

From the makers of Milbemax™  
(milbemycin oxime and praziquantel)

TICKS AND FLEAS CAN  
TURN MY WORLD

UPSIDE  
DOWN

  
**Credelio™**  
(lotilaner)  
TOUGH ON TICKS AND FLEAS  
EASY ON ME

**Elanco**



# MY WORLD JUST ISN'T THE SAME WHEN I HAVE TICKS AND FLEAS

Research shows that ticks and fleas provoke **STRONG EMOTIONS** in many pet owners<sup>1</sup>



## WORRIES ABOUT TREATMENT<sup>1</sup>

- "I need a stress-free tick and flea treatment for my pet, one I know they will take"
- "I don't want to jeopardise our special bond"



## DISGUST<sup>1</sup>

- "Attached ticks or flea infestations are horrendous"
- "I was devastated we had fleas, they are dirty, horrible"



**72%** OF OWNERS HAVE A STRONG EMOTIONAL BOND WITH THEIR PET, WHO IS CONSIDERED A FAMILY MEMBER<sup>2</sup>

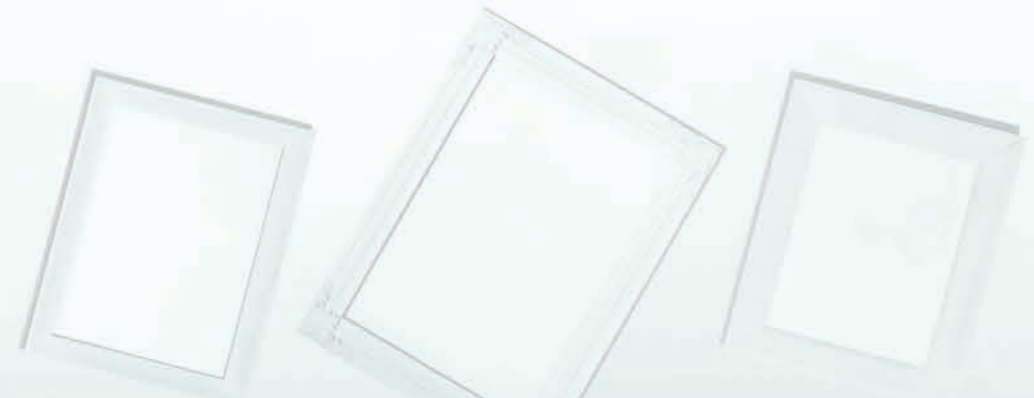


MY OWNER DOESN'T LIKE IT WHEN I HAVE TICKS AND FLEAS, SO WHAT WILL ACT FAST TO KILL THEM?



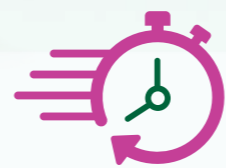
# TOUGH ON TICKS AND FLEAS

CREDELIO™ (LOTILANER) ACTS FAST  
WHEN I HAVE TICKS AND FLEAS<sup>3,4</sup>

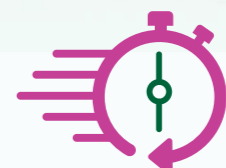


FAST SPEED OF KILL AT DOSING<sup>3,4,9</sup>

Credelio™ is a small, tasty monthly chewable tablet that acts fast<sup>3,4</sup> to protect puppies and dogs\* like me



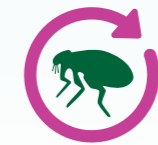
**8 HOURS**  
Kills **99%** of existing ticks after first application



**6 HOURS**  
Kills **99%** of fleas at first application



**48 HOURS**  
Kills new ticks all month



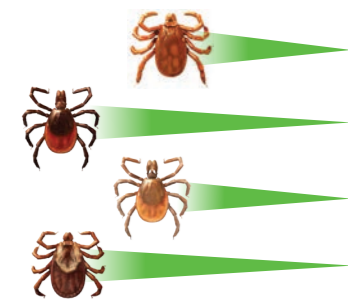
**12 HOURS**  
Kills **100%** of new fleas all month

