

CAUTION

KEEP OUT OF REACH OF CHILDREN
FOR ANIMAL TREATMENT ONLY
READ SAFETY DIRECTIONS



advocate™ for Cats

100 g/L IMIDACLOPRID
10 g/L MOXIDECTIN

FOR:

- the treatment and prevention of fleas (*Ctenocephalides* spp.) on kittens, cats and ferrets. Larval flea stages are killed in the surroundings of ADVOCATE treated pets. Reduces the incidence of Flea Allergy Dermatitis (FAD);
- the prevention of heartworm (*Dirofilaria immitis*) infection in kittens, cats and ferrets;
- the treatment and control of the common cat lungworm (*Aelurostrongylus abstrusus*) in cats. When administered repeatedly at 28 day intervals, ADVOCATE prevents common cat lungworm infections, and kills larval (L₃ and L₄), immature and adult worms.

FOR THE TREATMENT AND CONTROL OF:

- roundworms (*Toxocara cati*, *Toxascaris leonina*), kills larval (L₄), immature and adult worms;
- hookworms (*Ancylostoma tubaeforme*, *Ancylostoma ceylanicum*, *Ancylostoma braziliense* (this hookworm is usually restricted to tropical areas in Australia), *Uncinaria stenocephala*), kills larval (L₄), immature and adult worms of all species;
- ear mites (*Otodectes cynotis*);

AND FOR THE TREATMENT OF:

- feline mange mites (*Notoedres cati*)
- lungworm (*Eucoleus aerophilus*) adults in cats and kittens.

One application lasts up to a month.

Re-treatment of ferrets may be repeated at two weekly intervals when flea infestation is particularly heavy.

Consult a veterinarian before use. If worm problems persist, consult a veterinarian.

DIRECTIONS FOR USE

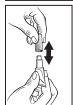
DOSAGE AND ADMINISTRATION

For external application only.

DO NOT GIVE PRODUCT BY MOUTH.

Treatment for heartworm should occur regularly at monthly intervals.

For animals of this type	Use 1 TUBE from this pack colour
Small cats & kittens up to 4 kg & ferrets.	dark orange
Cats over 4 kg	violet



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



- Reverse the cap and push cap back on tube.



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

- If applying ADVOCATE to a cat wearing a SERESTO collar, there is no need to remove the SERESTO collar, however remove any other collar prior to application, and replace when product is dry.
- Part the hair on the back of the cats' head 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 pets' eyes or mouth.
- Record treatment date and repeat monthly or as directed. ADVOCATE remains efficacious following shampoo treatment, swimming or exposure to rain. If you wash your pet between treatments, always use a soap-free shampoo. Occasionally hair loss may occur at the application site. This is usually a single occurrence and hair will grow back uneventfully.

GENERAL DIRECTIONS

FLEA CONTROL AND PREVENTION

ADVOCATE has been shown to kill adult and larval fleas within 20 minutes of contact by absorption via the flea intersegmental membranes. Stops fleas from feeding in 3–5 minutes. Fleas are not required to bite the animal to receive a lethal dose. The successive feeding activity of fleas on pets may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of pets with ADVOCATE rapidly kills fleas and reduces the incidence of this condition.

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. More rapid resolution of heavy environmental infestations may be obtained by additional environmental control measures using a suitable registered product. It is recommended that all cats in the same environment should be protected by ADVOCATE for Cats and all dogs with ADVOCATE for Dogs.

HEARTWORM PREVENTION

Treatment with ADVOCATE should start one month before the first exposure to mosquitoes. ADVOCATE must be applied at one month intervals during the time of the year when mosquitoes (which carry and transmit the heartworm larvae) are present. In many areas of Australia continuous, year-round heartworm prevention is recommended. To establish a routine, it is recommended that the same day or date be used each month to administer ADVOCATE.

When replacing another heartworm preventive product with ADVOCATE, consult Elanco Customer Information on 1800 995 709. ADVOCATE may be safely applied to heartworm infected cats therefore there is no absolute requirement for a heartworm test before commencing treatment. However a diagnostic test for heartworm prior to commencement of treatment is recommended to ensure the optimum health of cats.

