

Advocate™

1 dose, of lungworm prevention
100%



One dose of Advocate provides continuous effective levels of **moxidectin** all month long*, delivering **100% lungworm prevention in dogs**^{1,2}

Following application of Advocate, moxidectin is quickly absorbed through the skin with effective serum concentrations being maintained for at least 28 days.¹

This sustained concentration prevents establishment of larval and immature adult stages of *A. vasorum*. Studies have demonstrated this results in no shedding of L1 larvae and 100% of dogs were completely clear of lungworm.^{1,2}

Why is Advocate different for lungworm prevention?^{1,2}

- Patency is completely prevented, ensuring there is no shedding of L1 larvae
- Advocate kills the parasite before lung damage can occur
- Advocate delivers 100% preventative efficacy throughout the month after a single dose

A. vasorum is the potentially fatal Lungworm parasite

Identification of infection can be challenging in practice due to diverse clinical presentations - from asymptomatic or subclinical infections to more life-threatening cardio-respiratory or neurological signs.³

Despite the potential for such serious consequences, 79% of UK dog owners do not know that prevention of clinical disease can only be achieved through monthly treatment prescribed by their veterinary surgeon.⁴

The Lungworm Map

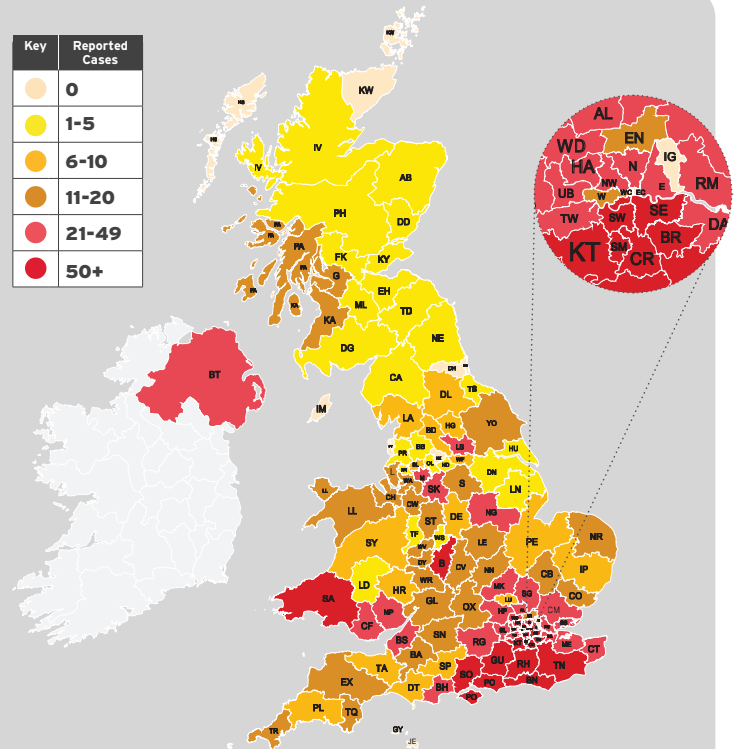
The Elanco Lungworm Map allows you to check reported cases of lungworm in dogs, in your postcode area.

Over the last 15 years this has created a picture of the spread of lungworm in the UK and local risk levels. However, only reported cases are shown, meaning the figures may under represent the true number of cases as many may go unreported.

Lungworm is now found throughout much of the UK, but regular monthly treatment will protect the dogs from infection even during continued exposure to potential risks, such as infected snails and slugs.

Scan the QR code

to take a look at your local risk or report a confirmed or suspected lungworm case to the map

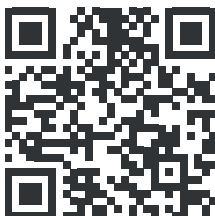


Map data from multiple sources including laboratory results, publications, and vet case reports. Visit map website for more information.

Advocate effectively controls a range of internal and external parasites – 23 in total across dogs, cats and ferrets.

- Indicated for the treatment of GI nematodes including zoonotic *Toxocara canis* and *Toxocara cati*.
- Treatment of ear mites, sarcoptic mange and demodicosis.
- Additional indications for emerging parasites such as eye worm (*Thelazia callipaeda*).

For more information:



Dogs	±4 kg	🚩	One pipette (Advocate 40 mg + 10 mg for small dogs)
	>4 - 10 kg	🚩	One pipette (Advocate 100 mg + 25 mg for medium dogs)
	>10 - 25 kg	🚩	One pipette (Advocate 250 mg + 62.5 mg for large dogs)
	>25 - 40kg	🚩	One pipette (Advocate 400 mg + 100 mg for extra-large dogs)
	>40 kg	🚩🚩	Use the appropriate combination of pipettes
Cats	±4 kg	🚩	One pipette (Advocate 40 mg + 4 mg for small cats and ferrets)
	>4 - 8 kg	🚩	One pipette (Advocate 80 mg + 8 mg for large cats)
	>8 kg	🚩🚩	Use the appropriate combination of pipettes

Dogs should not be allowed to swim in surface waters for 4 days after treatment.

Elanco supports One Health principles and responsible parasite control

*Significant serum concentrations of moxidectin persist for at least 28 days. 1. Böhm C. et al. Parasitol Res (2017) 116:S1-S10. 2. Schnyder M et al. Vet. Parasitol. (2009);166:326-332. 3. Colombo M et al., Pathogens (2021) 4. Elanco Animal Health. Lungworm market research 2023

Advocate™ contains imidacloprid and moxidectin and is indicated for use in cats, ferrets and dogs suffering from, or at risk from, mixed parasitic infections. UK [POM-V], IE [POM]. Refer to the product packaging and leaflets for information about side effects, precautions, warnings and contraindications. Further information is available from the Summary of Product Characteristics or the datasheet for UK: www.noahcompendium.co.uk or IE: Home | UPD (europa.eu)

For further information call Elanco Animal Health on +44(0)1256353131 or write to: Elanco Animal Health, Form 2, Bartley Wood Business Park, Hook, RG27 9XA, United Kingdom. Advice should be sought from the medicine prescriber prior to use.

Use Medicines Responsibly www.noah.co.uk/responsible (UK) www.apha.ie (IE)

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A parasite treatment for every Lifestyle