

MidamoxTM

(imidacloprid + moxidectin)

FOR DOGS & CATS



**Monthly Topical Solution for Flea Infestations,
Heartworm Prevention and More**

Discover Midamox™

The cost-effective way to prevent flea infestations and heartworm disease



Meet Midamox™ for Dogs and Cats (imidacloprid + moxidectin) topical solution from Norbrook®, an affordable alternative to Advantage Multi® for Dogs and Cats (imidacloprid + moxidectin). Made with the only combination of active ingredients approved by the FDA to kill circulating heartworm microfilariae in dogs, Midamox is an effective, affordable choice for preventing heartworm disease, treating flea infestations, and treating and controlling several other parasites.

PETS COME IN MANY SIZES. SO DOES PARASITE PROTECTION.

Midamox is available in several dosage volumes or sizes to accommodate cats and dogs of various weight ranges.

PET	WEIGHT	VOLUME	IMIDACLOPRID	MOXIDECTIN
KITTEN	2-5 lbs	0.23 mL	23 mg	2.3 mg
SMALL/MEDIUM CAT	5.1-9 lbs	0.4 mL	40 mg	4 mg
LARGE CAT*	9.1-18 lbs	0.8 mL	80 mg	8 mg
PUPPY/VERY SMALL DOG	3-9 lbs	0.4 mL	40 mg	10 mg
SMALL DOG	9.1-20 lbs	1.0 mL	100 mg	25 mg
MEDIUM DOG	20.1-55 lbs	2.5 mL	250 mg	62.5 mg
LARGE DOG*	55.1-88 lbs	4.0 mL	400 mg	100 mg

*Cats over 18 lbs and dogs over 88 lbs should be treated with the appropriate combination of applicators for the species.

MIDAMOX™ PROTECTS AGAINST



Heartworm | CATS & DOGS
Dirofilaria immitis



Fleas | CATS & DOGS
Ctenocephalides felis



Whipworms | DOGS
Trichuris vulpis



Roundworms | CATS & DOGS
Dogs: *Toxascaris leonina*,
Toxocara canis
Cats: *Toxocara cati*



Hookworms | CATS & DOGS
Dogs: *Ancylostoma caninum*,
Uncinaria stenocephala
Cats: *Ancylostoma tubaeforme*



Ear mites | CATS
Otodectes cynotis



Sarcoptic mange | DOGS
Sarcoptes scabiei

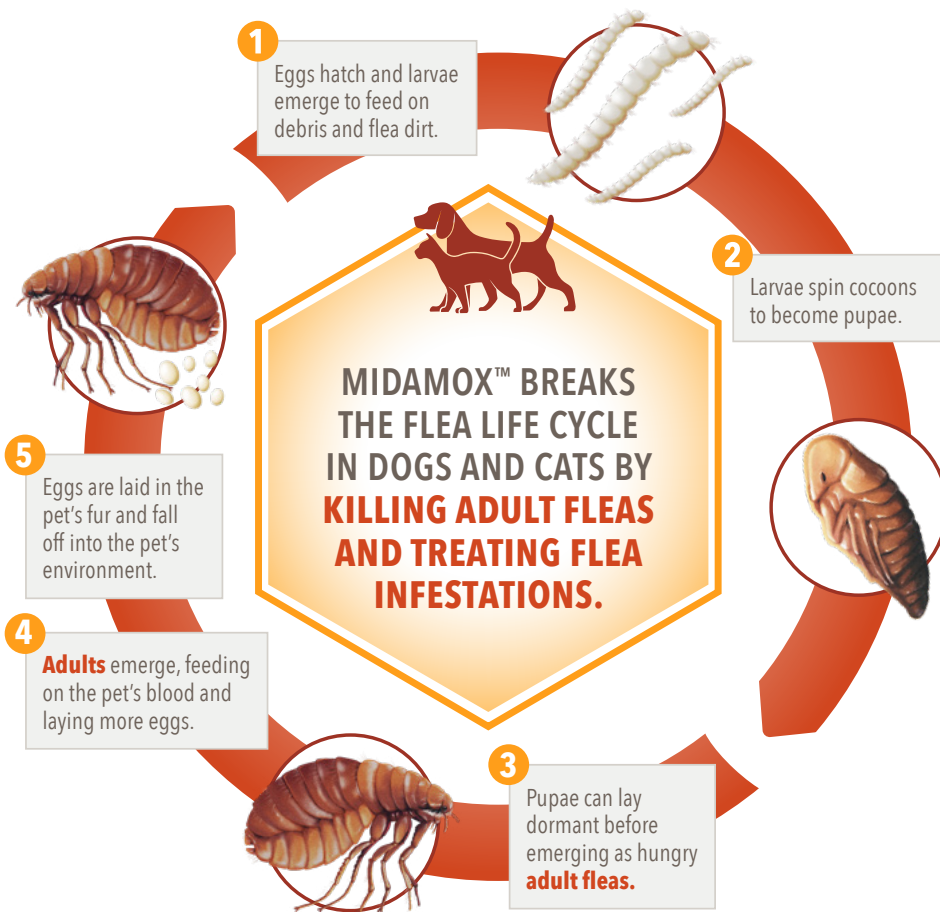
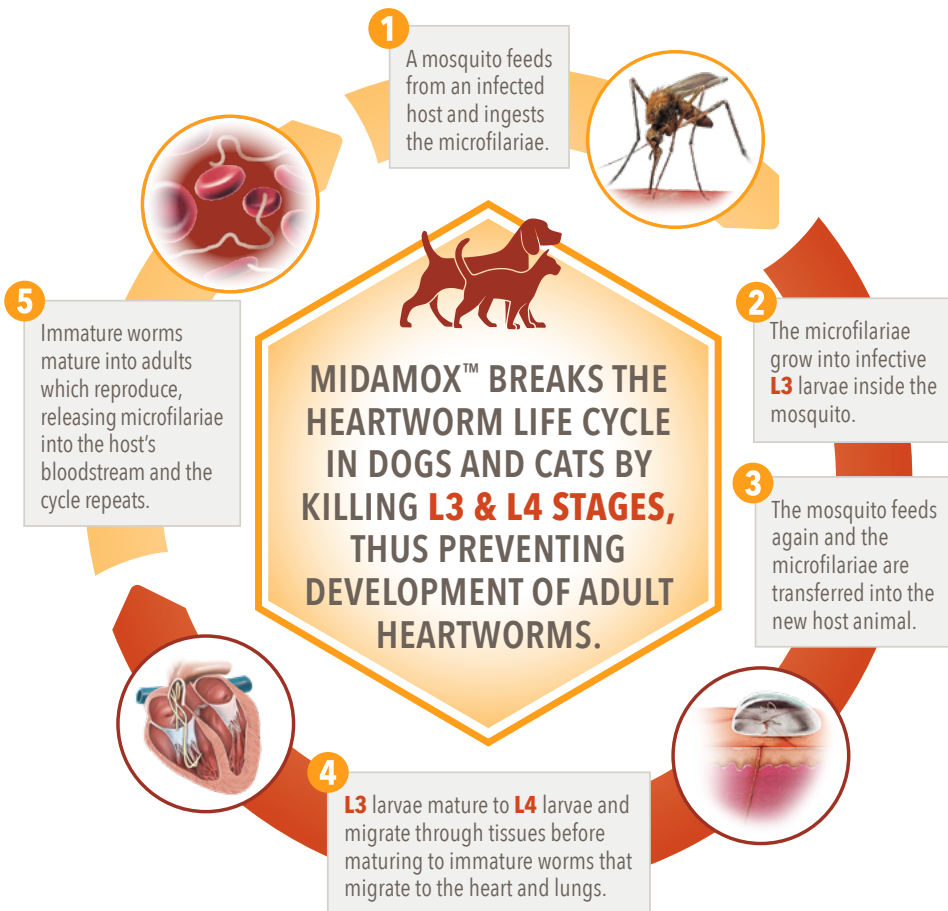
CAUTION: Federal (U.S.A.) law restricts this drug to use by or on the order of a licensed veterinarian.

