



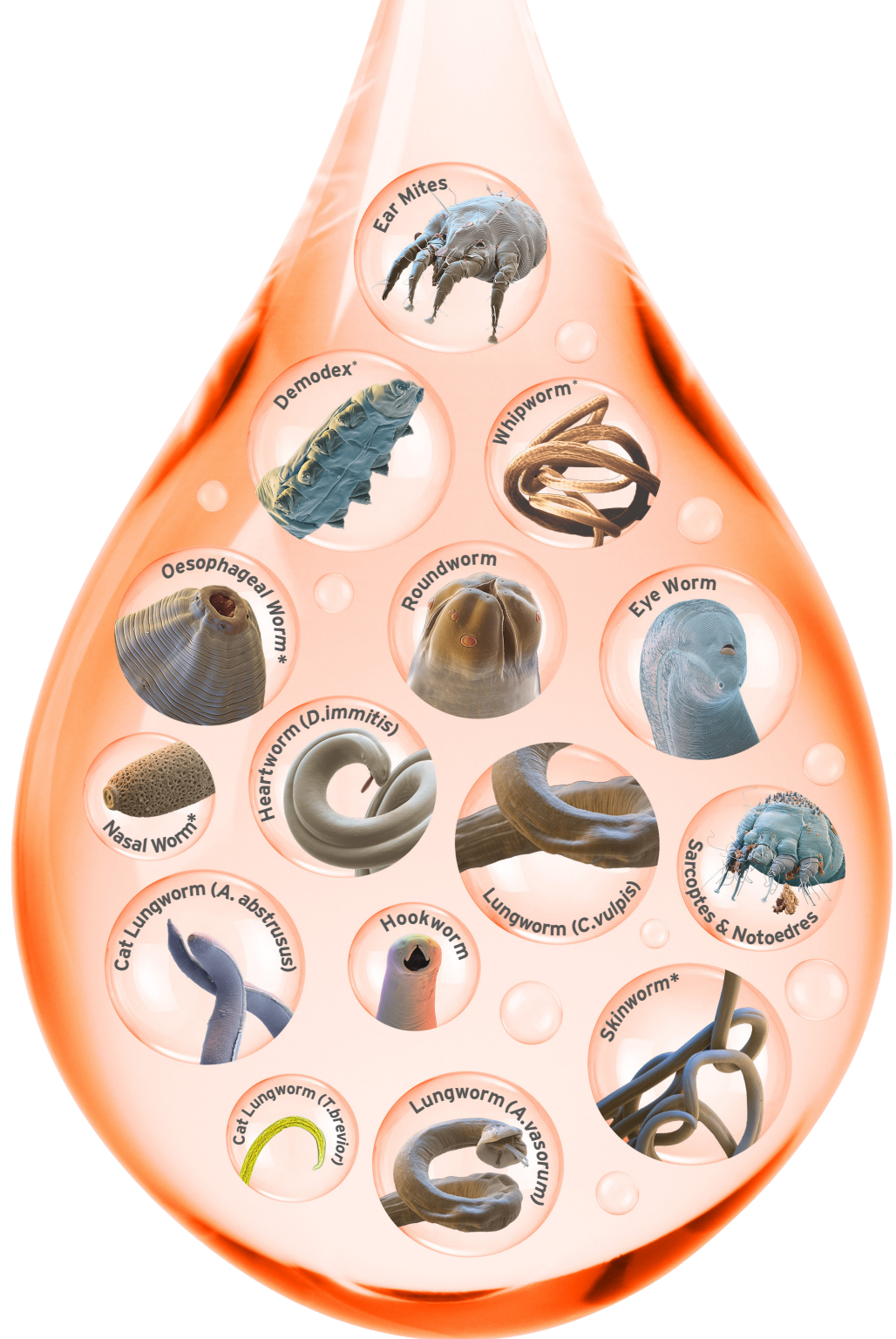
Imidacloprid



Moxidectin

Advocate™

Advocate offers a range of benefits that protect dogs and cats from a broad spectrum of parasites and their associated health risks.



