

A series of two ads over three years: the first ones on a white background, the second series on the color background.

This series of EVSCO ads were created in-house on a Mac. These ads scored highest of all ads and outperformed large pharma company ads in Read-Ex and Ad-Q measures for greatest recall and response in two industry leading publications.

Simple, clear messaging. Later ads included a coupon offer for free product with purchase to drive direct response to EVSCO as we often did not know which veterinarians were buying the product.

Serious ear medicine.



Liquichlor[®] with Cerumate[™]
Form of Chlorophenol Reductive-Triazole Sulfonamide with Aquilar

When it comes to treatment for otitis externa and prodisemia, EVSCO Liquichlor is the product of choice. Its unique carrier base dissolves wax debris, allowing more efficient delivery of active ingredients. The superior antiseptic action of Chlorophenol together with Prodisemia kills a broad spectrum of bacteria and reduces swelling. The topical anesthetic reduces pain and softens crusts to speed healing.

It's the best of the best in otic care, from the one company that sets the veterinary standard. EVSCO.

Get Liquichlor[®] FREE!

From July 1 to August 31, 1993, buy \$150 in EVSCO quality products and we'll send you one bottle of Liquichlor FREE. Just mail your invoice to EVSCO with this coupon and receive a credit on your next bill for one bottle. Redeemable through participating distributors.

Send this coupon to: EVSCO Pharmaceuticals, Attention of VP, Inc., P.O. Box 888, Hunting Highway, Bismarck, ND 58104-0888 • (701) 838-0277 • (800) 891-8377 • (800) 891-8371 FAX



This small bottle is a killer



Cerumite[®] Miticide

When dogs or cats show signs of ear mites, reach for Cerumite[®]. It's the product developed and labeled specifically to treat ear mite infestation. Synergized 0.09% Pyrethrin for effective treatment use combined with Spinosad to penetrate wax buildup. That combination makes Cerumite the product of choice. The convenient applicator tip bottle makes it easy to administer.

It's the best of the best in otic care, from the one company that sets the veterinary standard. EVSCO.

Get Cerumite[®] FREE!

From November 1 to December 31, 1993, buy \$150 in EVSCO quality products and we'll send you one bottle of Cerumite FREE. Just mail your invoice to EVSCO with this coupon and receive a credit on your next bill for one bottle. Redeemable through participating distributors.

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Parasite Diagnosis... just got a whole lot easier



Fecalyzer[®] **Fecal chart**

When it comes to parasite identification, Fecalyzer[®] is the best choice. Fecalyzer is the cleanest, easiest collection device available. No messy scooping or spilling is necessary. And it acts as an oven filtration device, making the TECHNICIAN job easier and safer, as well. Used with Fecazol, it finds the commonest intestinal parasites, including GIARDIA in under 20 minutes. It's easy, clean and disposable to avoid cross-contamination.

Fecalyzer is just what you expect from EVSCO, the company that sets the VETERINARY STANDARDS.

Get a Fecalyzer fecal chart FREE!

Buy one or more bottles of Fecalyzer (one bottle through August, 1993) and get the much-requested EVSCO Fecal Chart Free. The Fecal Chart lists and shows microscopic views of 10 species of Feline, Canine and Equine intestinal parasites through fecal analysis. Together with the Fecalyzer, it makes the job of identifying intestinal parasites easier and faster.

Send us a copy of your invoice to EVSCO at the address below, in care of the Fecal Chart Promotion.

Send this coupon to: EVSCO Pharmaceuticals, Attention of VP, Inc., P.O. Box 888, Hunting Highway, Bismarck, ND 58104-0888 • (701) 838-0277 • (800) 891-8377 • (800) 891-8371 FAX



Non-Steroidal

Hot Spot Remover



Allerspray[®]

When dogs or cats need fast relief from pain or itching from hot spots, flea or insect bites, burns or abrasions, reach for Allerspray[®]. It's unique formulation promotes *soothing healing* by four ways. The topical anesthetic stops pain. The antiseptic action promotes wound healing. Aloe and Lanolin provide a soothing, healing effect. And Berman[®] II inhibits compulsive licking and chewing. No other product offers so much in a single package.

Allerspray is the one product for four types of relief, from the one company that sets the industry standard. EVSCO.

Try Allerspray[®] FREE!

From March 1 to April 30, 1993, buy \$150 in EVSCO quality products and we'll send you one bottle of Allerspray FREE. Just mail your invoice to EVSCO with this coupon and receive a credit on your next bill for one bottle. Redeemable through participating distributors.

Send this coupon to: EVSCO Pharmaceuticals, Attention of VP, Inc., P.O. Box 888, Hunting Highway, Bismarck, ND 58104-0888 • (701) 838-0277 • (800) 891-8377 • (800) 891-8371 FAX



Make your fecal tests neater, easier and more accurate.



