



The combination of proven
imidacloprid + moxidectin guarantees
your patients receive the broadest
protection against internal and
external parasites for less.




Barrier[®]
for dogs and cats
(imidacloprid + moxidectin)
Topical Solution

www.aurorapharmaceutical.com



Inside and Outside Barrier of Protection



Barrier®
for dogs and cats
(imidacloprid + moxidectin)
Topical Solution

A BARRIER AGAINST PARASITES

HEARTWORMS, FLEAS AND INTERNAL PARASITES DON'T STAND A CHANCE

All your pet owners want is year-round protection against the major internal and external parasites that make their pets miserable. They're also demanding protection be economical, effective and easy to apply. Introducing **Barrier® (imidacloprid + moxidectin) Topical Solution for Dogs and Cats**, a low-cost generic Advantage Multi® designed to make you money and keep your clients happy.



Barrier® contains imidacloprid and moxidectin, two proven active ingredients that guarantee your patients receive the broadest protection against internal and external parasites.

JUST LOOK AT THE PRODUCT ADVANTAGES WHEN BOTH ACTIVE PRODUCTS ARE COMBINED IN A MONTHLY DOSE: →

- ✓ **IMIDACLOPRID** is distributed across the skin surface in the lipid layer for month-long flea control
- ✓ **MOXIDECTIN** is extensively absorbed to provide dogs and cats with heartworm protection as well as month-long protection against internal and other external parasites

| | DOGS AND PUPPIES | CATS AND KITTENS |
|--|------------------|------------------|
| Prevents Heartworm Disease | ✓ | ✓ |
| Kills Circulating Microfilariae | ✓ | |
| Kills Adult Fleas + Treats Flea Infestations | ✓ | ✓ |
| Treats + Controls Intestinal Parasite Infections* •Roundworms | ✓ | ✓ |
| •Hookworms | ✓ | ✓ |
| •Whipworms | ✓ | |
| Treats + Controls Sarcoptic Mange | ✓ | |
| Treats + Controls Ear Mite Infestations | | ✓ |

*(immature and 4th stage larvae)



BARRIER® ... THE TRUE EQUIVALENT TO ADVANTAGE MULTI®

Barrier is the once-a-month topical solution for the prevention of heartworm disease your clinic has been requesting. Including proven heartworm prevention, Barrier economically kills circulating microfilariae, kills adult fleas, is indicated for the treatment of flea infestations, and the treatment and control of sarcoptic mange.

- ✓ Specifically Designed to Offer a Full-Line Comparison to Advantage Multi®
- ✓ Best Pricing, Always
- ✓ Safe & Secure Supply Chain – Barrier® is Manufactured and Packaged in the **USA**
- ✓ Ease of Administration – Barrier's® easy twist-n-apply design simplifies the application process, eliminating the need to remove the cap



| BARRIER® PRODUCT DESCRIPTION | PACKAGE COLOR | WEIGHT (lbs.) | VOLUME (mL) | IMIDACLOPRID (mg) | MOXIDECTIN (mg) |
|------------------------------|---------------|---------------|-------------|-------------------|-----------------|
| Barrier® for Cats 5 | Light Blue | 2-5 | 0.23 | 23 | 2.3 |
| Barrier® for Cats 9 | Orange | 5.1-9 | 0.4 | 40 | 4 |
| Barrier® for Cats 18 | Purple | 9.1-18 | 0.8 | 80 | 8 |
| Barrier® for Dogs 9 | Green | 3-9 | 0.4 | 40 | 10 |
| Barrier® for Dogs 20 | Ice Blue | 9.1-20 | 1.0 | 100 | 25 |
| Barrier® for Dogs 55 | Pink | 20.1-55 | 2.5 | 250 | 62.5 |
| Barrier® for Dogs 88 | Blue | 55.1-88 | 4.0 | 400 | 100 |
| Barrier® for Dogs 110 | Yellow | 88.1-110 | 5.0 | 500 | 125 |



DOSAGE:

Administer the entire contents of a single dose tube of Barrier® topically in accordance to the label directions.

CATS: The recommended minimal dose is 4.5 mg/lb (10.0 mg/kg) imidacloprid and 0.45 mg/lb (1.0 mg/kg) moxidectin based on body weight.

DOGS: The recommended minimal dose is 4.5 mg/lb (10.0 mg/kg) imidacloprid and 1.1 mg/lb (2.5 mg/kg) moxidectin based on body weight.