\*For further information consult the product SPC

**CREDELIO ACTS FAST**  
WHEN I HAVE A PROBLEM WITH TICKS AND FLEAS,  
BUT HOW LONG WILL IT LAST?

# CREDELIO™ IS TOUGH ON TICKS AND FLEAS ALL MONTH LONG<sup>4,5,6,9</sup>

## TOUGH ON TICKS



Brown dog tick ( <i>Rhipicephalus sanguineus</i> )	ehrlichiosis and babesiosis
Castor bean tick ( <i>Ixodes ricinus</i> )	lyme disease
Hedgehog tick ( <i>Ixodes hexagonus</i> )	lyme disease and babesiosis
Ornate dog tick ( <i>Dermacentor reticulatus</i> )	babesiosis

## TICKS ARE RESPONSIBLE FOR<sup>8</sup>

## MORE THAN 98% MONTHLY EFFICACY AGAINST TICKS ON PET DOGS IN THE REAL WORLD<sup>6</sup>

Study of 195 client owned dogs from 19 veterinary practices throughout Europe.

- "Regardless of the country, region or infesting tick species or size of tick burden, lotilaner provided high and sustained efficacy throughout the 84-day study".
- "The tick control provided by lotilaner was superior to that provided by a topically applied formulation of fipronil/(S)-methoprene."

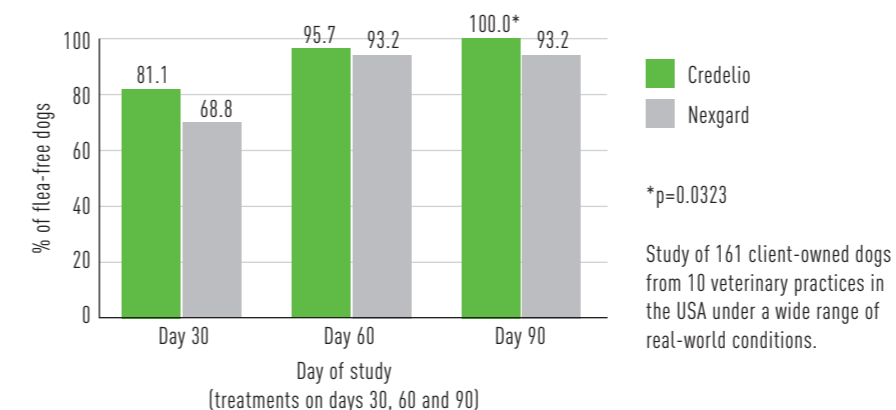
## TOUGH ON FLEAS



Fleas (*Ctenocephalides felis* and *Ctenocephalides canis*) ..... Tapeworm (*Dipylidium caninum*) and can cause flea allergic dermatitis<sup>9</sup> and spread or transmit bartoneliosis (cat scratch disease)

## FLEAS ARE RESPONSIBLE FOR<sup>8</sup>

## 100% dogs flea free with Credelio after 3 monthly doses vs 93.2% with Nexgard<sup>10</sup>



## Percentage of flea-free dogs at each post-treatment<sup>10</sup>

Lotilaner (Credelio™) administered on the basis of each household dog's body weight at the recommended minimum dose rate of 20 mg/kg. Afoxolaner (Nexgard®) administered per US label, to give a minimum dose of 2.5 mg/kg.

## MORE THAN 99% MONTHLY EFFICACY AGAINST FLEAS ON PET DOGS IN THE REAL WORLD<sup>5</sup>

- No 'end of dose' resurgence in flea burdens<sup>9</sup>
- Credelio helps reduce the signs of flea allergic dermatitis, including pruritus<sup>5</sup>
- Credelio kills fleas fast to help stop new egg laying and limit new infestations<sup>3</sup>

**WHEN I HAVE TICKS AND FLEAS,  
CAN I HAVE TREATMENT THAT WILL BE EASY ON ME?**

# EASY ON ME

CREDELIO™ IS A SMALL, TASTY<sup>5</sup> MONTHLY CHEWABLE THAT IS EASY TO GIVE<sup>6</sup>

MORE THAN  
**99%** ADMINISTRATION SUCCESS BY DOG OWNERS<sup>11</sup>

Palatable tablet accepted by multiple dog breeds, including toy breeds such as Chihuahuas and Yorkshire terriers<sup>5,6,10</sup>

**94%** of tablets administered free choice (by direct acceptance from the owner's hand or presented in an empty food bowl or given with food)<sup>10</sup>

