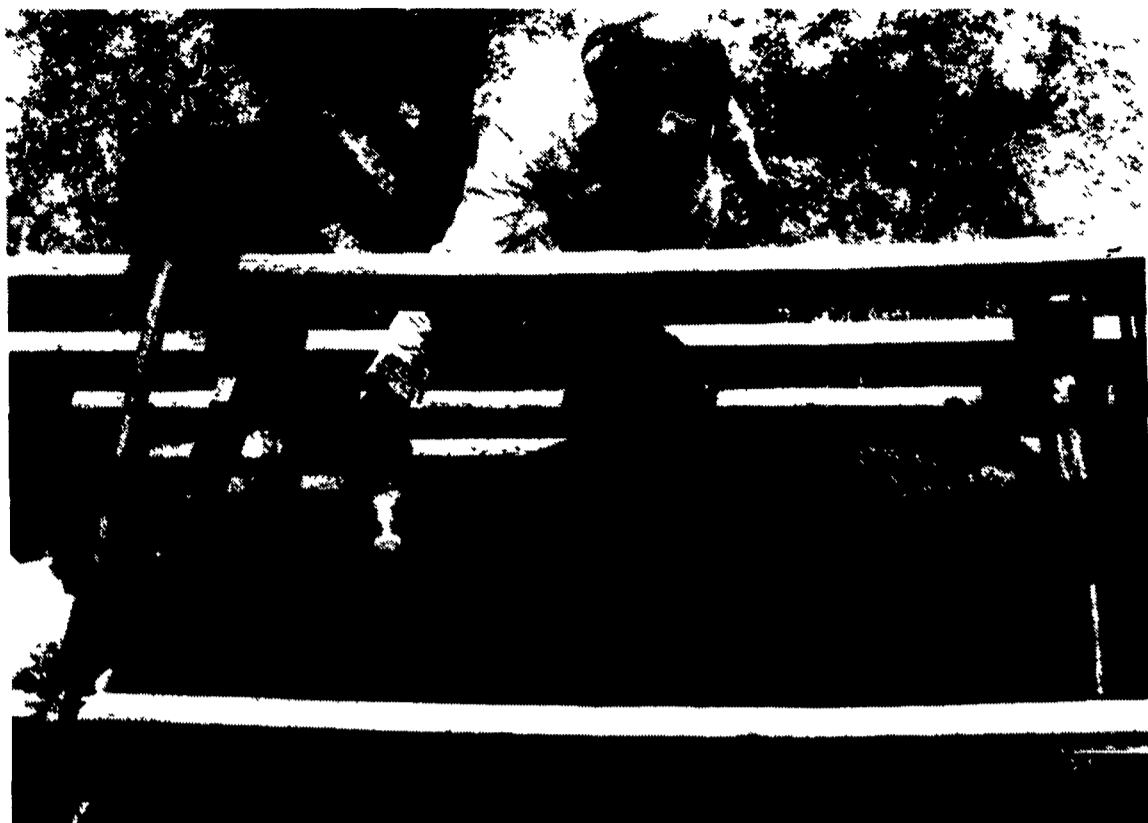


# MAGICAP Allows Fast Dosing Of IVOMEC



**Magicap™** — the squeeze/measure/pour delivery system developed by Merck & Co., Inc. — assures fast and convenient dosing with no product waste. The company recommends applying Ivermectin® (ivermectin) pour-on for cattle in a straight line, from the withers to the tailhead.

RAHWAY, N.J.— Magicap™ — the delivery system for Ivermectin® (ivermectin) pour-on for cattle that was developed by Merck & Co., Inc. — could prove to be as revolutionary as the product itself, said Rodney Goodall, cattle products manager for MSD Agvet, a division of Merck & Co., Inc.

"Magicap™ assures fast and convenient dosing — without product waste," he said. "In fact, in New Zealand, Canada and the seven European countries where Ivermectin pour-on is already available, we think the packaging has had a direct impact on the rapid success of the product."

Dr. Bill Clymer, a livestock parasitologist in Amarillo, TX, who had a chance to work with the unique delivery system before the product was launched in the United States, said he was impressed with the way Magicap™ performed.

"The product goes straight from the bottle to the animal, with no mixing or spillage. It's fast and easy. And most importantly, it gives you the correct dosage rate for the size animals you're treating," he said.

Magicap™ is a semi-transparent, plastic metering cup that screws on to the product's 250-ml or 1-liter polyethylene squeeze bottle. The dosage rate is set by turning the knurled section

at the top of the cup so the pointer aligns to one of four body weights (220, 330, 440, or 550 pounds) marked on the cup's side.

When the body weight of the animal is between settings, MSD Agvet suggests using the higher setting to ensure adequate dosing. Cattle weighing more than the maximum setting on the cap should be dosed in increments.

During administration, the bottle should be held upright and squeezed gently, just enough to fill the cup with slightly more than the recommended dosage. When the user stops squeezing the bottle and releases the pressure, the excess product flows back into the bottle and the dose automatically adjusts to the correct level.

Once the correct dosage is in the cap the bottle can be tilted to pour the product along the backline of the animal in a narrow band, from the withers to the tailhead. The small spout on top of the Magicap™ allows accurate placement with no runoff. The metering device in the neck of the Magicap™ traps the rest of the liquid in the bottle to deliver the dose without waste. The off (stop) position of the unique delivery system can be set to close the cap between dosages.

For more information, contact MSD Agvet, P.O. Box 2000, WBF-465, Rahway, N.J. 07065-0912.

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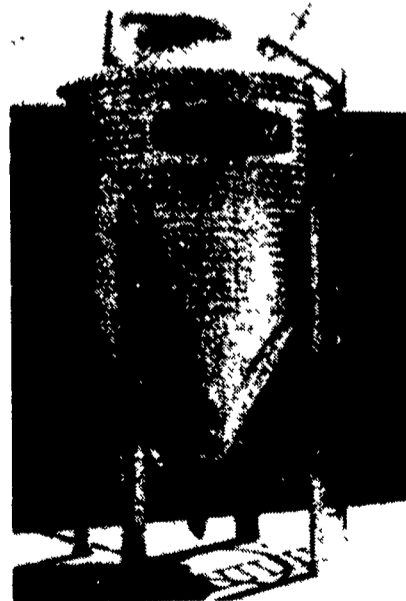
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