

Elanco

7-8 months flea and tick protection in a single application



Seresto
Flea and Tick Control collar

7-8 months
continuous protection
against fleas and ticks.



INTRODUCTION

Long-term drug delivery devices are commonplace in areas of both human and animal medicine. They are extremely useful where doses are likely to be forgotten, or where a continuous delivery of medication is favourable; medicine patches and hormone implants are both great examples. So isn't it time we started to think a little differently about how we deliver flea and tick control for our pets?

Imagine not having to worry about flea and tick treatment for up to 7-8 months...

THE COLLAR IS DIFFERENT

- Kills fleas, repels AND kills ticks - **no biting required!**⁺
- Up to **7-8 months** of protection - can aid client compliance.
- Dogs and cats - great for **multi-pet** households.
- Collar is **odour free and non-greasy**.
- Active ingredients are **locked away** inside the collar matrix.
- Can be used **alongside** Advocate to provide broad-spectrum parasite control.



⁺SPC tick repellency & Mehlhorn *et al.* Parasitol Res (2001) 87:198-207, information is regarding mode of action and is not intended to relate to speed of kill or to imply parasites can be completely stopped from biting. An attachment of single ticks after treatment cannot be excluded; for this reason, a transmission of infectious diseases cannot be completely excluded if conditions are unfavourable.

PRESENTATIONS



Dogs ≤ 8kgs and Cats

Dogs > 8kgs

THE ACTIVE INGREDIENTS

Both actives are non-systemic, parasites do not have to bite to be affected.[‡] Imidacloprid kills fleas, and flumethrin repels and kills ticks for up to 7-8 months in both cats and dogs.

Imidacloprid:

- Topical, non-systemic
- Kills fleas and flea larvae[‡]
- Kills biting lice in dogs
- No biting required![‡]

Flumethrin:

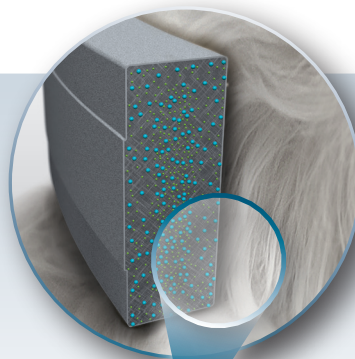
- Topical, non-systemic
- Only synthetic pyrethroid suitable for use in cats
- Repels and kills ticks

[‡] Protects the animal's immediate surroundings against flea larvae development for 8 months in dogs and 10 weeks in cats.

HOW IT WORKS

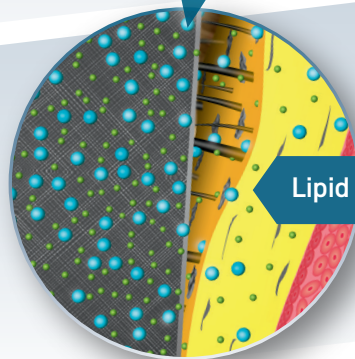
1

Active ingredients are integrated into Seresto® flea and tick control collar's polymer matrix



2

Low doses of these ingredients are **released from the matrix over time** and taken up by the lipid layer of the pet's skin and hair



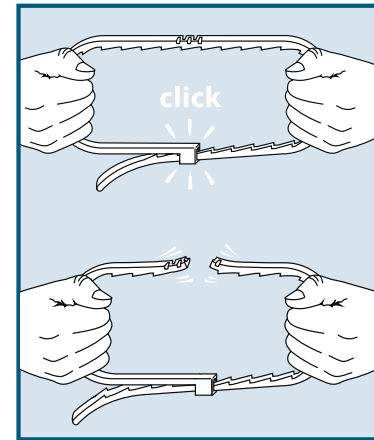
3

The active ingredients are quickly distributed throughout the entire body surface to **protect the pet for up to 7-8 months**