Only 6% of dogs needed to have their tablets administered directly into their mouth<sup>10</sup>








## DESIGNED FOR DOGS LIKE ME

- Suitable for puppies and dogs: approved from 8 weeks of age or older and 1.3 kg or heavier
- Widely tested in pet dogs: more than 70 different breeds included<sup>5,6,10</sup>
- Credelio is an isoxazoline that only affects the nerve receptors in ticks and fleas - not the dog<sup>12</sup>
- Medically convenient: Credelio has been administered with over 150 different medications and vaccines<sup>5,6,10</sup>

## DOSING

Administer with food

Body weight of dog kg	Tablet strength	Number of tablets to be administered
1.3-2.5	56 mg  7 mm	One
>2.5-5.5	112 mg  9 mm	One
>5.5-11.0	225 mg  11.5 mm	One
>11.0-22.0	450 mg  14.5 mm	One
>22.0-45.0	900 mg  18.5 mm	One
>45.0	Administer the appropriate combination of tablets	

Tablets shown are actual size. Recommended dose 20-43 mg lotilaner / kg bodyweight

# THE FAMILY BEHIND CREDELIO™

TRUST THE ELANCO FAMILY TO PROTECT PETS WITH  
THE WINNING COMBINATION OF CREDELIO + MILBEMAX



MILBEMAX



PROTECTS PETS FROM  
UNSEEN DANGERS



CREDELIO



TOUGH ON TICKS AND FLEAS  
EASY ON US

**MILBEMAX**  
*Bringing pets and people closer*

**Credelio**  
(lotilaner)

## BROAD SPECTRUM

- Milbemax contains the only combination of active ingredients in one easy-to-give tablet that protects against tapeworm, lungworm and roundworm
- Milbemax complements flea control to treat tapeworm

## HASSLE-FREE

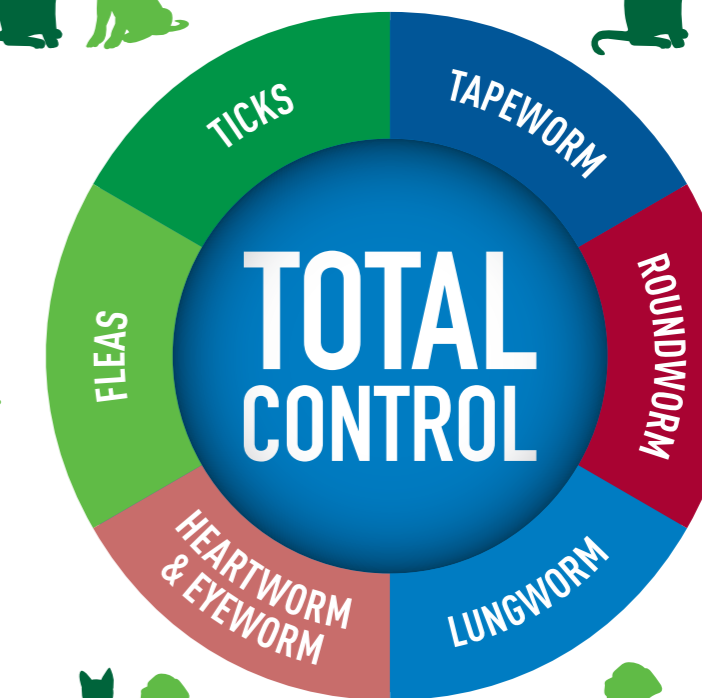
- Milbemax chewy formulation makes worming a treat
- Exact dose of Milbemax is delivered direct to the gastrointestinal tract
- Milbemax ensures no drips or residues on the pets' fur

## PROVEN SAFETY PROFILE

Milbemax:

- has over 10 years of reliable safety data
- is suitable for use in breeding dogs, including pregnant and lactating ones
- is suitable for use in puppies and kittens

## TOTAL CONTROL WITH CREDELIO + MILBEMAX



**SIMPLE, COMPREHENSIVE PARASITE CONTROL FOR PETS AND PRACTICES.**

\*Lungworm and Eyeworm refers to dogs only.