- Fecalyzer is easiest, easiest device for client and technician
- Fecalyzer eliminates scooping and spilling
- Fecalyzer acts as an oven filtration device
- Fecazol standardized specific gravity of 1.20 eliminates debris

Get Fecalyzer[®] and Fecazol[®] FREE!

From March 1 to April 30, 1993, buy \$150 in EVSCO quality products and we'll send you one bottle of Fecalyzer and one bottle of Fecazol FREE. Just mail your invoice to EVSCO with this coupon and receive a credit on your next bill for one bottle of Fecalyzer and one bottle of Fecazol by return mail. Redeemable through participating distributors.

Send this coupon to: EVSCO Pharmaceuticals, Attention of VP, Inc., P.O. Box 888, Hunting Highway, Bismarck, ND 58104-0888 • (701) 838-0277 • (800) 891-8377 • (800) 891-8371 FAX



Serious ear medicine.



Liquichlor[®] with Cerumene[™] Brand of Chloramphenicol-Prednisolone-Tetracaine Suspension with Squalane

When it comes to treatment for otitis externa and pyodermas, EVSCO Liquichlor is the product of choice. Its unique carrier base dissolves waxy debris, allowing more efficient delivery of active ingredients. The superior antibiotic action of Chloramphenicol together with Prednisolone kills a broad spectrum of bacteria and reduces swelling. The topical anesthetic reduces pain and self-inflicted trauma to speed healing.

It's the best of the best in otic care, from the company that sets the veterinary standard. EVSCO.

Chloramphenicol 4.2 mg/ml; Prednisolone 1.7 mg/ml; Tetracaine 4.2 mg/ml; Squalane 0.21 ml/ml in a petrolatum-mineral oil base. **Contraindications:** Chloramphenicol products must not be used in meat-, egg-, or milk-producing animals. The length of time that residues persist in milk or tissues has not been determined. **Precautions:** Animals under treatment with this product should be observed for the usual signs of corticosteroid overdosage, which includes polydipsia, polyuria, and occasionally an increase in weight. **Side Effects:** If signs of irritation or sensitivity develop, discontinue use. Prolonged use of this product may result in overgrowth of non-susceptible organisms. Constant observation of the patient is essential. If new infections due to bacteria or fungi appear during therapy, appropriate measures should be taken. **Warning:** This drug must not be used in the eyes. Nor for use in animals which are raised for food production. Prolonged use in cats may produce blood dyscrasias. **Effectiveness:** The organisms involved in otitis externa which are sensitive to chloramphenicol are Staphylococcus aureus, Streptococcus hemolyticus, Pseudomonas aeruginosa, Escherichia coli, and Proteus vulgaris. **Caution:** Federal law restricts this drug to use by or on the order of a licensed veterinarian. See product insert for complete information.



The Veterinary
Standard

Get Liquichlor[®] FREE!

From July 1 to August 31, 1993, buy \$150 in EVSCO quality products (on one invoice) and get one bottle Liquichlor (\$50 value) FREE. Just mail your invoice to EVSCO with this coupon and receive a certificate worth one free bottle by return mail. Redeemable through participating distributors.

Limit: One free product per qualifying invoice. Free product must be redeemed by 10/31/93.



EVSCO Pharmaceuticals • Affiliate of IGI, Inc. • PO Box 685, Harding Highway •
Buena, NJ (USA) 08310 • (800) 225-0270 • (609) 691-2577 • (609) 697-9711 FAX

This small bottle is a killer



Cerumite[®] Miticide

When dogs or cats show signs of ear mites, reach for Cerumite[®]. It's the product developed and labeled specifically to treat ear mite infestation. Synergized 0.05% Pyrethrins for effective treatment are combined with Squalane to penetrate waxy build-up. That combination makes Cerumite the product of choice. The convenient applicator-tip bottle makes it easy to administer.

It's the best of the best in otic care, from the company that sets the veterinary standards. EVSCO.



The Veterinary
Standard

Get Cerumite[®] FREE!

From November 1 to December 30, 1993, buy \$150 in EVSCO quality products (on one invoice) and get two dozen 15 ml bottles of Cerumite (\$44 value) FREE. Just mail your invoice to EVSCO with this coupon and receive a certificate worth free product by return mail. Redeemable through participating distributors.

Limit: One free product per qualifying invoice. Free product must be redeemed by 1/30/94.


Circle No. 106 on VF Response Card



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Buena, NJ (USA) 08310 • (800) 225-0270 • (609) 691-2577 • (609) 697-9711 FAX

Parasite Diagnosis... just got a whole lot easier

















HELMINTHS


Internal Parasites of Dogs and Cats Diagnosed by Fecal Analysis

Prepared by:
Carl E. Kolperick, VMD, Ph.D.
David W. Murray, M.S.
University of Pennsylvania
School of Veterinary Medicine

Fecal stages of common internal parasites of dogs and cats are shown arranged from smallest to largest. Some of the parasites are more common in particular areas of the country. Photomicrographs of all the parasites were taken at a magnification of either 250X or 450X. The dimensions given for each parasite are the average length and width, or diameter, in micrometers (µm). These parasites may be detected by the Fecalyzer system.

