



TREATING ME FOR TICKS AND FLEAS CAN BE DONE WITH STRESS-FREE EASE

CREDELIO IS A **TINY** TICK AND FLEA TABLET THAT IS TASTY, FAST-ACTING, AND CONVENIENT



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



TREATING CATS FOR TICKS AND FLEAS DOES NOT HAVE TO BE STRESSFUL, DISRUPTIVE OR MESSY

APPLYING SOME TICK AND FLEA TREATMENTS CAN BE STRESSFUL¹ AND DISRUPTIVE FOR CATS^{2,3} AND THOSE AROUND THEM

"I feel bad forcing the treatment on him because he doesn't understand why I'm doing it"

"The most difficult part is to catch Felix and to hold him down against his will"

"If I could change one thing, it would be for the treatment to be as painless and easy as giving a tablet"



VETS AND CAT OWNERS ARE EMBRACING NEWER CAT-FRIENDLY OPTIONS

8 out of 10 vets surveyed who tried Credelio would choose it for their cat again, and recommend it to clients⁴

717 vets surveyed 2019

Credelio
(lotilaner)



9 out of 10 owners would like to try a tablet for their cat²

Survey of 282 cat owners in Europe currently using topical spot on or collar, about treatment preference for tick and flea control

ARE YOU ASKING YOUR CLIENTS WHAT THEY WOULD PREFER?

EASY ON ME™

CREDELIO IS A TINY TICK AND FLEA TABLET THAT IS TASTY,
FAST-ACTING AND EATEN EASILY WITH OR WITHOUT FOOD

**SUCCESSFULLY ADMINISTERED MONTHLY
TO 100% OF PET CATS BY THEIR OWNERS
FOR 3 CONSECUTIVE MONTHS⁵**

211 pet cats treated by their owners



AN EASY-TO-TAKE CHEWABLE

Fits conveniently within individual routines
of both cat and owner.





- Small, chewable tablet with the same yeast & vanilla flavouring as Fortekor™ Cat
- No residue on fur meaning less mess and less chance of transfer to people and furniture around the cat
- Impact on pet/owner relationship: no label requirement to separate cats during treatment, distance them from children or worry about stroking them
- Suitable for kittens and cats: approved from 8 weeks of age or older and 0.5kg or heavier for flea, from 5 months for ticks
- Medically convenient: Credelio for cats has been administered with over 35 different medications and vaccines^{5,6,7}
- Lotilaner specifically targets the nervous system receptors in ticks and fleas⁸

“DESIGNED FOR CATS LIKE ME”

DOSING

Administer with or within 30 minutes of food

Body weight of cat	Tablet strength	Number of tablets to be administered
0.5-2.0kg	12mg  5mm	One
>2.0-8.0kg	48mg  7.5mm	One
>8.0kg	Administer the appropriate combination of tablets	

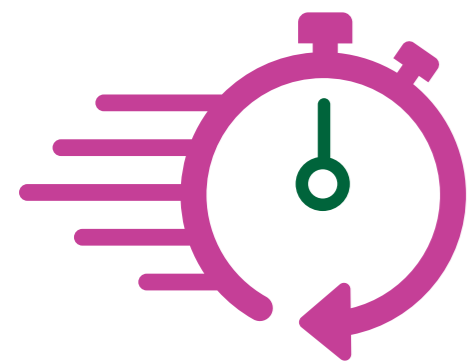
Tablets shown are actual size
Recommended dose 6-24mg lotilaner / kg bodyweight



HAVING TICKS ON ME IS DISGUSTING
HOW FAST DOES CREDELIO FOR CATS START
WORKING AND HOW LONG WILL IT PROTECT ME?

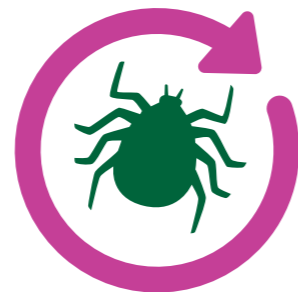
TOUGH ON TICKS^{5,9,10}

CREDELIO FOR CATS ACTS FAST AGAINST TICKS AND PROTECTS ME ALL MONTH*



18 HOURS

99% ticks are killed after first application



24 HOURS

Kills 99% or more of ticks all month

REAL WORLD PERFORMANCE IN CHALLENGING SITUATIONS

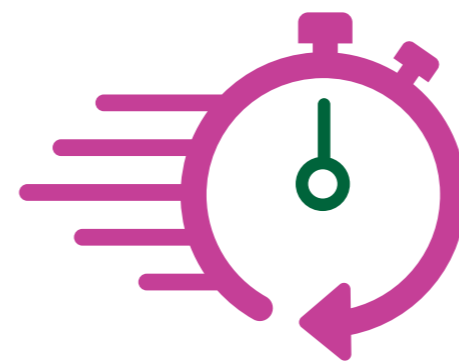
Study of 112 client-owned, tick-infested pet cats from 20 veterinary practices in high tick-prevalence areas across Europe treated with Credelio™ over 3 consecutive months