HEARTWORM FORECAST ... EXPECT INCREASED DISEASE PRESSURE IN 2023

One of the most common questions heard by veterinarians during an annual wellness exam is, "Does my pet really need heartworm prevention?" To put it simply: **Yes!** Even if the pet is considered "indoor-only," all dogs and cats should be on a heartworm preventative medication. And all indications point to the fact that this could be a record year for heartworm disease.

According to the *Companion Animal Parasite Council (CAPC) Heartworm Forecast*, the risk of acquiring heartworm disease is very real due to the expansive nature of the disease. This suspected increase in heartworm disease can be attributed to warmer and humid weather which is ideal for mosquito development. Another factor in the increase cases of heartworm disease is lack of owner compliance with administration of preventatives 12 months out of the year."

Heartworm infection (a potentially fatal disease) is expected to be higher than average throughout the Southeastern and Mississippi delta regions. It is also predicted that there could be a significant rise in cases throughout the southern portions of the Midwest areas of Colorado and Kansas and along the Atlantic coast spanning up into Virginia and New Jersey. This increase of cases can also affect parts of the Southwest covering New Mexico, Arizona and California as well as parts of Idaho and eastern Montana.

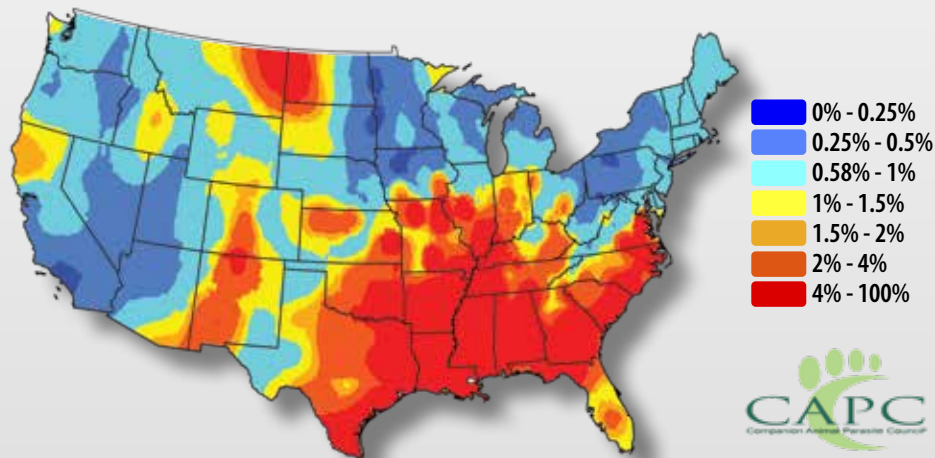
Parasite screening and year-round use of preventative products remains that best means of providing comprehensive internal and external parasite control. We believe that year-round prevention and control should be affordable to clinics and pet owners alike. Aurora's promise of **Best Price Always** makes effective year-round parasite control possible.

KNOW THE FACTS:

A single mosquito bite can spread heartworms (*Dirofilaria immitis*) to dogs and cats, potentially causing fatal heart disease.¹

Microfilariae (in dogs) created from adult heartworms use a mosquito as an intermediate host. While in the mosquito these microfilariae develop into the infective larval stage. This larvae is then passed to the definitive host (dogs) when the infected mosquito takes a blood meal. In a newly infected dog, it can take up to 7 months for the infective larvae to mature into adult heartworms.

FORECASTED PREVALENCE OF HEARTWORMS



Data sourced from the Companion Animal Parasite Council Parasite Prevalence Maps.

¹Heartworms. Pets & Parasites. <https://www.petsandparasites.org/dog-owners/heartworms>. Accessed January 14, 2022

²Barnette C, Ward E. Heartworm disease in dogs. VCA Animal Hospitals. <https://vcahospitals.com/know-your-pet/heartworm-disease-in-dogs>. Accessed January 14, 2022



BARRIER® BREAKS THE HEARTWORM LIFE CYCLE

Mosquito bites heartworm-infected animal and ingests larvae



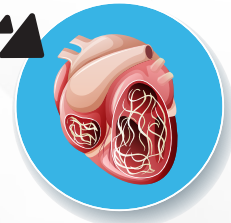
Larvae develop into infective stage

Infected mosquito bites your dog

When the infected mosquito bites another canid, larvae and microfilariae are released in the blood stream. The disease attacks the heart and lungs



Treatment is needed



BARRIER® ... UNIQUE AND PROVEN PHARMACOLOGICAL PROPERTIES

Literature shows that transdermal moxidectin is not only extremely safe on dogs, but also FDA-approved as effective for dogs with circulating microfilariae. Additionally, Barrier's active moxidectin is the only macrocyclic lactone shown to protect against heartworms all month long in dogs.

