

Elanco™

# PROTECT PETS

from unseen  
dangers

**MILBEMAX™** 

*Bringing pets and people closer*



# The risk of infection has grown larger



Many pet owners do not have enough knowledge about the importance of regular deworming.<sup>1</sup> The likelihood of infection has increased as a result of recent environmental changes, making it even more important that they understand the risks that face their pet.

Due to mild winters the population of parasites and their hosts is increasing<sup>3,4</sup>

Pets are more likely to be exposed to parasites due to increased reservoirs<sup>2</sup>

Higher numbers of owners travelling with pets in the UK and abroad increases the exposure to parasites



<sup>1</sup> Wells. (2007) Public Health 121:187-188.

<sup>2</sup> Helm, J. and Morgan E. (2017) In Practice 39:298-315.

<sup>3</sup> WHO. (2017) <http://www.euro.who.int/en/health-topics/environment-and-health/Climate-change/data-and-statistics> (accessed 22/08/17).

<sup>4</sup> Wright I. (2017) Veterinary Nurse 8:298-306.

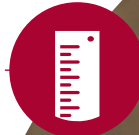
# Which worms are a threat in the UK?



Tapeworm

**5m**

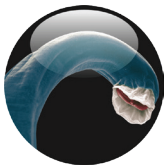
is the length a *Taenia hydatigena* tapeworm can get to after infecting a dog.<sup>5</sup>



Roundworm

**34 million**

Toxocara eggs are released by dogs per km<sup>2</sup> per day.<sup>6</sup>



Lungworm

**4X**

marked increase in the UK urban fox population over the last 25 years, which can harbour deadly lungworm.<sup>7</sup>



**Don't forget tapeworms can pose a risk to humans, causing cysts to form on their organs.**

<sup>5</sup> Taylor MA et al. (2007) Veterinary Parasitology.

<sup>6</sup> Mogan ER et al. (2013) Veterinary Parasitology 193:390-397.

<sup>7</sup> Scott, D.M et al. (2014) PLoS One 9(6): e99059

# The frequency of worm control is easy to determine

Based on UK ESCCAP guidelines for deworming adult dogs and cats<sup>8</sup>.



### Stays indoors

..... Lives indoors only and has no contact with other pets that frequently go outdoors.



### Goes outdoors

..... Goes outdoors, but doesn’t regularly hunt or scavenge. Does not live in/visit a known risk area for lungworm or Echinococcus granulosus.

.....> **Children or immunocompromised adults?** .....  
In the household or visiting.



### Outdoors - high risk

..... Goes outdoors or visits a known risk area for lungworm, Echinococcus granulosus or frequently exercised on land with cattle and sheep. Frequently hunts or scavenges food.



<sup>8</sup> ESCCAP. (2017) Worm control in cats and dogs 3rd Edition.





### RISK GROUP A

Worm 4 times a year

- Minimum recommendation by ESCCAP<sup>8</sup>
- Reduces roundworm and tapeworm burdens

### RISK GROUP B

Worm monthly

- Preventing possible local build up of zoonotic roundworms
- Prevention against lungworm infection
- Treats against potential zoonotic tapeworm infection