Dogs: WARNING: DO NOT ADMINISTER THIS PRODUCT ORALLY. For the first 30 minutes after application, ensure that dogs cannot lick the product from application sites on themselves or other treated animals. (See Contraindications and Adverse Reactions for more information.)

Cats: WARNING: Do not use on sick, debilitated or underweight cats. (See Contraindications and Adverse Reactions for more information.) Do not use in cats less than 9 weeks of age.

PRECAUTIONS: Avoid oral ingestion.

HUMAN WARNINGS: Children should not come in contact with application sites for 2 hours after application.



DID YOU KNOW?



Heartworm infection has been diagnosed in all 50 states, although transmission risk varies considerably.¹



An average of 7 in 10 mosquitoes in a heartworm-positive dog's kennel carry heartworm.²



There is no approved treatment for heartworm disease in cats. Prevention is the only way to eliminate the threat.³



Only 5% of cats are on year-round heartworm prevention.⁴



The American Heartworm Society recommends you get your pet tested every year for heartworm disease and administer heartworm preventative monthly.^{1,5}

Midamox™ for Cats

(imidacloprid + moxidectin)



BROAD PROTECTION FOR FELINE PETS

Heartworms and fleas aren't just dog problems – they're a great risk for indoor and outdoor cats as well. Protect cats against indicated parasites with Midamox™ for Cats, the economical topical solution that's easy for clients to apply once a month.

	Midamox™	ADVANTAGE MULTI®	REVOLUTION®
PEST PROTECTION	HEARTWORM	✓	✓
	FLEAS	✓	✓
	ROUNDWORMS	✓	✓
	HOOKWORMS	✓	✓
	EAR MITES	✓	✓
SAFETY	YOUNGEST AGE	9 WEEKS	8 WEEKS
	LOWEST WEIGHT	2 LBS	NONE
	SEPARATION TIME	30 MIN	UNTIL DRY

Midamox™ for Dogs

(imidacloprid + moxidectin)



CANINE PEST PROTECTION THAT WORKS FROM THE OUTSIDE IN

Midamox™ for Dogs contains the only combination of active ingredients that is approved by the FDA to kill circulating heartworm microfilariae, making it the effective and affordable choice for protecting canine pets against heartworm and other parasites.

	Midamox™	ADVANTAGE MULTI®	REVOLUTION®
PEST PROTECTION	HEARTWORM*	✓	✓
	FLEAS	✓	✓
	AMERICAN DOG TICK		✓
	ROUNDWORMS	✓	✓
	HOOKWORMS	✓	✓
	WHIPWORMS	✓	✓
	SARCOPTIC MANGE	✓	✓
SAFETY	YOUNGEST AGE	7 WEEKS	6 WEEKS
	LOWEST WEIGHT	3 LBS	NONE
	SEPARATION TIME	30 MIN	UNTIL DRY

*Midamox and Advantage Multi® contain the only FDA-approved combination of active ingredients designed to both **prevent heartworm disease** and **kill circulating microfilariae**.



Economical care that allows you to pass on the savings.

Protecting dogs and cats year-round from heartworms and flea infestation can be a financial burden for clients. Midamox™ for Dogs and Cats topical solution eases budget stress, enabling more clients to comply with year-round prevention recommendations and helping to increase profits for your clinic.

THE MIDAMOX™ PRICE POINT ALLOWS YOU TO:

- Help your clients save money on their pet's wellness costs
- Reduce your inventory costs
- Encourage compliance with lower costs
- Potentially increase the number of pets in your practice that are protected year-round

MIDAMOX™ VS. ADVANTAGE MULTI® COST TO THE VET

PET	WEIGHT	DOSES PER CARD	<i>Midamox</i> ™	ADVANTAGE MULTI®	MIDAMOX™ SAVINGS
KITTEN	2-5 lbs	3	\$24.50	\$33.72	27%
SMALL/MEDIUM CAT	5.1-9 lbs	6	\$57.25	\$78.87	27%
LARGE CAT	9.1-18 lbs	6	\$57.25	\$78.87	27%
PUPPY/VERY SMALL DOG	3-9 lbs	6	\$61.30	\$84.45	27%
SMALL DOG	9.1-20 lbs	6	\$61.30	\$84.45	27%
MEDIUM DOG	20.1-55 lbs	6	\$61.30	\$84.45	27%
LARGE DOG	55.1-88 lbs	6	\$61.30	\$84.45	27%

