

**tiny,
tasty
tablets.**




Credelio[™]
(lotilaner)

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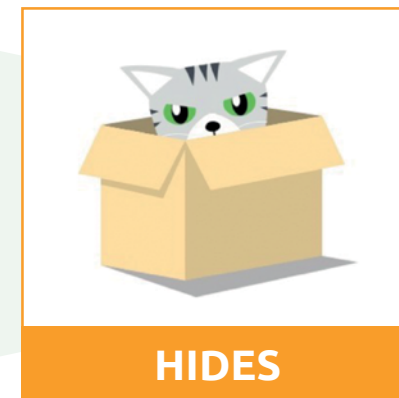
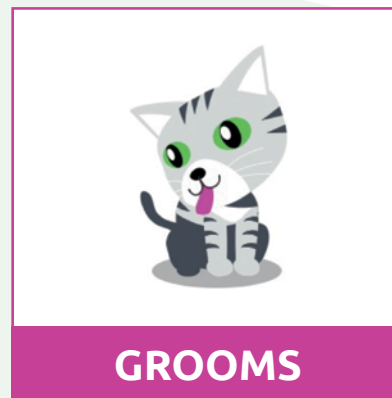
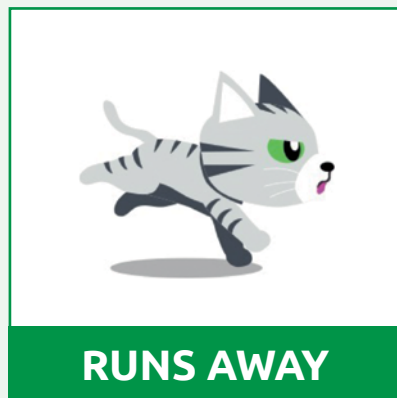


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Treating cats for ticks and fleas doesn't have to be stressful or disruptive

Tick and flea treatment time can be stressful¹ and disruptive for cats² and those around them



What if it doesn't have to be like this?

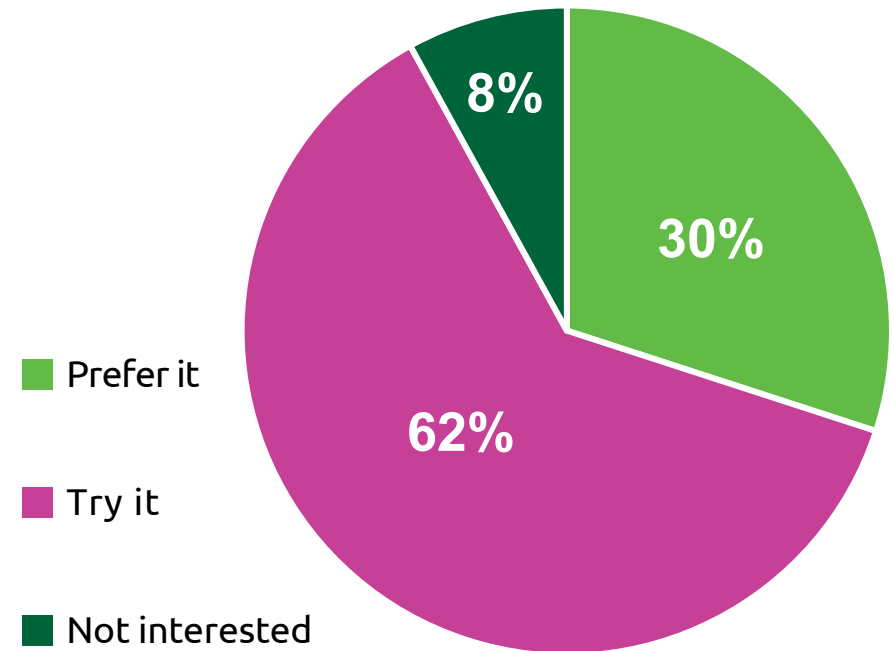




9 out of 10 owners want a different solution

9 out of 10 owners would prefer or would try a tasty, monthly tablet for their cat's tick and flea treatment^{3*}

Survey of 282 cat owners in Europe currently using topical spot on or collar, about treatment preference for tick and flea control³



Are you asking your cat owners what they'd prefer?

*Would you be interested in giving your cat(s) a small monthly tablet for ticks and fleas? Please assume it was recommended by your veterinarian.

• Prefer it over other methods • Prepared to try it • Not interested

3. Kynetec, March 2018.



Vets are embracing newer cat-friendly options

81% of vets surveyed would choose to use Credelio Cat for their cat again⁴. 88% of vets surveyed who tried Credelio Cat would recommend it⁴



tiny, tasty tablets.

A **unique** solution that's
easier on everyone.



