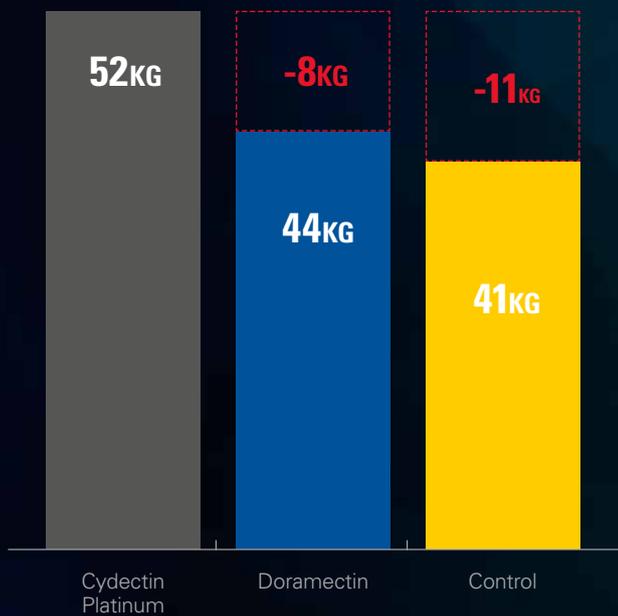
Independent trials<sup>2,3</sup> have shown that Cyductin Platinum Dual Active Low Volume Pour-on is both highly effective against all key cattle worms and delivers a productivity advantage compared to older, single active pour-on drenches.

# DELIVERING BETTER PRODUCTIVITY AND

In 2020, Virbac Australia partnered with the NSW DPI and North Coast LLS to study the response to pour-on drenches over 63 days:

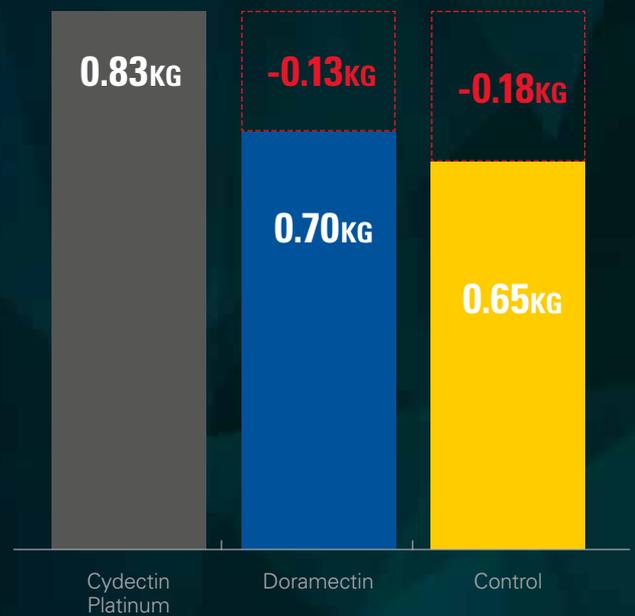
- 245 MIXED BREED STEERS, 9-11 MONTHS OF AGE FROM MULTIPLE NSW FARMS
- MEAN STARTING WEIGHT OF 300 KG
- MIXED INFECTION OF *OSTERTAGIA* SPP., *COOPERIA* SPP. AND *HAEMONCHUS* SPP.<sup>2</sup>