Source: DVM 2022 Published List Prices per Card or Unit

Save more with Midamox™



COST TO PROTECT A 10-LB CAT FOR 1 YEAR WITH MIDAMOX™ FOR CATS VS. ADVANTAGE MULTI® FOR CATS

	Midamox™	ADVANTAGE MULTI®
DVM Cost per 6 Pack	\$57.25	\$78.87
DVM Cost to Protect 10-lb Cat for 1 Year	\$114.50	\$157.74
Client Cost to Protect 10-lb Cat for 1 Year*	\$222.00	\$252.00
Annual Savings to Client Using Midamox™	\$30.00	
Annual Profit to DVM	\$107.50	\$94.26
Increase in DVM Profit Using Midamox™	\$13.24	
Increase in Profit to DVM Converting 30 x 10-lb Cats from Just 4 Doses per Year of Advantage Multi® to 12 Doses per Year of Midamox™	\$2,282.00	

Source: Vet cost based on 2022 Vet Price Lists

*Client cost based on typical 60% markup. Midamox price set at \$30 less annually.

COST TO PROTECT A 40-LB DOG FOR 1 YEAR WITH MIDAMOX™ FOR DOGS VS. ADVANTAGE MULTI® FOR DOGS

	Midamox™	ADVANTAGE MULTI®
DVM Cost per 6 Pack	\$61.30	\$84.45
DVM Cost to Protect 40-lb Dog for 1 Year	\$122.60	\$168.90
Client Cost to Protect 40-lb Dog for 1 Year*	\$240.00	\$270.00
Annual Savings to Client Using Midamox™	\$30.00	
Annual Profit to DVM	\$117.40	\$101.10
Increase in DVM Profit Using Midamox™	\$16.30	
Increase in Profit to DVM Converting 30 x 40-lb Dogs from Just 4 Doses per Year of Advantage Multi® to 12 Doses per Year of Midamox™	\$2,511.00	

Source: Vet cost based on 2022 Vet Price Lists

*Client cost based on typical 60% markup. Midamox price set at \$30 less annually.



Get to know Norbrook[®]

Providing quality, cost-effective animal health products to the veterinary community for over 50 years.

Norbrook was founded in Newry, Northern Ireland, in 1969 and is now a leading global provider of veterinary pharmaceuticals. With world-class manufacturing facilities on four continents and sales and marketing offices in 30 countries, Norbrook exports to over 120 countries worldwide. Their products have been featured in the U.S. for over 30 years.

DID YOU KNOW?

- Norbrook manufactures some of its own active pharmaceutical ingredients (APIs), ensuring control over costs and increased confidence in quality.
- Norbrook is one of the largest manufacturers of veterinary sterile injectables in the world.
- Norbrook manufactures products for other major animal health companies.
- Norbrook is one of the largest manufacturers of companion animal and livestock private-label brands in the U.S.

For more information about Norbrook products, visit [Norbrook.com](https://www.norbrook.com) or call 866-591-5777.

¹ Nelson CT, McCall JW, Jones S, Moorhead A. Current Canine Guidelines for the Prevention, Diagnosis, and Management of Heartworm (*Dirofilaria immitis*) Infection in Dogs. Wilmington, DE: American Heartworm Society; 2018.

² McKay T, Bianco T, Rhodes L, Barnett S. Prevalence of *Dirofilaria immitis* (Nematoda: Filarioidea) in Mosquitoes From Northeast Arkansas, the United States.

³ Heartworm in Cats. American Heartworm Society, 2020.

⁴ Feline heartworm facts [infographic]. American Heartworm Society.

⁵ American Heartworm Society, Feline Guidelines Summary; 2020.

Midamox™ for Dogs

(imidacloprid + moxidectin)

Topical Solution

Once-a-month topical solution for the prevention of heartworm disease, the treatment of circulating microfilariae, kills adult fleas, is indicated for the treatment of flea infestations, the treatment and control of sarcoptic mange, as well as the treatment and control of intestinal parasite infections in dogs and puppies that are at least 7 weeks of age and that weigh at least 3 lbs.

WARNING

- **DO NOT ADMINISTER THIS PRODUCT ORALLY**
 - For the first 30 minutes after application ensure that dogs cannot lick the product from application sites on themselves or other treated animals.
 - Children should not come in contact with application sites for two (2) hours after application.
- (See Contraindications, Warnings, Human Warnings, and Adverse Reactions, for more information)

CAUTION:

Federal (U.S.A.) Law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION:

Midamox for Dogs (10% imidacloprid + 2.5% moxidectin) is a colorless to yellow ready-to-use solution packaged in single dose applicators for topical treatment of dogs. The formulation and dosage schedule are designed to provide a minimum of 4.5 mg/lb (10 mg/kg) imidacloprid and 1.1 mg/lb (2.5 mg/kg) moxidectin based on body weight.

Imidacloprid is a chloronicotinyl nitroguanidine insecticide. The chemical name for imidacloprid is 1-[(6-Chloro-3-pyridinyl)methyl]-N-nitro-2-imidazolidinimine. Moxidectin is a semisynthetic macrocyclic lactone endectocide derived from the actinomycete *Streptomyces cyaneogriseus nancyangenus*. The chemical name for moxidectin is [6R, 23E, 25S(E)]-5-O- Demethyl-28-deoxy-25-(1,3-dimethyl-1-butenyl)-6,28-epoxy-23-(methoxyimino) milbemycin B.

INDICATIONS:

Midamox for Dogs is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis* and the treatment of *Dirofilaria immitis* circulating microfilariae in heartworm-positive dogs. Midamox for Dogs kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). Midamox for Dogs is indicated for the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei* var. *canis*. Midamox for Dogs is also indicated for the treatment and control of the following intestinal parasites:

Intestinal Parasite	Intestinal Stage			
	Adult	Immature Adult	Fourth Stage Larvae	
Hookworm Species	<i>Ancylostoma caninum</i>	X	X	X
	<i>Uncinaria stenocephala</i>	X	X	X
Roundworm Species	<i>Toxocara canis</i>	X		X
	<i>Toxascaris leonina</i>	X		
Whipworm	<i>Trichuris vulpis</i>	X		

CONTRAINDICATIONS:

Do not administer this product orally. (See WARNINGS.)
Do not use this product (containing 2.5% moxidectin) on cats.