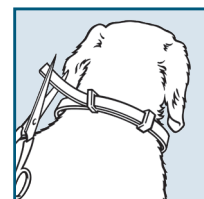
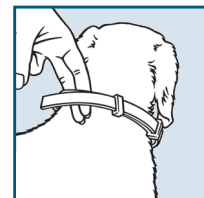
SAFETY

- All Seresto Flea and Tick Control collars feature a ratchet-release mechanism, which enables the collar to widen should a pet become trapped
- Seresto Flea and Tick Control collars for cats and small dogs also include a second safety feature: a pre-determined breaking point allows the collar to break if enough force is applied



HOW TO APPLY

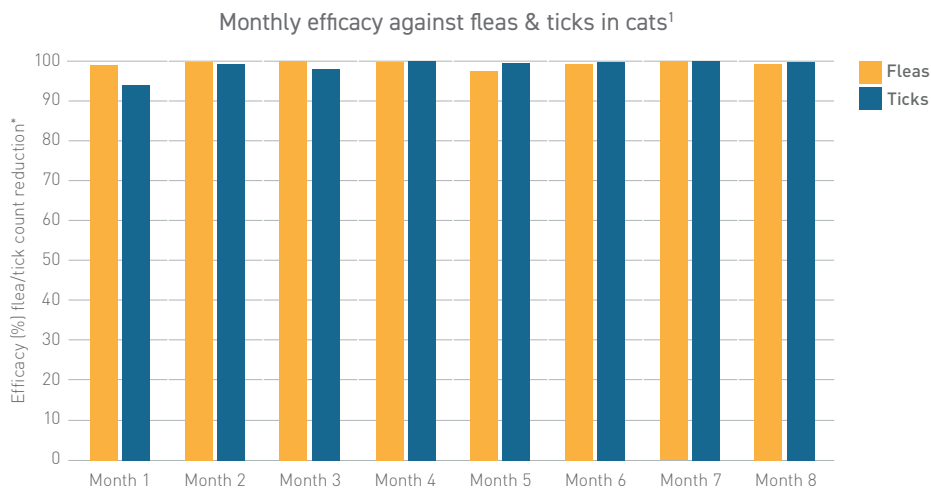
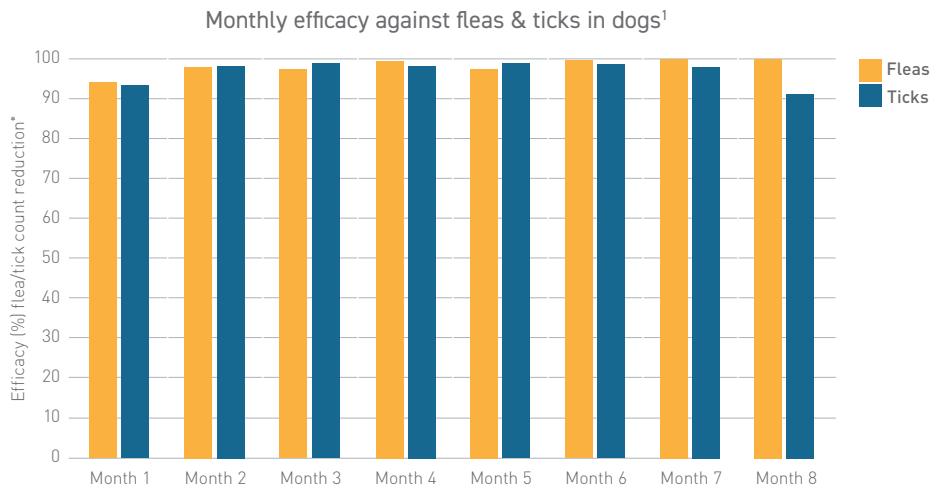
1. Remove and unroll the collar from the laminated bag inside the tin, ensuring the removal of any plastic remnants attached to the collar
2. A white powder residue will be visible on the surface of the collar. This is stearic acid, a substance graded for food use, which helps release the collar during the moulding process
3. After putting around the pet's neck, push one end of the collar through the loop
4. Tighten until two fingers fit between the collar and the animal's neck
5. Take care not to attach the collar too loosely, as it may be pulled over the pet's head
6. Excess collar length should be cut off beyond 2cm, unless it is on a growing puppy or kitten, where some additional length should be left to adjust as the animal grows



PROVIDES UP TO 7-8 MONTHS OF PROTECTION AGAINST FLEAS AND TICKS

The graphs highlight that high levels of efficacy against fleas and ticks in cats and dogs are maintained for up to 7-8 months.


