



tiny, tasty treatments.

Credelio™ for cats is the fast-acting tick and flea chewable, providing persistent month-long protection.

Credelio has been designed specifically for cats and kittens to help make treatment time stress-free through its tiny, flavoured, chewable formulation.



Read on to learn more about Credelio Cat's Stress-Free Guarantee.



A parasite treatment for every lifestyle

Credelio™ CAT (lotilaner)



EASY
TO
GIVE

Elanco

Treating ticks and fleas with Credelio™ for cats can be done with stress-free ease

Cats are complex creatures: one moment a lap companion, the next a highly trained and agile predator! As a result, owners can find medicating cats at home daunting. However, by considering their natural behaviours, we can develop medicines which help create a stress-free experience for cats and their owners.

Oral dosing formulations, such as tablets that can be given at home, are convenient when the experience is stress-free – **this is where using a formulation developed specifically for cats is key.**



Credelio's Stress Free Secrets

Our research and development team understand cats, which is why **Credelio has been designed specifically with cats and kittens in mind.**

Cats only have about 500 taste buds in total, compared to around 2,000 in dogs and 9,000 in humans. Because of this, **cats rely on other senses – most importantly smell – to assess food.**¹ They lack the ability to taste 'sweet', and instead utilise umami receptors to detect key flavour compounds in meat.²

Specialised cells in the vomeronasal organ detect heavy moisture-borne odour particles, **allowing cats to 'smell' the taste of their food. This is why Credelio has been formulated with the aromatic compounds of yeast and vanilla.** As cats will naturally want to chew a tablet, Credelio is flavoured all the way through.

During manufacturing **Credelio undergoes extra purification, meaning the tablets can be kept particularly small in size** because only the active part of the lotilaner molecule is included.³ Credelio for cats can be used from just **8 weeks old and 0.5kg.**

Credelio for cats is a fast-acting chewable, which provides persistent month-long protection against ticks and fleas.

Credelio is rapidly absorbed and after 24 hours, kills 100% of ticks & fleas for the whole month.^{4,5}

Prescribe class-leading Credelio with in**CRE**dible confidence:

- **FAST** relief from ticks and fleas: **quickest initial knockdown in the isoxazoline class***
- **PERSISTENT** protection all month: **no flea breakthrough⁴⁻⁷**
- **SMALL** but **MIGHTY**: extra purification means tiny tablets³

Developing Tasty Medicines

The process of developing tablet medicines for cats starts with using placebo tablets to assess the appeal of different variations of flavours, smells, shapes, sizes and textures.

Once the placebo tablet has been developed, the active ingredients can then be added and re-assessed.

Textures which produce a 'crunch frequency' similar to that of small mammal bones have been found to appeal to the hunter instincts of domestic cats.

Credelio is designed to be eaten easily with or within 30 minutes of food. The below diagram can be found on our post-prescription leaflets and dedicated online resources for cat owners; share these with your cat owners to encourage them to find the method of administering Credelio that works for them and their cat.



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

Give with or within 30 minutes of feeding

Stress-Free Guarantee

9 out of 10 owners would prefer, or would try, a tasty, monthly tablet for their cat's flea and tick treatment.^{8**}

A recent survey demonstrated that cat owners should be offered a choice of formulations where possible.⁹ **The 'Stress-Free Guarantee' supports you in offering choice to cat owners** and is there to assist owners who try the treatment but decide it is not the right formulation for them or their cat.



To find out more about the Stress-Free Guarantee, please contact your local Elanco Territory Business Manager.

Available in two different sizes, Credelio provides the right monthly dose for cats and kittens alike.



Depictions are true to actual size.

Help protect the bond between cats and their owners with the only oral treatment for tick and flea prevention that can be administered conveniently at home.

Find out more stress-free secrets and learn more about Credelio Cat:



*Refers to speed of kill of ticks and fleas on the animal prior to administration when compared to other UK licensed products in the isoxazoline class for dogs and cats.

**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

1. Peket A Y, et al. 2020. *Journal of Applied Animal Research* 48:1, 281 - 292 2. Scott J et al. *Chemical Senses* (2023) Volume 48, 1-17. 3. Toutain C et al. *Parasites & Vectors*. 2017 10:522. 4. Cavalleri D et al. *Parasites & Vectors* 2018 11:413 5. Cavalleri D et al. *Parasites & Vectors* 2018 11:408 6. Cavalleri, D. et al. *Parasites & Vectors*. 2017 10:529. 7. Murphy M, et al. *Parasites & Vectors*. 2017 10:541. 8. Kynotec, Survey of 282 cat owners in Europe currently using topical spot on or collar, about treatment preference for flea and tick control slide 10. March 2018 9. Taylor S et al. *Journal of Feline Medicine and Surgery*. 2022 24(12):1283-1293

Credelio™ chewable tablets for cats contains lotilaner and is indicated for the treatment of flea and tick infestations on cats. 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. Credelio, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. Advice should be sought from the medicine prescriber prior to use. Prescription decisions are for the person issuing the prescription alone. Use medicines responsibly www.noah.co.uk/responsible www.apha.ie

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