WARNINGS

For the first 30 minutes after application:

Ensure that dogs cannot lick the product from application sites on themselves or other treated dogs, and
Separate treated dogs from one another and from other pets to reduce the risk of accidental ingestion.

Ingestion of this product by dogs may cause serious adverse reactions including depression, salivation, dilated pupils, incoordination, panting, and generalized muscle tremors.

In avermectin sensitive dogs,^a the signs may be more severe and may include coma and death.^b

^a Some dogs are more sensitive to avermectins due to a mutation in the MDR1 gene. Dogs with this mutation may develop signs of severe avermectin toxicity if they ingest this product. The most common breeds associated with this mutation include Collies and Collie crosses.

^b Although there is no specific antagonist for avermectin toxicity, even severely affected dogs have completely recovered from avermectin toxicity with intensive veterinary supportive care.

HUMAN WARNINGS:

Not for human use. Keep out of the reach of children.

Children should not come in contact with application sites for two (2) hours after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Exposure to the product has been reported to cause headache; dizziness; and redness, burning, tingling, or numbness of the skin.

Wash hands thoroughly with soap and warm water after handling.

If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician.

People with known hypersensitivity to benzyl alcohol, imidacloprid or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS), for consumer questions or to report adverse reactions call 1-866-591-5777.

PRECAUTIONS:

Do not dispense dose applicators without complete safety and administration information. Use with caution in sick, debilitated, or underweight animals. The safety of Midamox for Dogs has not been established in breeding, pregnant, or lactating dogs. The safe use of Midamox for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Prior to administration of Midamox for Dogs, dogs should be tested for existing heartworm infection. At the discretion of the veterinarian, infected dogs should be treated with an adulticide to remove adult heartworms. The safety of Midamox for Dogs has not been evaluated when administered on the same day as an adulticide. Midamox for Dogs is not effective against adult *D. immitis*. Although the number of circulating microfilariae is substantially reduced in most dogs following treatment with Midamox for Dogs, the microfilaria count in some heartworm-positive dogs may increase or remain unchanged following treatment with Midamox for Dogs alone or in a dosing regimen with melarsomine dihydrochloride. (See ADVERSE REACTIONS and ANIMAL SAFETY – Safety Study in Heartworm-Positive Dogs.) Imidacloprid and moxidectin has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease.

ADVERSE REACTIONS:

Heartworm-Negative Dogs

Field Studies: Following treatment with imidacloprid and moxidectin or an active control, dog owners reported the following post-treatment reactions:

OBSERVATION	imidacloprid + moxidectin n=128	Active Control n=68
Pruritus	19 dogs (14.8%)	7 dogs (10.3%)
Residue	9 dogs (7.0%)	5 dogs (7.4%)
Medicinal Odor	5 dogs (3.9%)	None observed
Lethargy	1 dog (0.8%)	1 dog (1.5%)
Inappetence	1 dog (0.8%)	1 dog (1.5%)
Hyperactivity	1 dog (0.8%)	None observed

During a field study using 61 dogs with pre-existing flea allergy dermatitis, one (1.6%) dog experienced localized pruritus immediately after imidacloprid application, and one investigator noted hyperkeratosis at the application site of one dog (1.6%).

In a field safety and effectiveness study, imidacloprid and moxidectin was administered to 92 client-owned dogs with sarcoptic mange. The dogs ranged in age from 2 months to 12.5 years and ranged in weight from 3 to 231.5 pounds. Adverse reactions in dogs treated with imidacloprid and moxidectin included hematochezia, diarrhea, vomiting, lethargy, inappetence, and pyoderma.

Laboratory Effectiveness Studies: One dog in a laboratory effectiveness study experienced weakness, depression, and unsteadiness between 6 and 9 days after application with imidacloprid and moxidectin. The signs resolved without intervention by day 10 post-application. The signs in this dog may have been related to peak serum levels of moxidectin, which vary between dogs, and occur between 1 and 21 days after application of imidacloprid and moxidectin.

The following clinical observations also occurred in laboratory effectiveness studies following application with imidacloprid and moxidectin and may be directly attributed to the drug or may be secondary to the intestinal parasite burden or other underlying conditions in the dogs: diarrhea, bloody stools, vomiting, anorexia, lethargy, coughing, ocular discharge and nasal discharge. Observations at the application sites included damp, stiff or greasy hair, the appearance of a white deposit on the hair, and mild erythema, which resolved without treatment within 2 to 48 hours.

Heartworm-Positive Dogs

Field Study: A 56-day field safety study was conducted in 214 *D. immitis* heartworm and microfilaria positive dogs with Class 1, 2 or 3 heartworm disease. All dogs received imidacloprid and moxidectin on Study Days 0 and 28; 108 dogs also received melarsomine dihydrochloride on Study Days – 14, 14, and 15. All dogs were hospitalized for a minimum of 12 hours following each treatment. Effectiveness against circulating *D. immitis* microfilariae was > 90% at five of six sites; however, one site had an effectiveness of 73.3%. The microfilaria count in some heartworm-positive dogs increased or remained unchanged following treatment with imidacloprid and moxidectin alone or in a dosing regimen with melarsomine dihydrochloride. Following treatment with imidacloprid and moxidectin alone or in a dosing regimen with melarsomine dihydrochloride, the following adverse reactions were observed:

Adverse Reaction	Dogs Treated with imidacloprid + moxidectin for Dogs Only n=106	Dogs Treated with imidacloprid + moxidectin for Dogs + Melarsomine n=108
Cough	24 (22.6%)	25 (23.1%)
Lethargy	14 (13.2%)	42 (38.9%)
Vomiting	11 (10.4%)	18 (16.7%)
Diarrhea, including hemorrhagic	10 (9.4%)	22 (20.4%)
Inappetence	7 (6.6%)	19 (17.6%)
Dyspnea	6 (5.7%)	10 (9.3%)
Tachypnea	1 (<1%)	7 (6.5%)
Pulmonary Hemorrhage	0	1 (<1%)
Death	0	3 (2.8%)

Three dogs treated with imidacloprid and moxidectin in a dosing regimen with melarsomine dihydrochloride died of pulmonary embolism from dead and dying heartworms. One dog, treated with imidacloprid and moxidectin and melarsomine dihydrochloride, experienced pulmonary hemorrhage and responded to supportive medical treatment. Following the first treatment with imidacloprid and moxidectin alone, two dogs experienced adverse reactions (coughing, vomiting, and dyspnea) that required hospitalization. In both groups, there were more adverse reactions to imidacloprid and moxidectin following the first treatment than the second treatment.

