

WARNING
KEEP OUT OF REACH OF CHILDREN
FOR ANIMAL TREATMENT ONLY

advocate™

For Cats

Active Constituents:

100 g/L IMIDACLOPRID, 10 g/L MOXIDECTIN

Also contains: Benzyl Alcohol > 50% w/w

For the treatment and prevention of

- fleas *Ctenocephalides* sp.; larval flea stages are killed in the surroundings of ADVOCATE™ treated pets. ADVOCATE™ can be used as part of a treatment strategy for flea allergy dermatitis (FAD).

For the control of

- roundworms *Toxocara cati*, *Toxascaris leonina* including larval (L4) and immature adult stages
- hookworms *Uncinaria stenocephala**, including larval (L4) and immature stages of all species;

For the treatment and control of

- lungworm (*Aelurostrongylus abstrusus*)
- ear mites (*Otodectes cynotis*)

in cats and kittens from 9 weeks of age.

One application lasts 4 weeks.

* not clinically significant in New Zealand

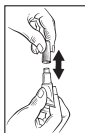
DIRECTIONS FOR USE

By law the user must take due care, obtaining expert advice when necessary, to avoid unnecessary pain or distress when using this product other than as directed on the label. For external application only.

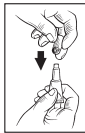
DOSAGE

For animals of this type		Use 1 TUBE from this pack colour
Cats & kittens	less than 4 kg	orange
For Cats	4–10 kg	purple

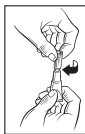
1. Remove required tube(s) from the package.
2. Hold tube upright and pull off the cap.



3. Reverse the cap and push cap back on tube.



4. Twist cap to break seal, then remove cap from tube.



5. Site of Application

1 TUBE

Apply on the back of the head.



6. The animal should be standing for easy application. Part the hair until the skin is visible. Place the tip of the tube on the skin and squeeze the tube firmly **twice to apply the solution directly on the skin**. Avoid pet's eyes or mouth. On very rare occasions skin reactions such as hair loss, redness and itching may occur. This is usually a single occurrence and hair will grow back uneventfully.

7. Record treatment date and repeat monthly or as directed.

8. The solvent in ADVOCATE™ may mark certain materials including plastics, leather, fabrics and finished surfaces. Allow application site to dry before permitting contact with such materials.

GENERAL INSTRUCTIONS

FLEA CONTROL AND PREVENTION

ADVOCATE™ has been shown experimentally to kill adult and larval fleas within 20 minutes. Death can occur due to contact by absorption via the flea intersegmental membranes. Stops fleas from feeding in 3–5 minutes. Fleas are not required to bite to receive a lethal dose.

ADVOCATE™ can be used as part of a treatment strategy for flea allergy dermatitis (FAD). ADVOCATE™ breaks the FAD cycle by eliminating fleas which are the cause. Animals with severe FAD may require additional veterinary treatment.

It is recommended that all cats in the same environment should be protected by ADVOCATE™ or ADVANTAGE™ for cats, and all dogs with ADVOCATE™ or ADVANTAGE™ for dogs. ADVOCATE™ may be used as the only product for flea control as it breaks the life cycle and kills fleas emerging from the environment to reinfest the cat. New fleas may continue to emerge from the environment for six weeks or longer (depending on climate) after treatment is initiated. More rapid resolution of heavy environmental infestations may be obtained by additional environmental control measures using a suitable registered product.

WORM CONTROL

ADVOCATE™ controls the major gastrointestinal nematodes of cats but does not control tapeworms. In order to control these worms use DRONTAL™ or DRONCIT™ as appropriate. Cats can become reinfested with worms but regular use of ADVOCATE™ will remove them. **If worm problems persist consult a veterinarian.**

TREATMENT AND CONTROL OF EAR MITES

For the elimination of ear mites (*Otodectes cynotis*), ADVOCATE™ should be applied once and is highly efficacious as a single dose. Cats not responding to the initial treatment may respond to a second monthly treatment however this has not been established for ADVOCATE™. Such non responding animals should be monitored and veterinary advice sought if treatment is not successful. Monthly application of ADVOCATE™ will treat any subsequent ear mite infestation. To maximise efficacy gentle cleaning of the ear canal is recommended.

TREATMENT AND CONTROL OF LUNGWORM

For the treatment and control of lungworm (*Aelurostrongylus abstrusus*), ADVOCATE™ is highly efficacious as a single dose. Monthly application of ADVOCATE™ will control any subsequent lungworm infections.

KITTENS

Kittens may be treated with ADVOCATE™ from 9 weeks of age. If kittens younger than 9 weeks require flea control, they may be safely treated with ADVANTAGE™ for Cats. For control of roundworms and hookworms kittens require worming at **4, 6 and 8 weeks** of age. When worming kittens prior to commencing ADVOCATE™ use a specific worming agent such as DRONTAL™. Once treatment with ADVOCATE™ every month is commenced worms will be continuously controlled.

PRECAUTIONS

Use with caution in sick, debilitated or underweight animals. Take care to avoid the product coming into contact with the eyes or mouth of the animal. Ingestion by the recipient or in-contact animals should be prevented. Transient salivation, vomiting and pupil dilation may follow accidental oral ingestion.

PREGNANCY AND LACTATION

No primary embryo-toxic, teratogenic or reproductive toxic effects have been observed with imidacloprid or moxidectin in laboratory species. Evidence suggests that no adverse effects are to be expected in pregnant and lactating cats. However, the safety of ADVOCATE™ has not been established during pregnancy and lactation.

READ LABEL BEFORE USE

HANDLING PRECAUTIONS

May be harmful if inhaled, swallowed or absorbed through the skin. May cause eye irritation. May cause an allergic skin reaction. Wash hands and exposed skin before meals and after use. Avoid contact with skin or eyes and inhalation. Do not eat, drink or smoke while using. When handling wear eye protection and protective gloves. Moxidectin may have effects on the nervous system and on or via lactation. Imidacloprid may have effects on the liver.

FIRST AID

If swallowed, do NOT induce vomiting. For advice contact the National Poisons Centre 0800 POISON (0800 764766) or a doctor immediately. If skin or hair contact occurs, remove contaminated clothing and flush skin and hair with running water. If splashed in eyes, wash out immediately with water. If inhaled, move the victim to fresh air immediately. Begin artificial respiration if breathing has stopped. Use mouth-to-nose rather than mouth-to-mouth.

DISPOSAL

Dispose of used applicators by wrapping in paper and placing in garbage.

STORAGE

Store below 30 °C (room temperature).

Registered pursuant to the ACVM Act 1997, No. A9118
See www.foodsafety.govt.nz for registration conditions.

Elanco New Zealand
106 Wiri Station Road, Manukau, Auckland 2104.
Customer Info Line: 0800 446 121

ADVOCATE™, ADVANTAGE™, DRONTAL™, and DRONCIT™ are trademarks of Elanco.

Advocate™ for Dogs ACVM No. A9119, Advantage™ ACVM No. A7522, Drontal™ Allwormer for Cats ACVM No. A7042, Droncit™ ACVM No. A2919.