*Treats ticks on me from 5 months of age

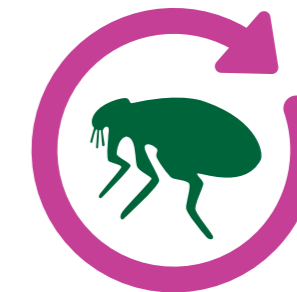
TOUGH ON FLEAS^{6,9,11}

CREDELIO FOR CATS ACTS FAST AGAINST FLEAS AND PROTECTS ME ALL MONTH*



12 HOURS

Kills more than 99% of fleas after first application



24 HOURS

Kills **100%** of fleas all month

REAL WORLD PERFORMANCE IN CHALLENGING SITUATIONS

Study of 178 client-owned, flea-infested pet cats from 17 veterinary practices across Europe in high flea-prevalence region



*Treats fleas on me from 8 weeks of age

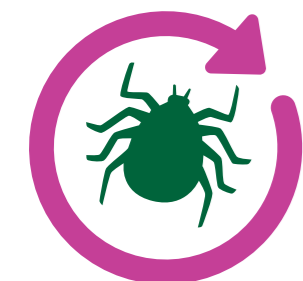
HOW FAST DOES CREDELIO WORK?

CREDELIO FLEA KILL STARTS AT 8 HOURS ALL MONTH

THERE'S A CREDELIO DESIGNED FOR DOGS TOO

A small, tasty, monthly chewable specifically designed for dogs⁹

TOUGH ON TICKS AND FLEAS^{12,13,14}

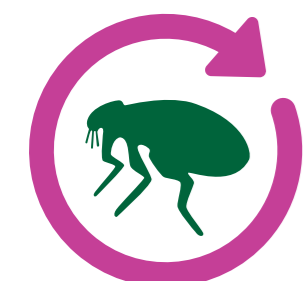


8 HOURS:

kills 99% of existing ticks at first application

48 HOURS:

kills new ticks all month



6 HOURS:

kills 99% of fleas at first application

12 HOURS:

kills 100% new fleas all month

FLEA KILL FROM 4 HOURS ALL MONTH

- 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^{15,16,17}
- Credelio is an isoxazoline that only affects the nerve receptors in ticks and fleas - not the dog⁸
- Medically convenient: Credelio has been administered with over 150 different medications and vaccines^{15,16,17}








MORE THAN



99% ADMINISTRATION SUCCESS BY DOG OWNERS¹⁸

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

Palatable tablet accepted by multiple dog breeds, including toy breeds such as Chihuahuas and Yorkshire terriers^{15,16,17}