To report a suspected adverse reaction, call 1-866-591-5777.

Post-Approval Experience

The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse reactions are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events in dogs are listed in decreasing order of reporting frequency: depression/lethargy, vomiting, pruritus, diarrhea, anorexia, hyperactivity, ataxia, trembling, hypersalivation, application site reactions (alopecia, pruritus, lesions, and erythema), seizures, and anaphylaxis/anaphylactic reactions (hives, urticaria, facial swelling, edema of the head).

Serious reactions, including neurologic signs and death have been reported when cats have been exposed (orally and topically) to this product.

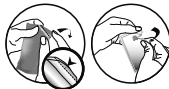
In humans, nausea, numbness or tingling of the mouth/lips and throat, ocular and dermal irritation, pruritus, headache, vomiting, diarrhea, depression and dyspnea have been reported following exposure to this product.

To report suspected adverse drug events, for technical assistance or to obtain a copy of the Safety Data Sheet (SDS), contact Norbrook at 1-866-591-5777. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at www.fda.gov/reportanimalae.

DOSAGE AND ADMINISTRATION:

The recommended minimum dose is 4.5 mg/lb (10 mg/kg) imidacloprid and 1.1 mg/lb (2.5 mg/kg) moxidectin, once a month, by topical administration. Do not apply to irritated skin.

1. Remove the applicator from the outer pouch using scissors or fold along diagonal line to expose nick; tear back at nick. As specified in the following table, administer the entire contents of the *Midamox for Dogs* (imidacloprid and moxidectin) applicator that correctly corresponds with the body weight of the dog.



Dog (lbs.)	<i>Midamox for Dogs</i>	Volume (mL)	Imidacloprid (mg)	Moxidectin (mg)
3–9	<i>Midamox 9</i>	0.4	40	10
9.1–20	<i>Midamox 20</i>	1.0	100	25
20.1–55	<i>Midamox 55</i>	2.5	250	62.5
55.1–88	<i>Midamox 88</i>	4.0	400	100
88.1–110*	<i>Midamox 110</i>	5.0	500	125

* Dogs over 110 lbs. should be treated with the appropriate combination of *Midamox for Dogs* applicators.

2. Hold the applicator upright.
3. Tap the narrow part of the applicator to ensure the contents remain within the main body of the applicator.
4. Twist or snap back the tip.
5. The dog should be standing for application. Part the hair on the back of the dog between the shoulder blades until the skin is visible. For dogs weighing 20 lbs. or less, place the tip of the applicator on the skin and apply the entire contents directly on the exposed skin at one spot between the shoulder blades. For dogs weighing more than 20 lbs., place the tip of the applicator on the skin and apply the entire contents directly on the exposed skin at 3 or 4 spots on the top of the backline from the base of the neck to the upper back in an area inaccessible to licking. Do not apply an amount of solution at any one location that could run off the side of the dog.

Do not let this product get in your dog's mouth or eyes. **Do not allow the dog to lick any of the application sites for 30 minutes.** In households with multiple pets, keep each treated dog separated from other treated dogs and other pets for 30 minutes after application to prevent licking the application sites.

(See WARNINGS.)

Stiff hair, a damp appearance of the hair, pink skin, or a slight powdery residue may be observed at the application site on some animals. This is temporary and does not affect the safety and effectiveness of the product.

Shampooing 90 minutes after treatment does not reduce the effectiveness of *Midamox for Dogs* in the prevention of heartworm disease. Shampooing or water immersion 4 days after treatment will not reduce the effectiveness of *Midamox for Dogs* in the treatment of flea infestations. However, shampooing as often as once weekly may reduce the effectiveness of the product against fleas.

Heartworm Prevention: For prevention of heartworm disease, *Midamox for Dogs* should be administered at one-month intervals. *Midamox for Dogs* may be administered year-round or at a minimum should start one month before the first expected exposure to mosquitoes and should continue at monthly intervals until one month after the last exposure to mosquitoes. If a dose is missed and a 30-day interval between doses is exceeded, administer *Midamox for Dogs* immediately and resume the monthly dosing schedule. When replacing another heartworm preventative product in a heartworm prevention program, the first treatment with *Midamox for Dogs* should be given within one month of the last dose of the former medication.

Treatment of Circulating Microfilaria: For the treatment of circulating *D. immitis* microfilaria in heartworm-positive dogs, *Midamox for Dogs* should be administered at one-month intervals. Treatment with an approved adulticide therapy is recommended because *Midamox for Dogs* is not effective for the treatment of adult *D. immitis*. **(See PRECAUTIONS.)**

Flea Treatment: For the treatment of flea infestations, *Midamox for Dogs* should be administered at one-month intervals. If the dog is already infested with fleas when the first dose of *Midamox for Dogs* is administered, adult fleas on the dog will be killed. However, reinfestation from the emergence of preexisting pupae in the environment may continue to occur for six weeks or longer after treatment is initiated. Dogs treated with imidacloprid, including those with pre-existing flea allergy dermatitis have shown clinical improvement as a direct result of elimination of fleas from the dog.

Treatment and Control of Intestinal Nematode Infections: For the treatment and control of intestinal hookworm infections caused by *Ancylostoma caninum* and *Uncinaria stenocephala* (adults, immature adults and fourth stage larvae) and roundworm infections caused by *Toxocara canis* (adults and fourth stage larvae), and *Toxascaris leonina* (adults), and whipworm infections caused by *Trichuris vulpis* (adults), *Midamox for Dogs* should be administered once as a single topical dose.

Treatment and Control of Sarcoptic Mange: For the treatment and control of sarcoptic mange caused by *Sarcoptes scabiei* var. *canis*, *Midamox for Dogs* should be administered as a single topical dose. A second monthly dose may be administered if necessary.