Transdermal moxidectin offers the heartworm prevention that you and your pet owners expect, but with a form that is optimized to address dangerous whipworms, roundworms and hookworms.

Moxidectin is a highly lipophilic molecule. When applied transdermally, active moxidectin is quickly absorbed through the skin into the subcutaneous fat and bloodstream and remains present between monthly doses. Levels of moxidectin continue to build with consecutive dosing, reaching a steady state after 4 months .



CATS ARE **NOT** IMMUNE TO DANGEROUS HEARTWORMS

- Cats oftentimes suffer from major respiratory disease when infected with heartworms



BARRIER® BREAKS THE FLEA LIFE CYCLE

Adult fleas remain on the dog or cat host, feeding and producing eggs

Adult fleas emerge from the cocoon in search of a blood meal

Eggs fall off the host into the environment and hatch into larvae within 2 to 5 days

Larvae develop into pupae inside a debris-coated, silk-like fiber cocoon

Larvae feed on adult flea feces which fall off the host and organic debris present in the environment

For each flea on the host, there are many more eggs, larvae, and pupae concentrated in the environment (carpet, bedding, soil, decaying vegetation, etc.)

BARRIER® ... INSIDE AND OUTSIDE PROTECTION AGAINST FLEAS AND MAJOR INTERNAL PARASITES

Barrier® is also uniquely effective in controlling adult and fourth stage larvae hookworm and roundworm species in dogs and cats with additional whipworm protection in dogs. With the additional ear mite control in cats and sarcoptic mange in dogs, Barrier is one of the most advanced and thorough parasite control products in your arsenal. With Aurora's Best Price Always guarantee, Barrier is your most cost-effective tool that keeps clients coming back.

| INTESTINAL PARASITE | | INTESTINAL STAGE | | |
|---------------------|-------------------------------|------------------|----------------|---------------------|
| | | ADULT | IMMATURE ADULT | FOURTH STAGE LARVAE |
| Hookworm Species | <i>Ancylostoma caninum</i> | ✓ | ✓ | ✓ |
| | <i>Uncinaria stenocephala</i> | ✓ | ✓ | ✓ |
| | <i>Ancylostoma tubaeforme</i> | ✓ | ✓ | ✓ |
| Roundworm Species | <i>Toxocara canis</i> | ✓ | | ✓ |
| | <i>Toxascaris leonina</i> | ✓ | | |
| | <i>Toxocara cati</i> | ✓ | | |
| Whipworm | <i>Trichuris vulpis</i> | ✓ | | |



KNOW THE FACTS:

Fleas and flea infestation in dogs and cats (*Ctenocephalides felis*) cause itching, bald spots and skin allergies.³

Hookworms in dogs and cats (*Ancylostoma caninum*, *Uncinaria stenocephala*, *Ancylostoma tubaeforme*) cause internal blood loss, diarrhea and weight loss.⁴

Roundworms (*Toxocara canis*, *Toxascaris leonine*, *Toxocara cati*) – the most common intestinal parasite in dogs and cats – are easily spread and can infect humans.⁵



DOGS CAN REST EASIER WITH ONCE-A-MONTH BARRIER® PROTECTION

For dogs 7 weeks of age and older and 3 lbs. to 100 lbs.

- Prevents heartworm disease
- Treats circulating microfilariae caused by *Dirofilaria immitis*
- Kills adult fleas and is indicated for the treatment of flea infestations
- Treats and controls hookworms, roundworms and whipworms
- Treats and controls sarcoptic mange



CATS – OFTEN OVERLOOKED FOR PARASITE CONTROL – CAN NOW BE PROTECTED

For cats and kittens 9 weeks of age and older and 2 lbs. to 18 lbs.