 <small>Spirona lepis, Dog, cat and can. 15 X 33</small>	 <small>Tenaxia spp. Dog and can. 21 X 48</small>	 <small>Spirona spp. Dog and can. 36 X 55</small>
 <small>Capillaria rostralis, Dog and can. 65 X 66</small>	 <small>Ancylostoma spp. ("Hookworm"), Dog and cat. 40 X 60</small>	 <small>Trichouris spp. ("Whipworm"), Dog and can. 35 X 90</small>
 <small>Paragonimus kellicotti, Dog and cat. 9 X 17</small>	 <small>Uncinaria stenocephala ("Whiteworm"), Dog and cat. 61 X 80</small>	 <small>Trichostrongylus axei ("Whiteworm"), Dog and cat. 75 X 90</small>
 <small>Dipylidium caninum, ("Flea tapeworm"), Dog and cat. Egg approx. 45, clearest approx. 200</small>	 <small>Strongylus edentatus, ("Triodont"), Dog and cat. 280-300</small>	 <small>Adientophorus distans ("Langson's"), Dog and can. 360-480</small>

Instructions For Use



EVSCO Pharmaceuticals
Division of ICI, Inc.
711 S. Harding Hwy, PO Box 685
Buena, NJ 08015
(800) 225-0270 • (609) 691-2577
(609) 697-9711 FAX
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10891 691-2411 International 655

Fecalyzer®

Fecal chart

When it comes to parasite identification, Fecalyzer® is the best choice. Fecalyzer is the cleanest, easiest collection device available. No messy scooping or spooning is necessary. And it acts as its own flotation device, making the **TECHNICIAN'S** job neater and easier, as well. Used with Fecisol, it floats the sixteen most common intestinal parasites, including **GIARDIA** in under 20 minutes. It's easy, clean and disposable to avoid cross-contamination.

Fecalyzer is just what you expect from EVSCO, the company that sets the **VETERINARY STANDARDS**.

Get a Fecalyzer fecal chart FREE!

Buy one or more boxes of Fecalyzer from June through August, 1994 and get the much-requested EVSCO Fecal Chart *Free*. The Fecal Chart lists and shows microphotographs of 16 types of Protozoa (*Giardia*) and Helminths identifiable through fecal analysis. Together with the Fecalyzer, it makes the job of identifying intestinal parasites easier and more accurate.

Send or FAX a copy of your invoice to EVSCO at the address below, in care of the Fecal Chart Promotion.

EVSCO Pharmaceuticals • 711 S. Harding Hwy • Buena, NJ 08310 • (800) 225-0270 • (609) 691-2577 • FAX (609) 697-9711 • International (609) 691-2411

Circle No. 116 on VF Response Card



The Veterinary
Standard



Non-Steroidal

Hot Spot Remover



Allerspray™

When dogs or cats need fast relief from pain or itching from hot spots, flea or insect bites, burns or abrasions, reach for Allerspray™. Its unique formulation *promotes wound healing in four ways*. The topical anesthetic stops pain. The antiseptic action promotes wound healing. Aloe and Lanolin provide a soothing, healing effect. And Bittran™ II inhibits compulsive licking and chewing. No other product offers so much in a single package.

Allerspray is the one product for four types of relief, from the one company that sets the industry standards. EVSCO.



The Veterinary
Standard

Try Allerspray™ FREE!

From March 1 to April 30, 1994, buy \$150 in EVSCO quality products other than Cerumite (on one invoice) and get one dozen 4 oz Allerspray (\$00 value) FREE. Mail or FAX your invoice to EVSCO with this coupon and receive a free product by return mail. You must be a licensed veterinarian to participate.

OFFER NOT REDEEMABLE THROUGH DISTRIBUTORS.
FREE PRODUCT SENT TO CLINIC DIRECTLY FROM EVSCO.

Limit: One free product per qualifying invoice. Free product must be redeemed by 5/31/94.



Make your fecal tests neater, easier and more accurate.



- Fecalyzer is neatest, easiest device for client and technician
- Fecalyzer eliminates scooping and spooning
- Fecalyzer acts as own flotation device
- Fecasol standardized specific gravity of 1.20 eliminates debris



The Veterinary
Standard

Get Fecalyzer® and Fecasol® FREE!

From March 1 to April 30, 1993, buy \$150 in EVSCO quality products (on one invoice) and get one box of Fecalizers and one bottle of Fecasol (\$50 value) FREE. Just mail your invoice to EVSCO with this coupon and receive a certificate worth one free box of Fecalizers and one bottle of Fecasol by return mail. Redeemable through participating distributors.

Limit: One free product redemption per qualifying invoice. Free product must be redeemed by 6/30/93.



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