INTESTINAL WORM CONTROL

ADVOCATE treats and controls the major gastrointestinal nematodes of cats but does not control tapeworms. In order to control tapeworms 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 AND

TREATMENT OF FELINE MANGE MITES

For the treatment of ear mites (*Otodectes cynotis*) and mange mites (*Notoedres cati*). ADVOCATE is highly efficacious as a single dose. Monthly application of ADVOCATE will control any subsequent ear mite infestation. In the case of ear mites, to maximise efficacy thorough cleaning of the ear canal is recommended with a product that is registered for that purpose or as directed by a veterinarian. In severe cases of notoedric mange, concurrent supportive therapy and treatment of any secondary infections is recommended.

PREVENTION, TREATMENT AND CONTROL OF THE COMMON CAT LUNGWORM (AELUROSTRONGYLUS ABSTRUSUS) AND TREATMENT OF THE EUCOLEUS LUNGWORM

For the prevention, treatment and control of the common cat lungworm (*Aelurostrongylus abstrusus*), including larval (L₃ and L₄), immature and adult worms. ADVOCATE is highly efficacious as a single dose. Repeated monthly application of ADVOCATE will prevent and control any subsequent common cat lungworm infections. For the treatment of the Eucoleus lungworm (*Eucoleus aerophilus*) adults.

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 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.

FERRETS

Treatment with ADVOCATE for Kittens and Small Cats (orange tube) is recommended. The treatment of ferrets weighing less than 0.8 kg should be based on a risk-benefit assessment by a veterinarian. If ferrets less than 0.8 kg require flea control, they may be safely treated with ADVANTAGE. Treatment of ferrets may be repeated at two weekly intervals when flea infestation is particularly heavy.

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.

ADDITIONAL INSTRUCTIONS

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. ADVOCATE has no strong chemical smell. The liquid vehicle in ADVOCATE may discolour or damage certain surfaces and fabrics e.g. polished floorboards, leather. Exclude the animal from contact with such surfaces until the product dries on the animal's coat.

PHARMACOLOGICAL PROPERTIES

ADVOCATE has two active constituents, imidacloprid and moxidectin. After topical administration of the product, imidacloprid is rapidly distributed over the animal's skin within one day of application. It can be found on the body surface throughout the treatment interval. Following absorption through the skin, moxidectin is distributed systemically throughout the body tissues, but due to its lipophilicity it is concentrated mainly in the fat. Studies evaluating the pharmacokinetic behaviour of moxidectin in cats have shown that it is slowly eliminated, and can be detected in plasma throughout the treatment interval of 1 month; has an average half-life (T_{1/2}) of 23.6 days; and steady state serum levels are achieved following approximately 4 consecutive monthly treatments.

NOT TO BE USED FOR ANY PURPOSE, OR IN ANY MANNER, CONTRARY TO THIS LABEL UNLESS AUTHORISED UNDER APPROPRIATE LEGISLATION.

SAFETY DIRECTIONS:

Harmful if swallowed. Will damage the eyes. Repeated exposure may cause allergic disorders. Avoid contact with the eyes. If product in eyes, wash it out immediately with water. Wash hands after use.

FIRST AID INSTRUCTIONS

If poisoning occurs, contact a doctor or Poisons Information Centre. Phone Australia 131126. If skin contact occurs remove contaminated clothing and wash skin thoroughly.

DISPOSAL:

Dispose of used tubes and packaging by wrapping in paper and placing in garbage.

STORAGE:

Store below 25 °C (Air Conditioning).

LIMITATION OF LIABILITY:

Failure to use the product strictly as directed may be illegal, prove dangerous or render the product ineffective. Notwithstanding anything else contained on this label, and subject to any rights you have under the Australian Consumer Law and any other applicable law, Elanco Australasia Proprietary Limited's liability is limited to replacing this product or supplying equivalent product or paying the cost of replacing this product, at its discretion.

Elanco Australasia Pty Ltd

Level 3, 7 Eden Park Dr

Macquarie Park NSW 2113

ACN 076 745 198

CUSTOMER INFORMATION

Australia: 1800 995 709 TOLL FREE

www.elanco.com.au

APVMA Approval Nos.

ADVOCATE FOR KITTENS AND SMALL CATS UP TO 4KG 55325/123804

ADVOCATE FOR CATS OVER 4KG 55326/123803

Advocate, Advantage, Seresto and DRONTAL are trademarks of their respective companies.

©2021 Elanco or its affiliates.