- Prevents heartworm disease
- Kills adult fleas
- Treatment of flea infestations
- Treats and controls ear mite infestations
- Treats and controls intestinal parasite infections (hookworms and roundworms)



COST COMPARISON

| REORDER # | PACKAGE PRESENTATION | WEIGHT (lbs.) | PACKAGE QUANTITY | BARRIER® PRICING PER DOSE | ADVANTAGE MULTI® PRICING PER DOSE | BARRIER® SAVINGS VS. ADVANTAGE MULTI® |
|-----------|------------------------------|---------------|------------------|---------------------------|-----------------------------------|---------------------------------------|
| 17000 | Barrier® for Cats 5 | 2-5 | 3-Pack | \$7.35 | \$11.24 | 34% |
| 17001 | Barrier® for Cats 9 | 5.1-9 | 6-Pack | \$7.35 | \$13.14 | 44% |
| 17002 | Barrier® for Cats 18 | 9.1-18 | 6-Pack | \$7.35 | \$13.14 | 44% |
| 16004 | Barrier® for Dogs 9 | 3-9 | 6-Pack | \$7.35 | \$14.07 | 47% |
| 16005 | Barrier® for Dogs 20 | 9.1-20 | 6-Pack | \$7.35 | \$14.07 | 47% |
| 16006 | Barrier® for Dogs 55 | 20.1-55 | 6-Pack | \$7.35 | \$14.07 | 47% |
| 16007 | Barrier® for Dogs 88 | 55.1-88 | 6-Pack | \$7.35 | \$14.07 | 47% |
| 16008 | Barrier® for Dogs 110 | 88.1-110 | 6-Pack | \$7.35 | \$14.07 | 47% |

BARRIER® ... DESIGNED TO KEEP CUSTOMERS COMPLIANT AND CLINIC PROFITS SOARING

Barrier® provides your clinic with the greatest ROI on the market. With Barrier's easy to understand color coded packaging and our unique Twist-N-Apply product applicator, clients can easily and safely apply the monthly dose and maintain pet protection.



VETERINARIAN
COST BENEFITS
OF BARRIER® VS.
ADVANTAGE MULTI®
(10-LB. CAT AND 40-LB. DOG)



Barrier® costs
44% less for a 10-lb. cat and
47% less for a 40-lb. dog
than pioneer Advantage Multi®

Barrier[®]

for dogs and cats
(imidacloprid + moxidectin)
Topical Solution

2-5 lbs.

Barrier[®] for
Cats 5



Reorder #17000
3-Pack



Reorder #17001
6-Pack

5.1-9 lbs.



Barrier[®] for
Cats 9

9.1-18 lbs.

Barrier[®] for
Cats 18



Reorder #17002
6-Pack



Reorder #16004
6-Pack

3-9 lbs.



Barrier[®] for
Dogs 9

9.1-20 lbs.

Barrier[®] for
Dogs 20



Reorder #16005
6-Pack



Reorder #16006
6-Pack

20.1-55 lbs.



Barrier[®] for
Dogs 55

55.1-88 lbs.

Barrier[®] for
Dogs 88



Reorder #16007
6-Pack



Reorder #16008
6-Pack

88.1-110 lbs.



Barrier[®] for
Dogs 110

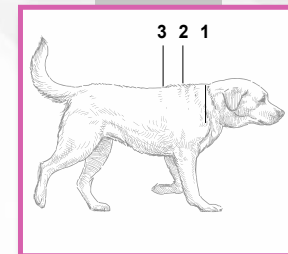
APPLICATION:



1. Remove one Barrier[®] dose applicator tube from its protective package.
2. While holding the tube in an upright position, twist the cap to break the seal and apply. The cap will remain on the tube.



3. 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 tube on the skin and apply the entire contents directly on the exposed skin at one spot between the shoulder blades.



4. For dogs weighing more than 20 lbs., place the tip of the tube 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.
5. Ensure tube is empty.

ADDITIONAL APPLICATION TIPS:

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

**For questions, please call
800-345-1793 or visit:
www.aurorapharmaceutical.com**





ABOUT AURORA PHARMACEUTICAL

Aurora Pharmaceutical, Inc., is a veterinary pharmaceutical product development and manufacturing company headquartered in Northfield, Minnesota. Our focus and goal is to provide customers with products that maximize livestock and companion animal health.

We understand how valuable each animal is to their owner and when an animal suffers, their caregiver shares the pain. Our veterinary products are carefully formulated to improve animal health and well-being.

Based on more than thirty years of experience, Aurora possesses unique expertise to fulfill a wide array of needs within the veterinary industry. With promising products and patents in the pipeline, Aurora is positioned to be a strong, national leader in veterinary health care.

Experienced veterinarians in our company have worked closely with animals and their caregivers. We have a unique understanding of the science behind developing healthcare solutions to an ever changing market.



ENVIRONMENTAL AWARENESS

We take pride in the environmentally-friendly technologies we use to create high-quality products. Aurora is registered with the EPA, FDA and USDA, and is committed to complying with all regulatory requirements.

Aurora constantly improves formulations by removing harmful ingredients, while increasing efficacy of the medicine, as well as closely working with environmental agencies to continue our green manufacturing process.