Credelio[™]
(lotilaner)

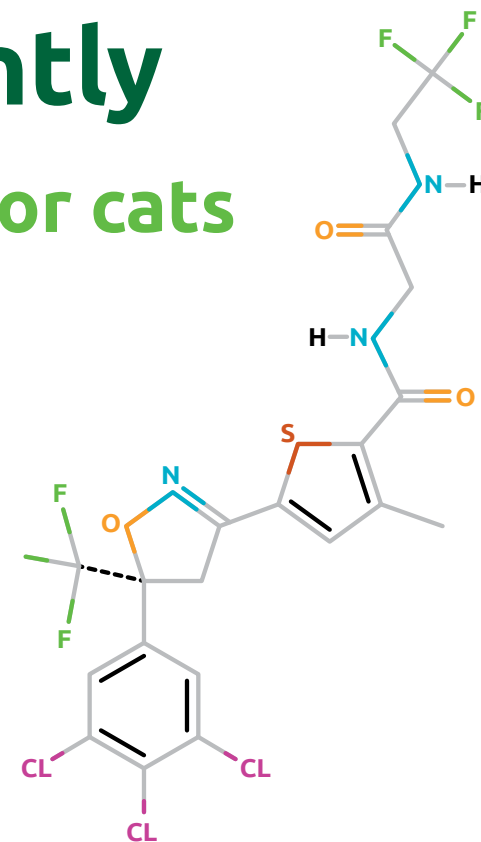


Credelio for cats: it's time to see things differently

Tiny, tasty tablets designed specifically for cats

- The first oral isooxazoline product for cats, containing lotilaner, Elanco's unique active
- Demonstrated to specifically target GABA receptors in ticks and fleas⁵ not mammals
- Credelio is the fastest licensed product for cats at killing existing ticks and fleas*

Lotilaner delivers fast, sustained & highly effective flea & tick kill throughout the entire month^{6,7}



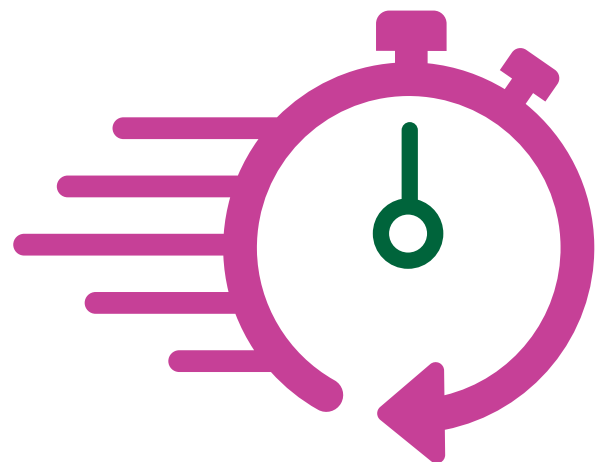
5. Rufener et al. Parasites & Vectors (2017) 10: 530.
6. Cavalleri et al. Parasites & Vectors (2018) 11:408.
7. Cavalleri et al. Parasites & Vectors (2018) 11:413.

*refers to SPC speed of kill of existing parasites at the time of administration when compared to other combined tick and flea treatments for cats

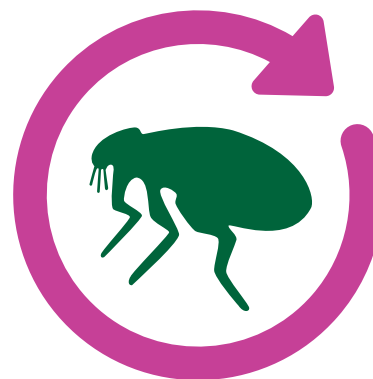


Tough on fleas

Acts fast against fleas all month long*



Kills existing fleas within
8 hours



Kills **100%** of fleas
all month within⁶
24 hours



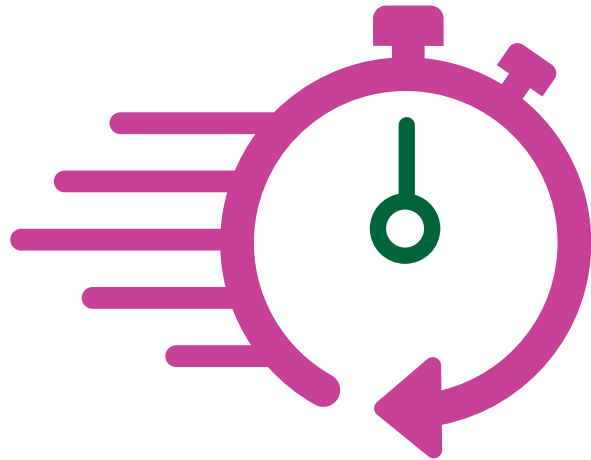
*Treats fleas on cats from 8 weeks of age