ANIMAL SAFETY:

Heartworm-Negative Dogs

Field Study: In a controlled, double-masked, field safety study, imidacloprid and moxidectin was administered to 128 dogs of various breeds, 3 months to 15 years of age, weighing 4 to 157 pounds. Imidacloprid and moxidectin was used safely in dogs concomitantly receiving ACE inhibitors, anticonvulsants, antihistamines, antimicrobials, chondroprotectants, corticosteroids, immunotherapeutics, MAO inhibitors, NSAIDs, ophthalmic medications, sympathomimetics, synthetic estrogens, thyroid hormones, and urinary acidifiers. Owners reported the following signs in their dogs after application of imidacloprid and moxidectin: pruritus, flaky/greasy residue at the treatment site, medicinal odor, lethargy, inappetence, and hyperactivity. **(See ADVERSE REACTIONS.)**

Safety Study in Puppies: Imidacloprid and moxidectin was applied topically at 1, 3 and 5X the recommended dose to 7-week-old Beagle puppies once every 2 weeks for 6 treatments on days 0, 14, 28, 42, 56, and 70. Loose stools and diarrhea were observed in all groups, including the controls, throughout the study. Vomiting was seen in one puppy from the 1X treatment group (day 57), in two puppies from the 3X treatment group (days 1 and 79), and in one puppy from the 5X treatment group (day 1). Two puppies each in the 1X, 3X, and 5X groups had decreased appetites within 24 hours post-dosing. One puppy in the 1X treatment group had pruritus for one hour following the fifth treatment. A puppy from the 5X treatment group displayed rapid, difficult breathing from 4 to 8 hours following the second treatment.

Dermal Dose Tolerance Study: Imidacloprid and moxidectin was administered topically to 8-month-old Beagle dogs at 10X the recommended dose once. One dog showed signs of treatment site irritation after application. Two dogs vomited, one at 6 hours and one at 6 days post-treatment. Increased RBC, hemoglobin, activated partial thromboplastin, and direct bilirubin were observed in the treated group. Dogs in the treated group did not gain as much weight as the control group.

Oral Safety Study in Beagles: Imidacloprid and moxidectin was administered once orally at the recommended topical dose to 12 dogs. Six dogs vomited within 1 hour of receiving the test article, 2 of these dogs vomited again at 2 hours, and 1 dog vomited again up to 18 hours post-dosing. One dog exhibited shaking (nervousness) 1 hour post-dosing. Another dog exhibited abnormal neurological signs (circling, ataxia, generalized muscle tremors, and dilated pupils with a slow pupillary light response) starting at 4 hours post-dosing through 18 hours postdosing. Without treatment, this dog was neurologically normal at 24 hours and had a normal appetite by 48 hours post-dosing. **(See CONTRAINDICATIONS.)**

Dermal Safety Study in Ivermectin-Sensitive Collies: Imidacloprid and moxidectin was administered topically at 3 and 5X the recommended dose every 28 days for 3 treatments to Collies which had been prescreened for ivermectin sensitivity. No clinical abnormalities were observed.

Oral Safety Study in Ivermectin-Sensitive Collies: Imidacloprid and moxidectin was administered orally to 5 pre-screened ivermectin-sensitive Collies. The Collies were asymptomatic after ingesting 10% of the minimum labeled dose. At 40% of the minimum recommended topical dose, 4 of the dogs experienced neurological signs indicative of ivermectin toxicity including depression, ataxia, mydriasis, salivation, muscle fasciculation, and coma, and were euthanized. **(See CONTRAINDICATIONS.)**

Heartworm-Positive Dogs

Laboratory Safety Study in Heartworm-Positive Dogs: Imidacloprid and moxidectin was administered topically at 1 and 5X the recommended dose every 14 days for 3 treatments to dogs with adult heartworm infections and circulating microfilaria. At 5X, one dog was observed vomiting three hours after the second treatment. Hypersensitivity reactions were not seen in the 5X treatment group. Microfilaria counts decreased with treatment.

STORAGE INFORMATION:

Store below 77°F (25°C). Excursions are permitted up to 104°F (40°C) however such exposure should be minimized. Do not remove the applicator from the pouch until ready to use. Do not use after the expiry date which is stated on the carton.

HOW SUPPLIED:

Applications Per Package, 6 x 0.4 mL applicators, 6 x 1.0 mL applicators, 6 x 2.5 mL applicators, 6 x 4.0 mL applicators, 6 x 5.0 mL applicators Approved by FDA under ANADA # 200-716

Manufactured by: Norbrook Laboratories Limited Newry, BT35 6PU, Co. Down, Northern Ireland *Midamox*™ is a trademark of Norbrook Laboratories Limited Revised December 2021



Norbrook®

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Midamox™ for Cats

(imidacloprid + moxidectin)

Topical Solution

Once-a-month topical solution for cats for the prevention of heartworm disease, kills adult fleas, is indicated for the treatment of flea infestations, as well as the treatment and control of ear mite infestations and intestinal parasite infections in cats and kittens 9 weeks of age and older and that weigh at least 2 lbs.

CAUTION:

Federal (U.S.A.) Law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION:

Midamox for Cats (10 % imidacloprid + 1 % moxidectin) is a colorless to yellow ready-to-use solution packaged in single-dose applicators for topical treatment of cats. The formulation and dosage schedule are designed to provide a minimum of 4.5 mg/lb (10.0 mg/kg) imidacloprid and 0.45 mg/lb (1.0 mg/kg) moxidectin based on body weight.

Imidacloprid is a chloronicotinyl nitroguanidine insecticide. The chemical name of imidacloprid is 1-[[6-Chloro-3-pyridinyl)methyl]-N-nitro-2-imidazolidinimine. Moxidectin is a semisynthetic macrocyclic lactone endectocide derived from the actinomycete *Streptomyces cyaneogriseus noncyanogenus*. The chemical name of moxidectin is [6R, 23E, 25S(E)]-5-O-Demethyl-28-deoxy-25-(1,3-dimethyl-1-but-nyl)-6,28-epoxy-23-(methoxyimino) milbemycin B.