## MEAN WEIGHT GAIN (KG) AFTER 63 DAYS



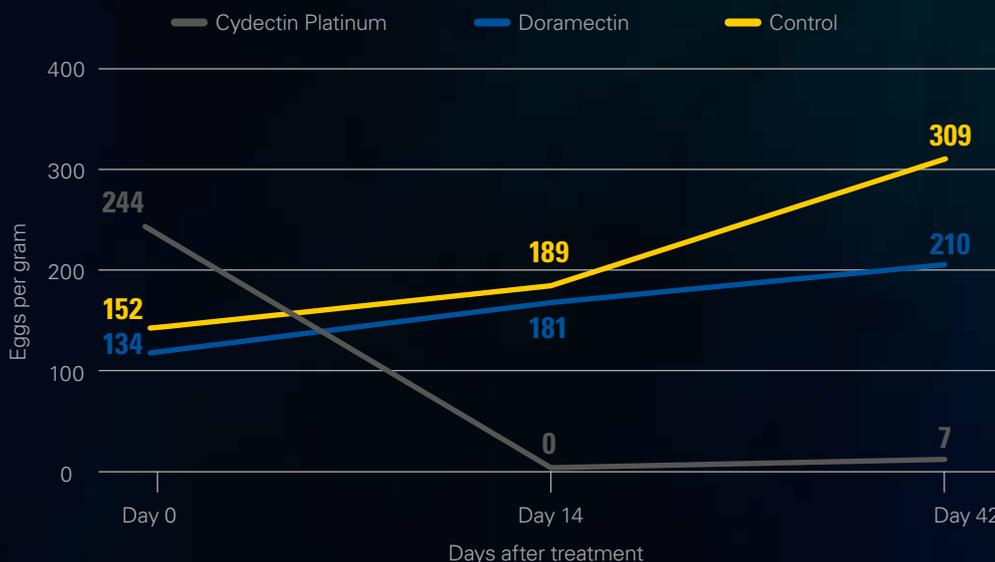
(P<0.05 at Day 28 and 0.08 from Day 42)

## AVERAGE DAILY WEIGHT GAIN (KG)



(P<0.05)

## NSW DPI/LLS TRIAL - HAEMONCHUS CONTROL BY GROUP



Cydectin Platinum had 100% efficacy 14 days after treatment against ML-resistant *Haemonchus* and greater than 97% efficacy 42 days after treatment.<sup>2</sup> Doramectin treated animals had significant levels of resistant worms 14 days after treatment.

# BETTER EFFICACY ACROSS AUSTRALIA

■ USE OF CYDECTIN PLATINUM PROTECTED PRODUCTIVITY, WITH STEERS GROWING 11 KG MORE THAN CONTROL ANIMALS AND 8KG MORE THAN THOSE TREATED WITH DORAMECTIN POUR-ON (P<0.05 AT DAY 28 AND 0.08 FROM DAY 42).<sup>2</sup>

■ USE OF CYDECTIN PLATINUM INCREASED DAILY WEIGHT GAIN BY 0.18 KG (+28%) COMPARED TO THE CONTROL GROUP AND 0.13 KG (+19%) COMPARED TO DORAMECTIN POUR-ON (P<0.05).<sup>2</sup>



=

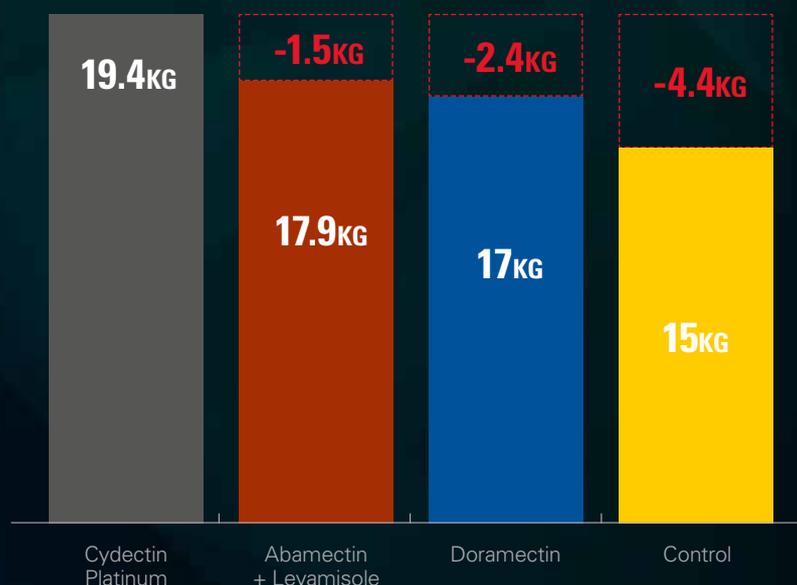
**+ \$36.00\***

\* based on \$4.50/kg LW vs Doramectin® Pour-on

In a second study conducted in Far North Queensland, Virbac Australia partnered with James Cook University:

- 172 MIXED SEX WEANER BEEF CATTLE FROM A LOCAL RESEARCH HERD
- ANIMALS HAD A MEAN STARTING WEIGHT OF 208KG
- MIXED INFECTION OF *HAEMONCHUS* SPP, *COOPERIA* SPP AND *OESOPHAGOSTONUM*.<sup>3</sup>

## MEAN TOTAL WEIGHT GAIN (KG) AFTER 42 DAYS



Use of Cydectin Platinum increased weight gain by 4.4 kg (29%) over 42 days compared to control animals and 2.4 kg (14%) compared to doramectin pour-on treated animals (P=0.09).<sup>3</sup>

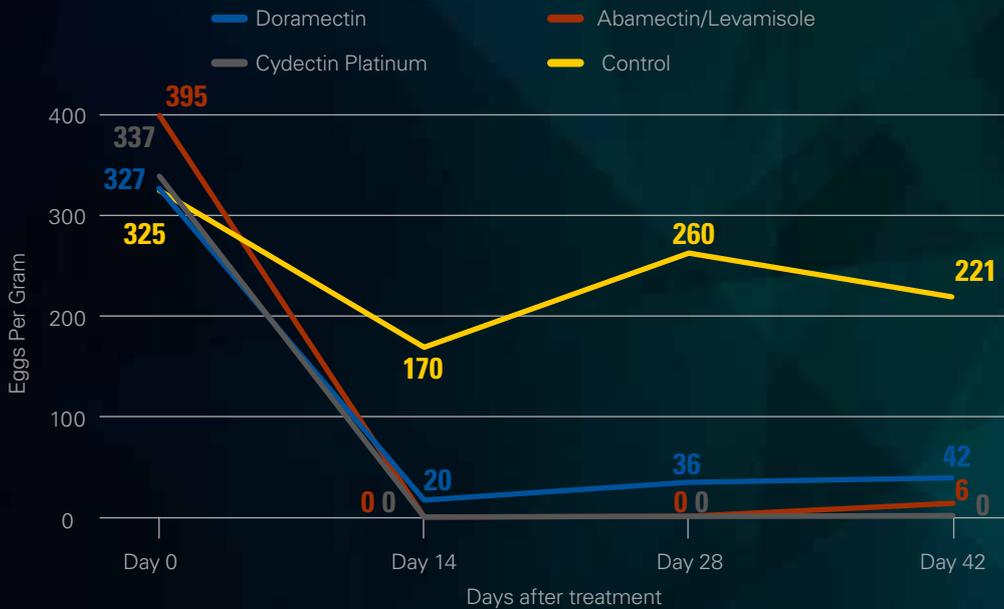
(P=0.09)

# PROTECT YOUR FARM AND YOUR PRODUCTIVITY

Day 14 efficacy of the doramectin pour-on was only 88% compared to the control group, and while the efficacy of the abamectin/levamisole product was 100% at day 14, worm burdens were beginning to re-establish by Day 42.<sup>3</sup>

**CYDECTIN PLATINUM DELIVERED THE HIGHEST LEVEL OF WORM CONTROL WITH 100% EFFICACY AT DAY 14 AND DAY 42 WORM EGG COUNTS. IMPORTANTLY, NO WORM LARVAE WERE ABLE TO BE CULTURED AT DAY 42.<sup>3</sup>**

## FAR NORTH TRIAL – WORM EGG COUNTS OVER TIME





**+2.4KG**  
WEIGHT GAIN  
PER HEAD

=

**+ \$10.80\***

\* based on \$4.50/kg LW vs Doramectin Pour-on

Both independently conducted trials confirmed that single active pour-on drenches are no longer reliable compared to their current label claims or to protect productivity.