# PRESCRIBE ME CREDELIO™

## GOOD FOR YOUR PRACTICE

We support veterinarians with a broad portfolio of parasiticide solutions for your clients from one company—the makers of Milbemax

**Credelio™**  
(lotilaner)  
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### References

1. IPSOS Market Research, August 2015. 2. Kadence (December 2015) Understanding dog owners' needs and motivations for oral flea and tick products: dog owners in US, UK, Italy, France, Australia. 3. Cavalleri D. *et al* (2017) Assessment of lotilaner (Credelio™) speed of flea kill on dogs. *Parasite & Vectors* (2017) 10:521. 4. Murphy M *et al*. Laboratory evaluation of the speed of kill of lotilaner (Credelio™) against *Ixodes ricinus* ticks on dogs. *Parasites & Vectors* (2017) 10:541. 5. Cavalleri D *et al*. A randomised, blinded, controlled field study to assess the efficacy and safety of lotilaner tablets (Credelio™) in controlling fleas in client-owned dogs in European countries. *Parasites & Vectors* (2017) 10:526. 6. Cavalleri D *et al*. A randomized, controlled study to assess the efficacy and safety of lotilaner (Credelio™) in controlling ticks in client-owned dogs in Europe. *Parasites & Vectors* (2017) 10:531. 7. Credelio, Summary of Product Characteristics, July 2020. 8. ESSCAP ectoparasite guidelines 03 sixth edition March 2018. 9. Cavalleri D. *et al*. Assessment of the speed of flea kill of lotilaner (Credelio™) throughout the month following oral administration to dogs. *Parasite & Vectors* (2017) 10:529. 10. Karadzovska D. *et al*. *Parasites & Vectors* A randomized, controlled field study to assess the efficacy and safety of lotilaner flavored chewable tablets (Credelio™) in eliminating fleas in client-owned dogs in the USA. *Parasites & Vectors* (2017) 10:528. 11. NAH-13-078-Palatability Summary – EU field flea study. 12. Rufener *et al*. The novel isoxazoline ectoparasiticide lotilaner (Credelio™): a non-competitive antagonist specific to invertebrates  $\gamma$ -aminobutyric acid-gated chloride channels (GABAC<sub>l</sub>s) *Parasites & Vectors* (2017) 10:530.

for more information visit [Credelio.co.uk](http://Credelio.co.uk)



24/7 technical support line **Elancovets +44(0)1256 353131**

Credelio™ chewable tablets for cats and Credelio™ for dogs contains lotilaner. Legal category POM-V in UK, POM in IE. Milbemax™ for cats, Milbemax™ for dogs and Milbemax™ chewable tablets for dogs contains milbemycin oxime and praziquantel. Legal category POM-V in UK, POM in IE. For further information call Elanco Animal Health on +44(0)1256 353131 or write to: Elanco UK AH Limited, Form 2, Bartley Way, Bartley Wood Business Park, Hook, RG27 9XA, United Kingdom. For further information consult the product SPC. Refer to the product packaging and leaflets for information about side effects, precautions, warnings and contra-indications. Always seek advice on the use of medicines from the prescriber. Use medicines responsibly [www.noah.co.uk/responsible](http://www.noah.co.uk/responsible) [www.alpha.ie](http://www.alpha.ie)

Milbemax is indicated in dogs for the treatment of mixed infections by adult cestodes and nematodes of the following species susceptible to praziquantel and milbemycin oxime: *Dipylidium caninum*, *Taenia spp.*, *Echinococcus spp.*, *Mesocestoides spp.*, *Ancylostoma caninum*, *Toxocara canis*, *Toxascaris leonina*, *Trichuris vulpis*, *Crenosoma vulpis*, *Angiostrongylus vasorum*\* (Reduction of the level of infection by immature adult (L5) and adult parasite stages) *Thelazia callipaeda*\*, *Dirofilaria immitis*\*.

Credelio is indicated for the treatment of flea and tick infestations in dogs. Credelio provides immediate and persistent killing activity for 1 month for fleas (*Ctenocephalides felis* and *C. canis*) and ticks (*Rhipicephalus sanguineus*, *Ixodes ricinus*, *I. hexagonus* and *Dermacentor reticulatus*). Fleas and ticks must attach to the host and commence feeding in order to be exposed to the active substance. Credelio can be used as part of a treatment strategy for the control of flea allergy dermatitis (FAD).

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For more information, contact your Elanco sales representative, or visit [Credelio.co.uk](http://Credelio.co.uk)