Study results




¹Compared to baseline counts on day 0. 1. Adapted from Stanneck *et al.* Parasites & Vectors 2012, 5:66.


KILLS FLEAS, REPELS AND KILLS TICKS


Activity against fleas

	Dogs	
	Kills	Duration
<i>Ctenocephalides felis</i> (adult) & <i>Ctenocephalides canis</i> (adult)	✓	7-8 months

	Cats	
	Kills	Duration
<i>Ctenocephalides felis</i> (adult)	✓	7-8 months

Activity against ticks

	Dogs		
	Kills	Repels	Duration
<i>Ixodes ricinus</i>	✓	✓	8 months
<i>Rhipicephalus sanguineus</i>	✓	✓	8 months
<i>Dermacentor reticulatus</i>	✓		8 months

	Cats		
	Kills	Repels	Duration
<i>Ixodes ricinus</i>	✓	✓	8 months
<i>Rhipicephalus turanicus</i>	✓		8 months

Ticks can transmit disease when they attach and take a blood meal -

***Ehrlichia canis* can be transmitted in as little as 3 hours of a tick feeding on a dog.²**

Seresto Flea and Tick Control collar **repels and kills ticks**, and is clinically proven to reduce the risk of canine tick-borne diseases including Babesiosis and Ehrlichiosis.[◊]

Seresto®
Flea and Tick Control collar

is the longest lasting flea and tick product available!

2. Fourie *et al.* Transmission of *Ehrlichia canis* by *Rhipicephalus sanguineus* ticks feeding on dogs and on artificial membranes. Veterinary Parasitology 197 (2013) 595– 603.

◊ The product provides indirect protection against the transmission of the pathogens *Babesia canis vogeli* and *Ehrlichia canis* from the tick vector *Rhipicephalus sanguineus*, thereby reducing the risk of canine babesiosis and canine ehrlichiosis for 7 months.

CASE STUDY

Background

This negative controlled clinical field study⁶ compared a group of dogs treated with Seresto® Flea and Tick Control collar (n=64) with a non-treated group (n=58) in a dog shelter in Southern Italy with a heavy environmental tick pressure. The study was conducted over a one year period with the collars reapplied at the appropriate time.

Method

- The numbers of adult ticks on each animal were counted at monthly intervals.
 - Tick loads were comparable in both study groups at the time of enrolment (average tick load in both groups was approx. 20 ticks/animal).
-

UNTREATED GROUP

ENVIRONMENTAL PRESSURE



UNTREATED



TREATED GROUP

COLLAR APPLICATION



Results

Compared to the control group, **the overall efficacy of Seresto® Flea and Tick Control collar for preventing tick infestation was 99.7%** throughout the study period.⁶














Throughout the whole year, **only a total of 11 ticks were found across the 64 treated dogs**, despite the huge and ongoing environmental challenge.

6. Dantas-Torres et al. Efficacy of an imidacloprid/flumethrin collar against fleas, ticks and tick-borne pathogens in dogs. Parasites & Vectors 2013, 6:245.

COMBINED BROAD-SPECTRUM PROTECTION

Seresto Flea and Tick Control collar can be used alongside Advocate for 100% Lungworm protection where tick control is required.

