

advocateTM

**For Puppies and Small Dogs up to 4 kg
For Dogs 4–10 kg**

100 g/L IMIDACLOPRID
25 g/L MOXIDECTIN

FOR:

- Treatment and prevention of fleas (*Ctenocephalides* spp.). Reduces the incidence of Flea Allergy Dermatitis (FAD). Larval flea stages are killed in the surroundings of ADVOCATE treated dogs;
- Aid in the prevention of the flea tapeworm (*Dipylidium caninum*) through effective flea control;
- Prevention of heartworm (*Dirofilaria immitis*) and oesophageal worm (*Spirocerca lupi*);

FOR THE TREATMENT AND CONTROL OF:

- roundworms (*Toxocara canis*, *Toxascaris leonina*), kills larval (L₄), immature adult (L₅) and adult worms;
 - hookworms (*Ancylostoma caninum*, *Ancylostoma braziliense* (this hookworm is usually restricted to tropical areas in Australia), *Ancylostoma ceylanicum*, *Uncinaria stenocephala*), kills larval (L₄), immature adult (L₅) and adult worms of all species;
 - whipworm (*Trichuris vulpis*);
 - generalised demodicosis (*Demodex canis*);
 - sarcoptic mange (*Sarcoptes scabiei*);
 - ear mites (*Otodectes cynotis*);
 - lice (*Trichodectes canis*, *Linognathus setosus*) for up to 6 weeks;
- in small dogs and puppies.

One application lasts for a month.

ADVOCATE contains imidacloprid (a neonicotinoid) and moxidectin (a macrocyclic lactone). If problems persist, consult a veterinarian.

DIRECTIONS FOR USE

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 pet. Ingestion by the recipient or in-contact animals should be prevented.

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 dogs. However, the safety of ADVOCATE has not been established during pregnancy and lactation.

Side effects

Neurological signs such as ataxia and muscle tremor (most of which are transient) may be observed in very rare cases.

Consult a veterinarian before use.

Treatment for heartworm should occur regularly at monthly intervals.

FOR EXTERNAL USE ONLY

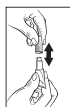
DO NOT GIVE THIS PRODUCT BY MOUTH

DO NOT use in cats.

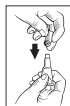


DOSAGE

For animals of this type	Use 1 TUBE from this pack colour
Puppies & Small Dogs up to 4 kg	dark green
Dogs 4–10 kg	turquoise



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. If applying ADVOCATE to a dog 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.

Dogs under 25 kg

1 TUBE

Apply between the shoulder blades



6. The dog 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.

7. Record treatment date and repeat monthly or as directed. ADVOCATE remains efficacious following shampoo treatment, swimming or exposure to rain. If you wash your dog 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 INSTRUCTIONS

FLEA CONTROL AND PREVENTION

ADVOCATE kills fleas quickly, within 20 minutes of contacting treated dogs. Fleas stop feeding in 3-5 minutes, and don't need to bite dogs to be killed. ADVOCATE breaks the flea life cycle by killing fleas on the dog and the flea larval stages in the dog's environment. Registered flea house sprays or bombs can also be useful to help clean-up heavy environmental flea infestations. The feeding activity of fleas on pets exposing them to fleas' saliva may elicit a hypersensitivity skin disorder known as Flea Allergy Dermatitis (FAD), that can cause intense scratching, reddened skin and hair loss. FAD is common in dogs. By killing fleas and their larvae, ADVOCATE reduces the incidence of this condition. For ongoing flea prevention, treat all dogs in the same environment monthly with ADVOCATE for dogs and all cats with ADVOCATE for cats.

HEARTWORM PREVENTION

Treatment with ADVOCATE should start one month before the first exposure to mosquitoes, which transmit heartworm (*Dirofilaria immitis*) between dogs. ADVOCATE must be applied at one-month intervals during the time of the year when mosquitoes 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, talk to an Animal Health consultant at Elanco on 1800 995 709 for advice. ADVOCATE may be safely applied to heartworm infected dogs, 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 dogs.

INTESTINAL WORM CONTROL

ADVOCATE kills larval (L4), immature adult (L5) and adult stages of roundworm and hookworms. Larval stages are prevented from migrating around the body of your dog. ADVOCATE treats and controls adult whipworm. Dogs may be regularly re-infested with roundworms, hookworms and whipworms from the environment, but monthly use of ADVOCATE provides continuous protection. The flea tapeworm (*D.caninum*) is transmitted by fleas. Dogs are infected by ingesting adult fleas infected with the immature stages of this tapeworm. Effective flea control with ADVOCATE aids in the prevention of flea tapeworm infestation. In order to control other tapeworms treat with a tapewormer as directed by your veterinarian. If worm problems persist, consult a veterinarian.

TREATMENT AND CONTROL OF GENERALISED DEMODICOSIS

ADVOCATE has been shown to be highly effective in the treatment of generalised demodicosis when administered at monthly intervals for 2 to 4 treatments.

In a laboratory study performed on dogs naturally infested with *Demodex canis*, treatment with ADVOCATE resulted in a decrease in the occurrence of erythema, casts, scales, crusts and alopecia and a significant reduction (97.84 %) in mite numbers found on skin scrapings. In a field study, all dogs enrolled in the study were 100 % cured of *Demodex* mites.