Imidacloprid

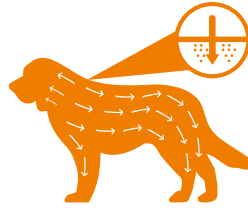
Fleas - a major cause of skin disease



Fleas can be killed through contact - no biting required¹



Reduces larvae in the pet's surroundings; treat the pet, protect the home



Spreads along the lipid layer of the skin

Kills fleas fast

Advocate™



Fleas killed within 24 hours²



Moxidectin

Penetrates through the skin and distributes throughout the tissues to kill various external and internal parasites like mites and many different types of worms.

- Lungworm* (*A. vasorum*) • Ear Mites • Whipworm* • Roundworm
- Fox Lungworm* (*C. vulpis*) • Skinworm* (*D. repens*) • Heartworm† (*D. immitis*)
- Demodex* • Hookworm • Eye worm (*T. callipaeda*)
- Sarcoptes* & Notoedres • Nasal worm* (*E. boehmi*)
- Cat Lungworm (*A. abstrusus*) • Cat Lungworm (*E. aerophilus*)
- Cat lungworm (*T. brevior*) • Oesophageal worm* (*S. lupi*)

*Dogs only. † L3/L4 stages prevention & treatment of circulating microfilariae only.

Lungworm

Angiostrongylus vasorum

- the potentially fatal lungworm parasite

- *A. vasorum* is a potentially life threatening nematode of dogs and foxes.
- Lungworm is already endemic throughout much of the UK. Prevention is key.

The spread of *A. vasorum*

Fox data confirms the dramatic spread:

- **18%** of foxes across the UK now infected (**50%** in the South-East).³
- Prevalence more than doubled in all regions.³
- In a study by the Royal Veterinary College **74.4%** of foxes in Greater London now infected with lungworm⁴



Slugs data - Larvae released into slime

A study has confirmed that infectious larvae can also be released into the mollusc's slime providing an alternative route for exposure.⁵

Infective larvae shed by slugs survive for up to 16 days.⁵

Region	2008	2015
South-East	23.3%	50.8%
East	1.6%	12.9%
South	6.9%	19.4%
Midlands	4.8%	17.5%
North	0%	7.4%

Published 2008 - data collected 2005-06 / Published 2015 - data collected 2013-14

Why is Advocate different for lungworm prevention?

- Advocate offers 100% efficacy for *A. vasorum* prevention.⁶
- Advocate ensures no L1 larvae are shed thereby helping to protect the environment from the spread of the parasite.⁶

To protect dogs from lungworm, products must be administered MONTHLY

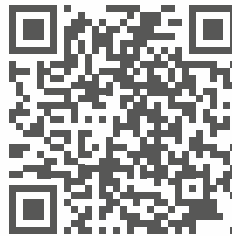
Quarterly administration is not in line with the life cycle of the parasite and results in leaving the dog unprotected and at risk from disease and even death.