Suggested annual dosing schedule for dogs and cats:

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advocate® Monthly												
Seresto® Flea and Tick Control collar Annually±												

FIRST VISIT

6 x Advocate to administer monthly
Add Seresto Flea and Tick Control collar for tick season

The pet owner
only has to apply
Advocate monthly

SECOND VISIT

6 x Advocate to administer monthly

Above is intended as a guide. An assessment of the pet's lifestyle and associated risks should be made to determine choice and frequency of parasiticide products.

Frequently asked question...

Q. Does using Seresto Flea and Tick Control collar and Advocate together lead to a double dose of imidacloprid in the pet's skin?

A. No! The active ingredients leave the collar by following a concentration gradient. If the imidacloprid in the collar does not have a concentration gradient to follow (e.g. because there is already imidacloprid in the pet's skin from Advocate), then it remains in the collar until this gradient is present. Flumethrin will be released as normal, to repel and kill ticks.

± Seresto Flea and Tick Control collar annually to cover the tick season.

° The requirement for tapeworm treatment varies and may need to be given more frequently depending on the pet's lifestyle.

COMBINED BROAD-SPECTRUM PROTECTION

Clients prefer a collar? Bolt-on Milbemax™ for worm cover

Seresto Flea and Tick Control collar can be used alongside Milbemax for broad-spectrum parasite control where tapeworm is required.

Suggested dosing schedule:

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Seresto Flea and Tick Control collar Twice annually	[Collar icon]								[Collar icon]			
MILBEMAX Based on ESCCAP guidelines	[Prohibited]			[Prohibited]			[Prohibited]			[Prohibited]		
OR monthly tablets												
MILBEMAX Based on lifestyle*	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]	[Prohibited]

Above is intended as a guide. An assessment of the pet's lifestyle and associated risks should be made to determine choice and frequency of parasiticide products.
*Lungworm protection requires monthly tablet administration.

Milbemax combines the active ingredients milbemycin oxime and praziquantel to effectively control a wide array of nematodes and cestodes, including important zoonotic species *Toxocara spp.* and *Echinococcus spp.*, and those vital to the animal's health, such as *Angiostongylus vasorum* ('Lungworm').



A COMPLETE RANGE OF TRUSTED SOLUTIONS

PREFERENCES FOR PARASITE PRODUCTS

- Pets and owners have different habits and lifestyles, which affects their preferences for parasite products.

CONVENIENT SOLUTIONS

- Elanco offers a parasite treatment for every lifestyle with the option of tablets, collars or spot-ons.
- Practices can now match the most convenient solutions to best suit clients and their pets.

PARTNER WITH ELANCO

- Partner with Elanco to offer your clients a complete range of trusted solutions (and support) for every lifestyle.



MAKING LIFE BETTER FOR THEM, MAKES LIFE BETTER

CHARMS

We now have **10 different collar charms** available to help you engage your clients with Seresto Flea and Tick Control collar.



You might like to:

- Encourage visits to the practice for vaccines, health checks, or to collect parasite treatments with charms.
- Encourage healthcare plan renewals with charms.
- Offer charms exclusively to healthcare plan members.
- Offer charms at different healthcare plan 'milestones' e.g 6 months, 12 months etc.

Speak to your Elanco Representative for more information.



Seresto®
Flea and Tick Control collar

Use Medicines Responsibly. (www.noah.co.uk/responsible)

Seresto Flea and Tick Control collar contains imidacloprid and flumethrin [NFA-VPS]. Advocate contains imidacloprid and moxidectin [POM-V]. Milbemax contains milbemycin oxime and praziquantel [POM-V]. Further information from the datasheet at www.noahcompendium.co.uk or on request. Advice should be sought from the medicine prescriber. The Bayer Cross is a registered trademark of Bayer AG. Seresto Advocate, Milbemax, Advantix, Credelio Plus, Advantage are trademarks of Elanco or its affiliates. Elanco UK AH Limited, Form 2, Bartley Wood Business Park, Bartley Way, Hook, RG27 9XA. Tel: 01256 353131. PM-UK-21-0510

Elanco