NO

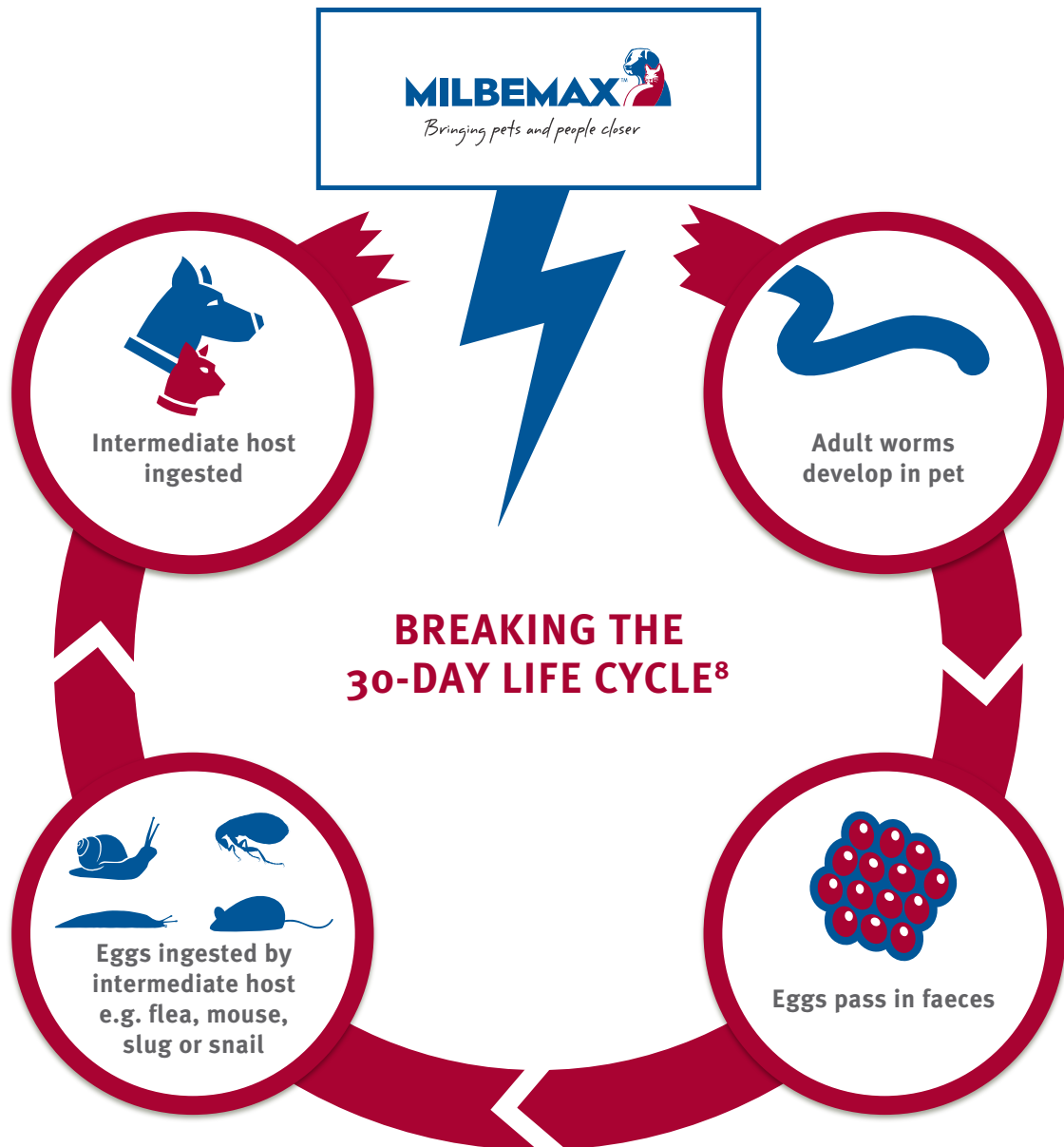
YES

## You make a difference

If the individual risk of a pet cannot be precisely assessed, it should be dewormed at least 4 times per year.<sup>8</sup> Studies show that anthelmintic treatment 1–3 times per year is not enough!<sup>9</sup>

# How Milbemax works

Milbemax™ kills the worms, interrupting their natural life cycle before it can be completed.



Milbemax contains the **only combination** of active ingredients in one easy-to-give tablet that protects against **tapeworm, lungworm\*** and **roundworm.**

\* Lungworm refers to dogs only.

# Trust Milbemax

## BROAD SPECTRUM

- The only combination of active ingredients that protects against **tapeworm, roundworm** and **lungworm** in one tablet
- Complements flea control to break the tapeworm lifecycle

## HASSLE-FREE

- Chewy and tasty formulations that make worming a treat
- Just one tablet for the majority of cats and dogs
- Exact dose of Milbemax is delivered direct to the gastrointestinal tract
- No drips or residues on the pets' fur

## PROVEN SAFETY PROFILE

- Over 10 years of reliable safety data
- Suitable for use in breeding cats and dogs, including pregnant and lactating ones
- Suitable for use in puppies and kittens



Over 94% of dogs accept  
Milbemax Chewy from the hand.<sup>10</sup>



Look out for our in practice materials to encourage pet owners to talk to their vet about worms!

**Be WORMWISE**

- Be aware of unseen dangers**
- Assess pets' risks**
- Protect with Milbemax**



Milbemax 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 Animal Health, Lilly House, Priestley Road, Basingstoke, Hampshire RG24 9NL. For further information consult the product SPC.

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Use medicines responsibly.

[www.noah.co.uk/responsible](http://www.noah.co.uk/responsible), [www.apha.ie](http://www.apha.ie).

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