Lungworm Map

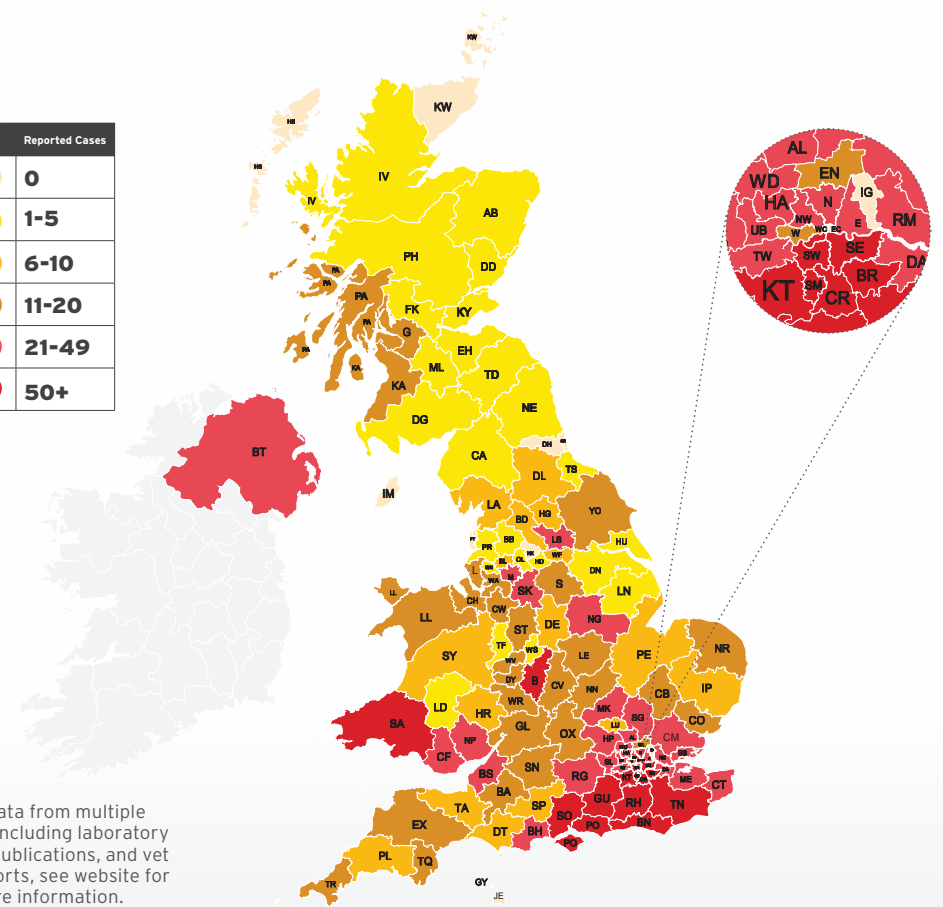
- The lungworm map, available on both lungworm.co.uk and myelanco.co.uk, is a resource to check reported cases of lungworm in dogs. Only reported cases are shown therefore it is not exhaustive. Many go unrecorded, or are resolved with presumptive treatment, so are never confirmed.

Scan the QR code to take a look at your area and help us keep the map up to date!

Submitting a case is simple, please visit myelanco.co.uk or speak to your Territory Business Manager.



Key	Reported Cases
○	0
●	1-5
●	6-10
●	11-20
●	21-49
●	50+



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

Advocate Prevention Study⁶

Advocate prevents angiostrongylosis and patent infection with *Angiostrongylus vasorum*.

Spot-on

Single challenge model - each dog given 200 L3 larvae in one go. Model successful in establishing infection in control group (8 dogs) with average of 99 worms. Two treatment groups (8 dogs each) received a single dose of Advocate, at minimum licensed dose, 4 days post infection or 32 days post infection. Study duration of 56-59 days determined by time taken to confirm L1 larval shedding in all control dogs before study endpoint and assessment of worm numbers in all groups.

ALL LUNGWORM FREE

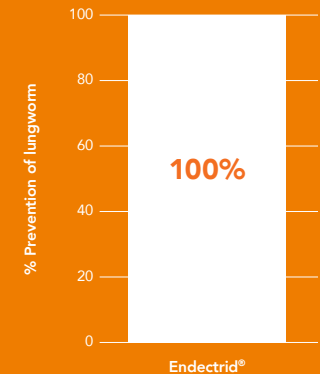


Result:

100%

of dogs were completely clear of lungworm

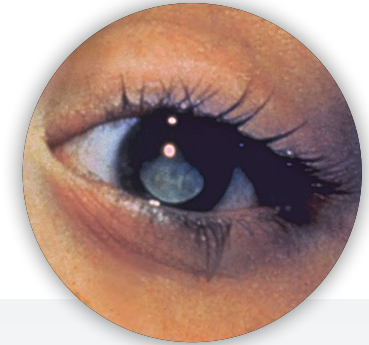
Untreated control group lungworm burdens 49 to 165 (mean average 99).