INDICATIONS:

Midamox for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Midamox for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Midamox for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the following intestinal parasites:

Intestinal Parasite		Intestinal Stage		
		Adult	Immature Adult	Fourth Stage Larvae
Hookworm Species	<i>Ancylostoma tubaeforme</i>	X	X	X
Roundworm Species	<i>Toxocara cati</i>	X		X

WARNINGS:

Do not use on sick, debilitated, or underweight cats (see ADVERSE REACTIONS).

Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight.

HUMAN WARNINGS:

Not for human use. Keep out of the reach of children.

Children should not come in contact with the application site for 30 minutes after application.

Causes eye irritation. Harmful if swallowed. Do not get in eyes or on clothing. Avoid contact with skin. Exposure to the product has been reported to cause headache; dizziness; and redness, burning, tingling, or numbness of the skin. Wash hands thoroughly with soap and warm water after handling. If contact with eyes occurs, hold eyelids open and flush with copious amounts of water for 15 minutes. If eye irritation develops or persists, contact a physician. If swallowed, call poison control center or physician immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or physician. People with known hypersensitivity to benzyl alcohol, imidacloprid or moxidectin should administer the product with caution. In case of allergic reaction, contact a physician. If contact with skin or clothing occurs, take off contaminated clothing. Wash skin immediately with plenty of soap and water. Call a poison control center or physician for treatment advice. The Safety Data Sheet (SDS) provides additional occupational safety information. For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call 1-866-591-5777.

PRECAUTIONS:

Do not dispense dose applicators without complete safety and administration information.

Avoid oral ingestion. Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Midamox for Cats is inadvertently administered orally or through grooming/licking of the application site.

The safety of Midamox for Cats has not been established in breeding, pregnant, or lactating cats.

The effectiveness of Midamox for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats.

Use of this product in geriatric patients with subclinical conditions has not been adequately studied. Several otherwise healthy, thin geriatric cats experienced prolonged lethargy and sleepiness after using this drug. (See ADVERSE REACTIONS.)

ADVERSE REACTIONS:

Field Study: Following treatment with imidacloprid and moxidectin or an active control, cat owners reported the following post-treatment reactions:

OBSERVATION	Imidacloprid + moxidectin n = 113	Active Control n = 38
Lethargy (protracted sleeping, poorly responsive)	3 cats* (2.7%)	None observed
Behavioral changes (e.g., agitated, excessive grooming, hiding, pacing, spinning)	9 cats (8.0%)	1 cat (2.6%)
Discomfort (e.g., scratching, rubbing, head-shaking)	5 cats (4.4%)	None observed
Hypersalivation (within 1 hour after treatment)	3 cats (2.7%)	None observed
Polydipsia	3 cats (2.7%)	None observed
Coughing and gagging	1 cat (0.9%)	None observed

* These three cats were from the same household and included one 13-yr-old cat in good health, one 15-yr-old FIV positive cat in good health, and one 15-yr-old, underweight cat in fair health. Lethargy was noted for 24 to 36 hrs after the first treatment only; one cat was unsteady at 48 hrs. These cats were not on other medications.

During another field study, a 16-year-old cat with renal disease slept in the same place without moving for two days following application. (See PRECAUTIONS.)

Laboratory Effectiveness Studies: Imidacloprid and moxidectin was administered at the recommended dose to 215 cats in 20 effectiveness studies. One random-sourced cat exhibited signs consistent with either moxidectin toxicity or viral respiratory disease and died 26 hours after product application; necropsy findings were inconclusive as to the cause of death. A second cat that became ill 3 days after application of imidacloprid and moxidectin responded to treatment for respiratory infection and completed the study. A third cat became ill on day 3 and died with signs and lesions attributable to panleukopenia on day 7 after moxidectin application.

Post-Approval Experience: The following adverse events are based on post-approval adverse drug experience reporting. Not all adverse reactions are reported to FDA CVM. It is not always possible to reliably estimate the adverse event frequency or establish a causal relationship to product exposure using this data. The following adverse events in cats are listed in decreasing order of reporting frequency: hypersalivation, depression/lethargy, application site reactions (alopecia, pruritus, lesions, and erythema), decreased appetite, vomiting, hyperactivity, ataxia, trembling, and behavior disorder (hiding).

In some cases death has been reported.

In humans, ocular and dermal irritation, nausea, numbness or tingling of the mouth and lips, anaphylaxis, pruritus, vomiting, and tongue/taste abnormalities have been reported following exposure to this product.

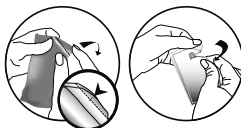
To report suspected adverse drug events, for technical assistance or to obtain a copy of the Safety Data Sheet (SDS), contact Norbrook at 1-866-591-5777. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at www.fda.gov/reportanimalae.

DOSAGE AND ADMINISTRATION:

The recommended minimum dose is 4.5 mg/lb (10.0 mg/kg) imidacloprid and 0.45 mg/lb (1.0 mg/kg) moxidectin, once a month, by topical administration.

Do not apply to irritated skin.

1. Remove the applicator from the outer pouch using scissors or fold along diagonal line to expose nick; tear back at nick. As specified in the following table, administer the entire contents of the *Midamox for Cats* (imidacloprid and moxidectin) applicator that correctly corresponds with the body weight of the cat.



Cat (lbs.)	<i>Midamox for Cats</i>	Volume (mL)	Imidacloprid (mg)	Moxidectin (mg)
2–5	<i>Midamox 5</i>	0.23	23	2.3
5.1–9	<i>Midamox 9</i>	0.4	40	4
9.1–18*	<i>Midamox 18</i>	0.8	80	8

* Cats over 18 lbs. should be treated with the appropriate combination of *Midamox for Cats* applicators.



2. Hold the applicator upright.
3. Tap the narrow part of the applicator to ensure the contents remain within the main body of the applicator.
4. Twist or snap back the tip.

5. Part the hair on the back of the cat's neck at the base of the head in front of the shoulder blades, until the skin is visible. Place the tip of the applicator on the skin and squeeze the applicator several times to empty its contents completely and directly onto the skin in one spot.



Do not get this product in the cat's mouth or eyes or allow the cat to lick the application site for 30 minutes. Treatment at the base of the head will minimize the opportunity for ingestion by grooming. In households with multiple pets, keep animals separated to prevent licking of the application site. Stiff, matted hair or a damp, oily appearance of the hair may be observed at the application site on some cats. This is temporary and does not affect the safety and effectiveness of the product.