THE FAMILY BEHIND CREDELIO™

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



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

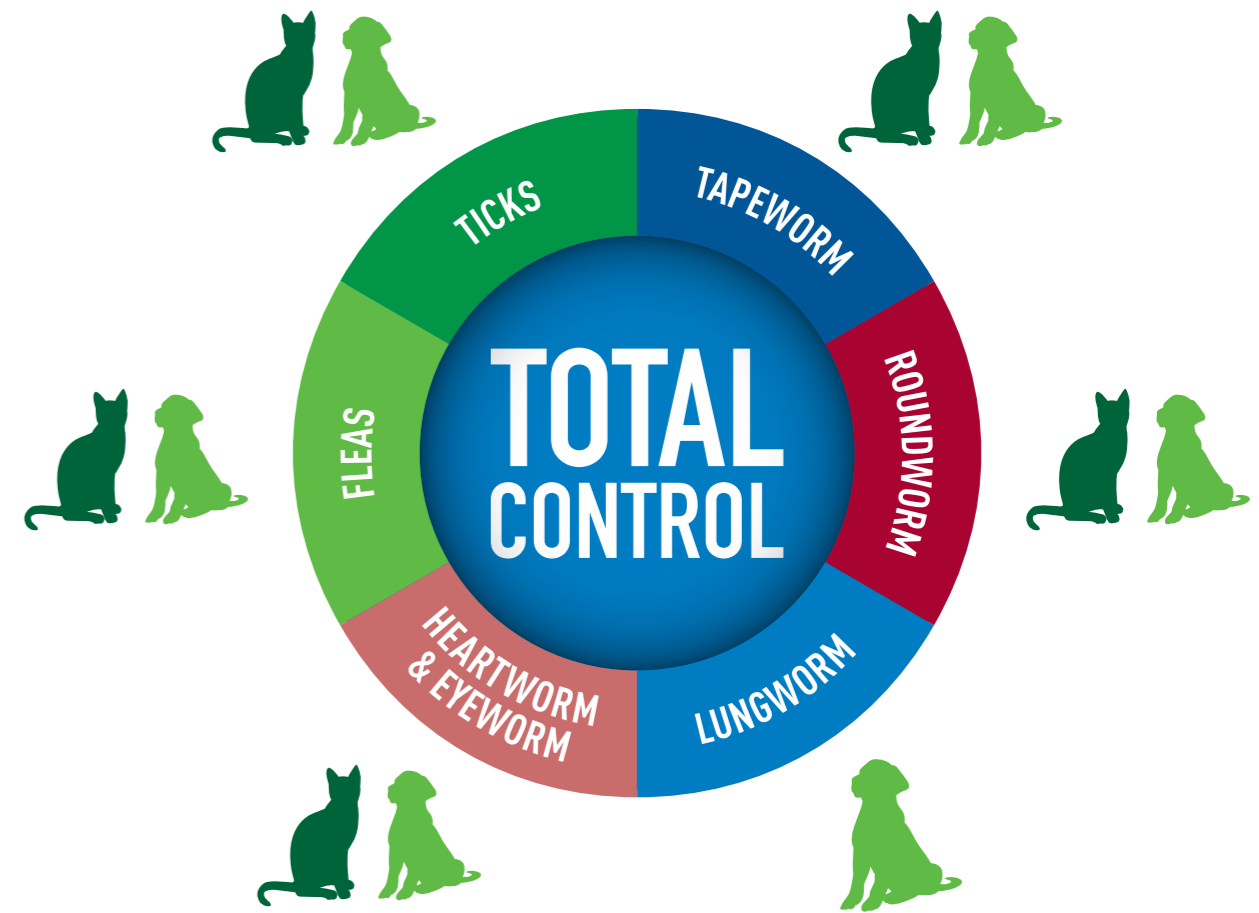
HASSLE-FREE

- Milbemax chewy and tasty tablets for cats
- 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 and cats, 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.

REDUCE THE STRESS. PRESCRIBE ME CREDELIO

GOOD FOR YOUR PRACTICE

We support vets with a broad portfolio of parasiticide solutions for your clients from one company – the makers of Milbemax and Credelio.



24/7 technical support line for you and your clients **(01256) 353-131**



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

References

1. Kadence, slide 34. April 2017. 2. Kynetec, slide 10. April 2018. 3. The Behavioural Architects. October 2017. 4. Data on File, Credelio Sampling Scheme, 2019. 5. Cavalleri D et al Parasit Vect 2018 11:411. 6. Cavalleri D et al Parasit Vect 2017 11:410. 7. Concomitant medications EU field trials; NAH 14-248, NAH 14-381. 8. Rufener L et al Parasit Vect 2017 10: 530. 9. Credelio™, Summary of Product Characteristics. June 2018. 10. Cavalleri D et al Parasit Vect 2018 11:413. 11. Cavalleri D et al Parasit Vect 2018 11:408. 12. Murphy et al Parasit Vect 2017 10:541. 13. Cavalleri D et al Parasit Vect 2017 10:521. 14. Cavalleri D et al Parasit Vect 2017 10: 529. 15. Cavalleri D et al Parasit Vect 2017 10:526. 16. Cavalleri D et al Parasit Vect 2017 10:531 17. Karadzovska D et al Parasit Vect 2017 10:528. 18. Palatability summary EU field flea study; NAH-13-078.

Credelio™ chewable tablets for cats and Credelio™ for dogs contains lotilaner. Legal category POM-V in UK, POM in IE. Milbemax contains milbemycin oxime and praziquantel. Legal category POM-V in UK, POM in IE. Fortekor Cat contains benazepril hydrochloride. Legal category POM-V in the UK, POM in IE. For further information call Elanco Animal Health on +44(0)1256 353131 or write to: Elanco Animal Health, Lilly House, Priestley Road, Basingstoke, Hampshire, RG24 9NL 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 www.alpha.ie



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