There was also a 100% reduction in L1 larval shedding compared to untreated controls, with no L1 larvae being shed in any of the treated dogs.

Ear Mites (*Otodectes cynotis*)

- A common mange mite of cats and dogs.
- It is estimated that 50% of external ear infections in dogs and 85% in cats involve *Otodectes* mites.⁷

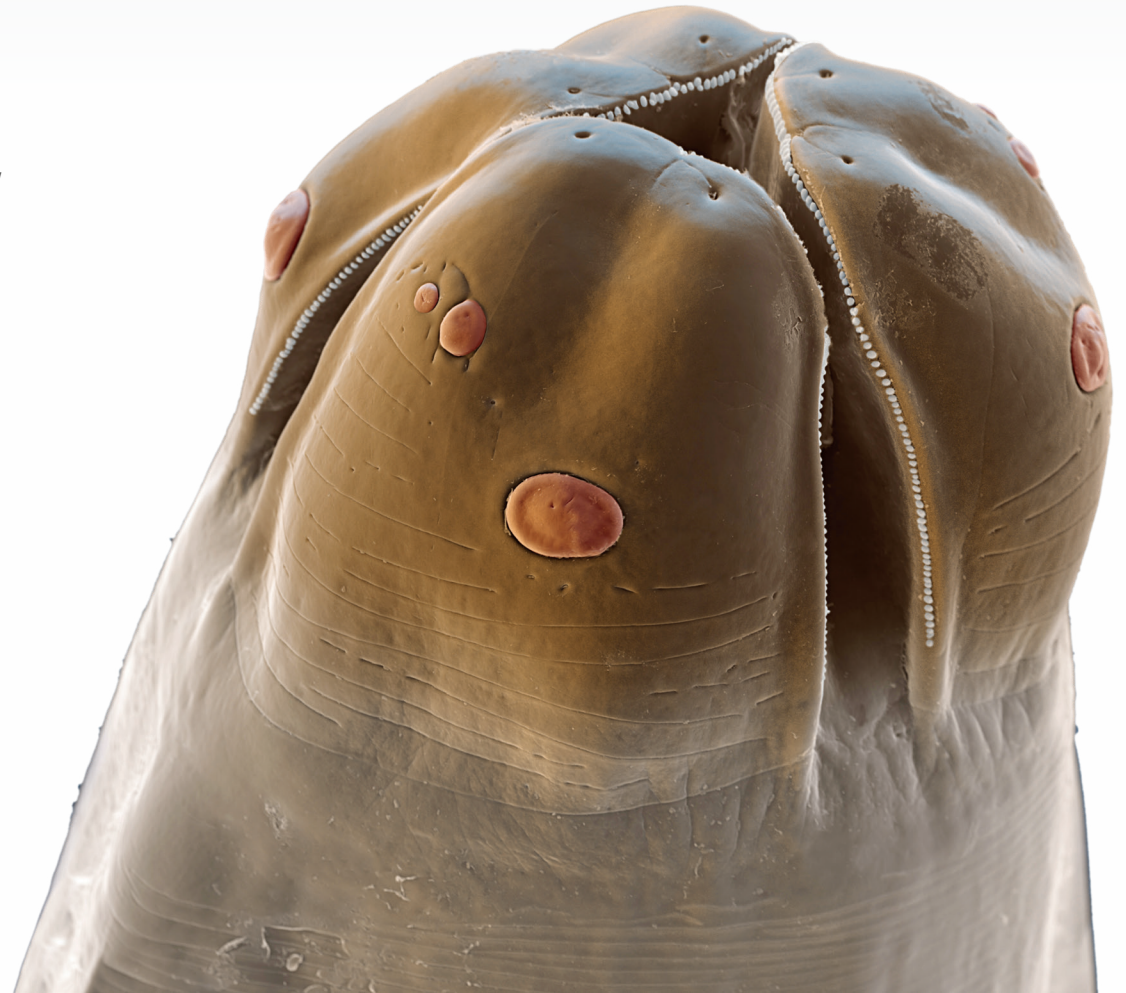


Toxocara - a zoonotic health risk

- One *T. canis* worm is able to produce up to 84,754 eggs a day.⁸
- As the pre-patent period of *Toxocara spp.* is a little over four weeks, monthly treatment will minimise the risk of patent infections.⁹
- Quarterly worming is not enough to prevent egg shedding!











Toxocariasis is a serious human health risk as it can cause blindness and has been linked to reduced cognitive function in children.¹⁰



Advocate

- Is effective at eliminating adult stages of *T. canis* and *T. cati*.
- Also treats the L4 and immature adult stages, further disrupting the lifecycles of these parasites.

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.



100% lungworm prevention⁶

- Research shows that *Angiostrongylus* can present asymptomatically¹¹
- 1/3 of owners who think they are preventing lungworm use a non-prescription product, leaving their pet without full protection¹²

Trusted flea efficacy

- Advocate kills fleas within 24 hours and continues to prevent all month long²
- 73% of pet owners have treated their pet for fleas in the past 12 months and it is the parasite they are most concerned about¹³



AdvocateTM

Always there for you

Why Elanco?

A parasite treatment for every lifestyle

Preferences for parasite products

- Pets and owners have different habits and lifestyles, which affects their preferences for parasite products.

Convenient solutions

- Elanco offers a parasite treatment for every lifestyle with the option of tablets, collars or spot-ons.
- Practices can now match the most convenient solutions to best suit clients and their pets.

