

Take control and AVENGE the score with lice.

Wool on the fence wire. It's a chilling sight for any woolgrower and much to the industry's distress, it's a sight that has been increasing.

The past few years have seen sheep lice take on almost plague proportions as drought, increasing resistance to current lousicides and stock management issues were on the increase.

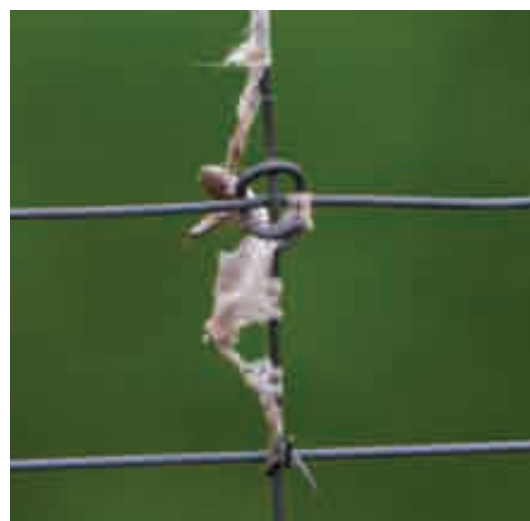
Help is at hand with a new product from Bayer Animal Health.

AVENGE, is a new pour-on for off-shears sheep lice control. It contains imidacloprid, a highly proven active in parasite control now formulated for the control of sheep lice. And, having not been used against sheep lice before it should prove very effective in controlling lice resistant to other products.

AVENGE has been extensively trialled with outstanding results. The product's efficacy has been confirmed in 12 trials (with 14,600 sheep) on working properties throughout Australia. The field trials demonstrated 100% efficacy at six months, indicating that AVENGE will be an excellent choice for lice control across a wide range of conditions.

Jack Gallagher, manager of Laura Station, Bandarra NSW participated in the trials. "The results were excellent. I saw no signs of lice at six months, despite the mob being heavily lousy and showing severe rubbing and biting at shearing time. The product was easy to apply and the sheep put on body weight straight after shearing. It's certainly gentler than some other products that I have used in the past."

AVENGE will also offer a four-week protective period, a benefit that sets it apart from other knockdown lice control products. This is particularly useful as it allows producers greater opportunity to address any potential sources of re-infestation having applied the product.



Senior Brand Manager, Dave Ross says "This will be a relief to producers, as it takes some of the pressure away from releasing treated animals back onto pasture," said Dave Ross. "With other knockdown products you need to be absolutely confident that you have eliminated potential sources of lice re-infestation before releasing treated animals. AVENGE's four week protective period means that if a producer discovers an animal missed treatment or muster, there's still the opportunity to shear and treat it before it can re-infest the rest of the stock".

AVENGE gives you control of your profit and your reputation.



For more information: www.avenge.com.au



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