Similar research confirms single actives, such as doramectin containing pour-on drenches, are ineffective (<95%) at removing *Cooperia* spp. and/or *Haemonchus* spp. 14 Days After Treatment.<sup>5</sup>

# WHAT CATTLE PRODUCERS REALLY NEED TO KNOW

- TO PROTECT PRODUCTIVITY, ALWAYS USE A DRENCH WITH THE HIGHEST EFFICACY.
- CATTLE PRODUCERS NEED TO USE HIGHLY EFFECTIVE DRENCHES TO IMPROVE WORM CONTROL, DELAY RESISTANCE (EFFICACY) AND INCREASE PRODUCTIVITY (EXTRA WEIGHT GAIN).
- SINGLE ACTIVE POUR-ON DRENCHES ARE NO LONGER RELIABLY 'EFFECTIVE' EITHER IN EFFICACY AND/OR PRODUCTIVITY.
- CYDECTIN PLATINUM IS A HIGHLY EFFECTIVE DUAL-ACTIVE DRENCH, WITH THE BENEFITS YOU HAVE COME TO EXPECT — SHORT WHP AND ESI, NON-IRRITANT, CONVENIENT POUR-ON APPLICATION.
- CYDECTIN PLATINUM IS THE NEW STANDARD IN POUR-ON CATTLE DRENCH IN AUSTRALIA.

## INNOVATION TO THE CORE

 <p><b>Dual Actives:</b> Unrivalled worm control, even in the face of single and dual resistance. No need to compromise convenience for performance.</p>	 <p><b>Moxidectin &amp; Levamisole:</b> Potency, persistency and reliability of Moxidectin. Broad spectrum efficacy of two actives against key cattle worms.</p>	 <p><b>DMI-Sorb™ Technology:</b> A non-irritant pour-on that stays on to enhance penetration and reduce absorption variability. Does not irritate the skin or damage the hide.<sup>1</sup></p>
 <p><b>Persistent Activity:</b> Reduces pasture contamination for 21-35 days, leading to safer and cleaner pastures.<sup>1</sup></p>	 <p><b>Short WHP:</b> 7 Day<sup>1</sup> meat WHP to make sure you never miss a market opportunity with the shortest WHP of any combination drench<sup>1</sup>.</p>	 <p><b>Short ESI:</b> 20 Day<sup>1</sup> to make sure you never miss a market opportunity with the shortest ESI of any combination drench<sup>1</sup>.</p>
 <p><b>TCI:</b> 28 Day Treatment to Calving Interval means an ideal dry-off or pre-calving treatment.<sup>1</sup></p>	 <p><b>Rainfast:</b> Rainfall from 2 hours after treatment will not affect efficacy.<sup>1</sup></p>	 <p><b>Dung Beetles:</b> No known impact on dung beetles** like Cydectin® Pour On and Cydectin® Injectable range</p>

\*Compared to other registered combination drenches. \*\* Not likely to have any significant adverse effect on the following dung beetles: *Onthophagus gazella*, *O.taurus*, *Euniticellus intermedius* and *E.fulvus*. Effects on other dung beetle species have not been fully evaluated.

**LOW  
VOLUME**  
SMALLER DOSES



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- PERSISTENT ACTIVITY FOR REDUCED PASTURE CONTAMINATION FOR 21-35 DAYS<sup>1</sup>
- 7 DAY MEAT WHP AND 20 DAY ESI OFFER OPTIMAL MARKET OPPORTUNITY
- DMI-Sorb™ TECHNOLOGY ENHANCES PENETRATION OF ACTIVES AND IS NON-IRRITANT

### REFERENCES

1 Refer to registered label 2 NSW DPI (2020) Duck Creek Endoparasite Trial (data on file) 3 JCU (2020) Comparative efficacy and productivity of pour on endectocides (data on file) 4 Canton et.,al. (2019) Impact on beef cattle productivity of infection with anthelmintic-resistant nematodes. 5 VBAB17111, FVBAB17110, FVBAB17112, VBAF18022 and VBABF18023 Registration Trials (Virbac Data on File).



Virbac Customer Service: 1800 242 100  
[au.virbac.com/platinum](http://au.virbac.com/platinum)

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