TREATMENT AND CONTROL OF SARCOPTIC MANGE

ADVOCATE has been shown to eliminate 100 % of sarcoptic mites (*Sarcoptes scabiei*) after a single dose. A second dose of ADVOCATE a month later will result in continued improvement of the clinical signs associated with sarcoptic mange. Monthly application of ADVOCATE will control any subsequent sarcoptic mite infestation.

TREATMENT AND CONTROL OF EAR MITES

For the treatment of ear mites (*Otodectes cynotis*), ADVOCATE is highly efficacious as a single dose. Monthly application of ADVOCATE will control any subsequent ear mite infestation. 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.

PREVENTION OF OESOPHAGEAL WORM INFECTION

The oesophageal worm (*Spirocerca lupi*) forms nodules in the oesophagus of dogs. Infection may be asymptomatic, or may cause regurgitation, vomiting, weight loss and occasionally death. Monthly application of ADVOCATE prevents spirocercosis.

PUPPIES

Puppies may be treated with ADVOCATE from 7 weeks of age. If puppies younger than 7 weeks require flea control, they may be safely treated with ADVANTAGE for Dogs. For control of roundworm and hookworms puppies require worming fortnightly starting from 2 weeks to 8 weeks of age. When worming puppies prior to commencing ADVOCATE, use a specific worming agent such as MILBEMAX. Once treatment with ADVOCATE every month is commenced worms will be continuously controlled.

PHARMACOLOGICAL PROPERTIES

ADVOCATE has two active constituents, imidacloprid and moxidectin.

After topical administration of the product, imidacloprid rapidly distributes over the dog’s skin within one day of application and can be found on the body surface throughout the treatment interval. Moxidectin rapidly enters the skin, and is then distributed systemically throughout the dog’s body tissues, concentrating mainly in fat due to its lipophilicity. Maximum plasma concentrations are reached approximately 4–9 days after application. It is slowly eliminated from the plasma as manifested by detectable moxidectin concentrations in plasma throughout the treatment interval of one month. The half-life (T1/2) in dogs is approximately 35 days, and steady state serum levels are achieved following 4–5 consecutive monthly treatments in dogs.

ADDITIONAL INSTRUCTIONS

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.

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

If poisoning occurs, contact a doctor or Poisons Information Centre.

Phone Australia 131 126.

DISPOSAL

Dispose of used pipettes and foil blisters by wrapping with paper and putting in the garbage. Recycle cardboard carton and leaflet.

STORAGE

Store below 25 °C (Air Conditioning).

PRESENTATION

ADVOCATE® for	Pack Colour	Contents	APVMA Approval No:
Puppies & Small Dogs up to 4 kg	dark green	0.4 mL	55320/131644
Dogs 4–10 kg	turquoise	1.0 mL	55321/131617

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

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advocate™

For Dogs 10–25 kg

For Dogs over 25 kg

100 g/L IMIDACLOPRID

25 g/L MOXIDECTIN

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- lice (*Trichodectes canis*, *Linognathus setosus*) for up to 6 weeks;

in dogs.

One application lasts for a month.

ADVOCATE contains imidacloprid (a neonicotinoid) and moxidectin (a macrocyclic lactone). If problems persist, consult a veterinarian.

DIRECTIONS FOR USE

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 pet. Ingestion by the recipient or in-contact animals should be prevented.

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 dogs. However, the safety of ADVOCATE has not been established during pregnancy and lactation.

Side effects

Neurological signs such as ataxia and muscle tremor (most of which are transient) may be observed in very rare cases.

Consult a veterinarian before use.

Treatment for heartworm should occur regularly at monthly intervals.

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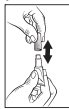
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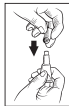
DOSAGE

For animals of this type	Use 1 TUBE from this pack colour
Dogs 10–25 kg	maroon
Dogs 25–40 kg	blue

For very large dogs over 40 kg, apply 2 tubes of ADVOCATE for Dogs over 25 kg (blue) by dividing the dose between the shoulder blades, on the midline of the back between the hips, and at one point in between.



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. If applying ADVOCATE to a dog 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.

Dogs under 25 kg	Dogs 25–40 kg
1 TUBE Apply between the shoulder blades	1 TUBE Apply by dividing the dose between the shoulder blades, on the midline of the back between the hips, and at one point in between

6. The dog 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.

7. Record treatment date and repeat monthly or as directed. ADVOCATE remains efficacious following shampoo treatment, swimming or exposure to rain. If you wash your dog 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 INSTRUCTIONS

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PUPPIES

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be continuously controlled.

PHARMACOLOGICAL PROPERTIES

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ADDITIONAL INSTRUCTIONS

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.

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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

**If poisoning occurs, contact a doctor or Poisons Information Centre.
Phone Australia 131 126.**

DISPOSAL

Dispose of used pipettes and foil blisters by wrapping with paper and putting in the garbage. Recycle cardboard carton and leaflet.

STORAGE

Store below 25 °C (Air Conditioning).

PRESENTATION

ADVOCATE for	Pack Colour	Contents	APVMA Approval No:
Dogs 10–25 kg	maroon	2.5 mL	55322/131616
Dogs over 25 kg	blue	4.0 mL	55323/131521

LIMITATION OF LIABILITY

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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