6. Cavalleri et al. Parasites & Vectors (2018) 11:408.

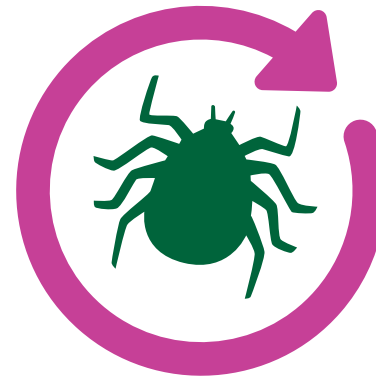
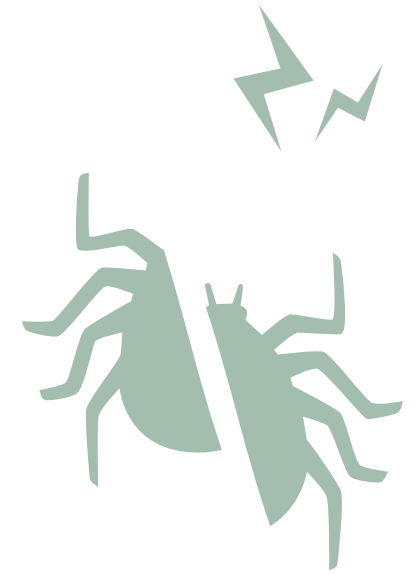


Tough on ticks

Acts fast against ticks all month long*



Kills existing ticks within
18 hours



Kills **99%** of ticks
all month within⁷
24 hours

*Treats ticks on cats from 5 months of age
7. Cavalleri et al. Parasites & Vectors (2018) 11:413.



Treating ticks and fleas can be done with stress-free ease

Credelio is a tiny tablet that is tasty, fast-acting and eaten easily with or without food*

Designed from a cat's perspective:

- Tiny
- Tasty (*vanilla & yeast flavour*)
- Stress free administration





*Administer with food or within 30 minutes of feeding



How to prescribe

Suitable for kittens and cats from 8 weeks of age and >0.5 kg

DOSING *Administer with or within 30 minutes of food

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

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

**100% successful administration
by owners to their cats for
3 consecutive months⁸**



The family behind Credelio

Trust the Elanco family to protect pets with the winning combination of Credelio + Milbemax



CREDELIO



Tough on ticks and fleas
EASY ON US

MILBEMAX



Protects pets from
UNSEEN DANGERS





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

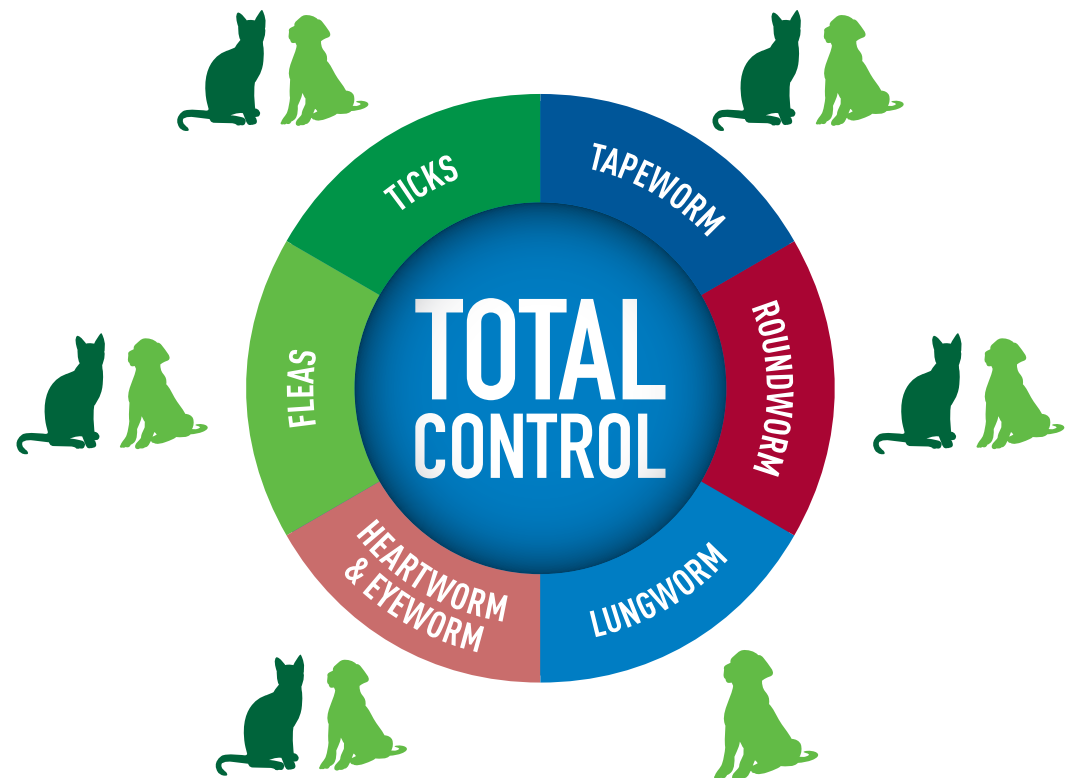
- Milbemax chewy and tasty tablets for cats
- Exact dose of Milbemax is delivered direct to the gastrointestinal tract
- Milbemax ensures no drips or residues on the pets' fur

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.



Times have changed: Prescribe Credelio

A unique solution that's easier on everyone

An essential oral option for cat owners who do not want topical tick and flea treatment. 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



For more information, contact your Elanco sales representative or visit Credelio.co.uk

Credelio™ Chewable Tablets for Cats contain lotilaner. Legal category POM-V in UK. 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. Use medicines responsibly www.noah.co.uk/responsible www.alpha.ie
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