Heartworm Prevention: For prevention of heartworm disease, *Midamox for Cats* should be administered at one-month intervals. *Midamox for Cats* may be administered year-round or at a minimum should start one month before the first expected exposure to mosquitoes and should continue at monthly intervals until one month after the last exposure to mosquitoes. If a dose is missed and a 30-day interval between doses is exceeded, administer *Midamox for Cats* immediately and resume the monthly dosing schedule. When replacing another heartworm preventative product in a heartworm prevention program, the first treatment with *Midamox for Cats* should be given within one month of the last dose of the former medication. At the discretion of the veterinarian, cats older than 6 months of age may be tested to determine the presence of existing heartworm infection before treatment with *Midamox for Cats* (**See ADVERSE REACTIONS – Post-Approval Experience**).

Flea Treatment: For the treatment of flea infestations, *Midamox for Cats* should be administered at one-month intervals. If the cat is already infested with fleas when the first dose of *Midamox for Cats* is administered, adult fleas on the cat will be killed. However, re-infestation from the emergence of pre-existing pupae in the environment may continue to occur for six weeks or longer after treatment is initiated. Cats treated with imidacloprid, including those with pre-existing flea allergy dermatitis have shown clinical improvement as a direct result of elimination of fleas from the cat.

Ear Mite Treatment: For the treatment of ear mites (*Otodectes cynotis*), *Midamox for Cats* should be administered once as a single topical dose. Monthly use of *Midamox for Cats* will control any subsequent ear mite infestations.

Intestinal Nematode Treatment: For the treatment and control of intestinal hookworm infections caused by *Ancylostoma tubaeforme* (adults, immature adults and fourth stage larvae) and roundworm infections caused by *Toxocara cati* (adults and fourth stage larvae), *Midamox for Cats* should be administered once as a single topical dose.

ANIMAL SAFETY:

Studies in Kittens: Imidacloprid and moxidectin was topically applied at 0, 1, 3, and 5X the maximum dose to 48 healthy 9-week-old kittens on days 0, 28, and 56. Lethargy was observed in 1 kitten from the 3X group and 1 from the 5X group on the day after initial treatment; the kitten from the 3X group was also disoriented and ataxic. One kitten from the 3X group had a slow pupillary light response two days after treatment and one had tremors the day after treatment. Hypersalivation was seen in one kitten from the 5X group approximately six hours post-treatment. One kitten from the 3X group was scratching at the treatment site 2 days after treatment. Slight cough was noted in 7 different kittens (2-0X, 2-1X, and 3-5X) during the 13-day period following the first treatment. Histopathology showed granulomatous inflammation at the treatment site in three 1X kittens. Causal relationship to the drug could not be determined. Pulmonary inflammation (1-5X) and lymphoid hyperplasia (2-1X, 4-3X) were seen in treated kittens. In a second study, imidacloprid and moxidectin was topically applied at 0, 1.7, 5.2 and 8.7X the maximum dose to 48 healthy 9-week-old kittens every two weeks for 6 doses. One kitten in the 8.7X group apparently ingested an unknown amount of the drug and developed the following clinical signs prior to euthanasia: mydriasis, salivation, depression, vomiting, unsteadiness, rapid to slow to difficult breathing, poor pupillary response, generalized tremors, inability to move, and nystagmus. Two kittens in the 5.2X group developed mydriasis, salivation, depression, squinting, and poor appetite. A kitten in the 1.7X group developed mydriasis.

Dose Tolerance Study: Eight healthy juvenile cats were topically dosed with a single application of imidacloprid and moxidectin at 10 times the recommended dose volume. Mild, transient hypersalivation occurred in two of the cats.

Oral Study in Cats: The oral safety of imidacloprid and moxidectin was tested in case of accidental oral ingestion. The maximum topical dose was orally administered to twelve healthy 9-week-old kittens. Hypersalivation (8 of 12 kittens) and vomiting (12 of 12 kittens) were observed immediately post-treatment. Tremors developed in one kitten within 1 hour, resolving without treatment within the next hour.

All 12 kittens were either anorexic or had decreased appetite for at least 1 day following treatment. In 3 kittens, the anorexia or decreased appetite continued into the second week following treatment. There was a post-treatment loss of body weight in treated kittens compared to control kittens. In a pilot safety study using kittens younger in age and lighter in weight than allowed by product labeling, an 8-week-old kitten weighing 0.6 kg orally received 2X of the label topical dose (0.46 mL/kg). Immediately after dosing, it vomited, had labored breathing and slight tremors. Within 4 hours, it was normal, but was found dead on day 6. Necropsy could not determine the cause of death.

Study in Heartworm Positive Cats: Young adult cats were inoculated subcutaneously with third-stage *D. immitis* larvae. At 243–245 days post-infection, immunoserology and echocardiography were performed to identify cats with adult heartworm burdens similar to naturally-acquired infections. Two groups were treated topically with either imidacloprid and moxidectin at the label dose or placebo, once every 28 days, for three consecutive treatments. A third group was treated topically, once, with imidacloprid and moxidectin at 5X the label dose. Sporadic vomiting and labored breathing related to heartworm burden were observed in the treatment and control groups. There was no difference between treatment groups in the numbers of adult *D. immitis* recovered at study conclusion. No adverse reactions were associated with the topical application of imidacloprid and moxidectin to experimentally heartworm-infected cats.

STORAGE INFORMATION:

Store below 77°F (25°C). Excursions are permitted up to 104°F (40°C) however such exposure should be minimized. Do not remove the applicator from the pouch until ready to use. Do not use after the expiry date which is stated on the carton.

HOW SUPPLIED:

Applications Per Package
3 x 0.23 mL applicators, 6 x 0.4 mL applicators, 6 x 0.8 mL applicators

Approved by FDA under ANADA # 200-721

Midamox™ is a trademark of Norbrook Laboratories Limited
Made in the UK

Manufactured by:
Norbrook Laboratories Limited
Newry, BT35 6PU, Co. Down,
Northern Ireland

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Midamox™

(imidacloprid + moxidectin)

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