Partner with Elanco

- Partner with Elanco to offer your clients a complete range of trusted solutions (and support) for every lifestyle.



A complete range
of trusted solutions

MAKING LIFE
BETTER FOR THEM,
MAKES LIFE BETTER

References: 1. This information is related to mode of action and is not intended to imply fleas can be completely stopped from biting; Mehlhorn *et al.* Parasitol. Res. (2001) 87:198-207. 2. Cruthers L and Bock E., Suppl Compend Contin Educ Pract Vet (1997), 19(5) 3. Taylor C. S. *et al.*, Parasitology (2015), 142(9):1190-5. 4. Fox *et al.* WAAVP (2017) Abstract No. 4196. 5. Conboy *et al.*, Parasitol Res (2017) 116:41-54. 6. Schnyder M, *et al.*, Vet Parasitol. 2009;166(3-4):326-332. 7. Wall R, Shearer D. The diagnosis and control of ectoparasitic infestation. In: Wall R, Shearer D. Veterinary Ectoparasites: Biology, Pathology and Control. 2nd ed. London, UK: Wiley-Blackwell; 2001:179-242. 8. Lloyd S. *Toxocara canis*: the dog. In: Lewis JW, Maizels RM, eds. Toxocara and Toxocariasis: Clinical, Epidemiological and Molecular Perspectives. London, UK: Institute of Biology and the British Society for Parasitology; 1993:11-24. 9. ESCCAP Worm Control in Dogs and Cats, Sixth Edition - May 2021 10. Walsh M. Reduced cognitive function in children with toxocariasis in a nationally representative sample of the United States. International Journal for Parasitology, 2012 42(13-14) 1159-1163 11. Colombo M *et al.*, Pathogens (2021) 12. Survey conducted by YouGov Plc titled Survey of 535 GB 18+ dog owners 2021 13. Parasite threat Survey. Conducted by Bayer via Facebook. 1241 respondents. September 2019

Advocate™ contains imidacloprid and moxidectin and is indicated for use in cats, ferrets and dogs suffering from, or at risk from, mixed parasitic infections. Legal category POM-V (UK) POM (IE). 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. 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.

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