Barrier® for Dogs and Cats (imidacloprid + moxidectin)

Topical Solution

BRIEF SUMMARY: Before using Barrier for Dogs (imidacloprid + moxidectin) or Barrier for Cats (imidacloprid + moxidectin), please consult the product insert, a summary of which follows:

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

Barrier® for 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.**
- **Children should not come in contact with the application sites for two (2) hours after application.**

(See Contraindications, Warnings, Human Warnings, and Adverse Reactions for more information.)

INDICATIONS:

Barrier 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. Barrier for Dogs kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*). Barrier for Dogs is indicated for the treatment and control of *sarcoptic mange* caused by *Sarcoptes scabiei var. canis*. Barrier for Dogs is also indicated for the treatment and control of the following intestinal parasites species: Hookworms (*Ancylostoma caninum*) (*Uncinaria stenocephala*), Roundworms (*Toxocara canis*) (*Toxascaris leonina*) and Whipworms (*Trichuris vulpis*).

Barrier for Cats is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*. Barrier for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations. Barrier for Cats is also indicated for the treatment and control of ear mite (*Otodectes cynotis*) infestations and the intestinal parasites species Hookworm (*Ancylostoma tubaeforme*) and Roundworm (*Toxocara cati*). **Ferrets:** Barrier for Cats is indicated for the prevention of heartworm disease in ferrets caused by *Dirofilaria immitis*. Barrier for Cats kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment of flea infestations in ferrets.

CONTRAINDICATIONS: Do not administer this product orally. (See WARNINGS). Do not use the Dog product (containing 2.5% moxidectin) on Cats.

WARNINGS:

Barrier for Dogs: 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.

Barrier for Cats: Do not use on sick, debilitated, or underweight cats. Do not use on cats less than 9 weeks of age or less than 2 lbs. body weight. Do not use on sick or debilitated ferrets.

HUMAN WARNINGS: Not for human use. Keep out of the reach of children. Dogs: Children should not come in contact with the application sites for two (2) hours after application. Cats: 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. **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), to report adverse reactions, or consumer questions call Aurora Pharmaceutical at 1-888-215-1256.

PRECAUTIONS: Do not dispense dose applicator tubes without complete safety and administration information. Use with caution in sick, debilitated or underweight animals. The safety of Barrier for Dogs has not been established in breeding, pregnant, or lactating dogs. The safe use of Barrier for Dogs has not been established in puppies and dogs less than 7 weeks of age or less than 3 lbs. body weight. Barrier for Dogs has not been evaluated in heartworm-positive dogs with Class 4 heartworm disease. Cats may experience hypersalivation, tremors, vomiting and decreased appetite if Barrier for Cats is inadvertently administered orally or through grooming/licking of the application site. The safety of Barrier for Cats has not been established in breeding, pregnant, or lactating cats. The effectiveness of Barrier for Cats against heartworm infections (*D. immitis*) after bathing has not been evaluated in cats. Use of this product in geriatric cats with subclinical conditions has not been adequately studied. Ferrets: The safety of Barrier for Cats has not been established in breeding, pregnant, and lactating ferrets. Treatment of ferrets weighing less than 2.0 lbs. (0.9kg) should be based on a risk-benefit assessment. The effectiveness of Barrier for Cats in ferrets weighing over 4.4 lbs. (2.0 kg) has not been established.

ADVERSE REACTIONS: Heartworm Negative Dogs: The most common adverse reactions observed during field studies were pruritus, residue, medicinal odor, lethargy, inappetence and hyperactivity.

Heartworm Positive Dogs: The most common adverse reactions observed during field studies were cough, lethargy, vomiting, diarrhea (including hemorrhagic), and inappetence. **Cats:** The most common adverse reactions observed during field studies were lethargy, behavioral changes, discomfort, hypersalivation, polydipsia and coughing and gagging. **Ferrets:** The most common adverse reactions observed during field studies were pruritus/scratching, scabbing, redness, wounds and inflammation at the treatment site; lethargy; and chemical odor.

For a copy of the Safety Data Sheet (SDS) or to report adverse reactions call Aurora Pharmaceutical, Inc. at 1-888-215-1256 or www.aurorapharmaceutical.com.

Approved by FDA under ANADA # 200-714 and ANADA # 200-718

MANUFACTURED BY:
AURORA PHARMACEUTICAL, INC.
NORTHFIELD, MN 55057
www.aurorapharmaceutical.com

MANUFACTURED IN U.S.A.

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ad000174 12/2022



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