

WARNING
KEEP OUT OF REACH OF CHILDREN
FOR ANIMAL TREATMENT ONLY

advocate™

For Dogs

Active Constituents:

100 g/L IMIDACLOPRID, 25 g/L MOXIDECTIN
For use on dogs and puppies over 7 weeks of age.
One application lasts 4 weeks

For the treatment and prevention of

- fleas (*Ctenocephalides* spp.); 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 canis*, *Toxascaris leonina*) including larval (L4) and immature stages;
- hookworms (*Ancylostoma caninum*, *Uncinaria stenocephala*), including larval (L4) and immature stages of all species;
- whipworm (*Trichuris vulpis*);

For the treatment and control of

- ear mites (*Otodectes cynotis*);
- sarcoptic mange (*Sarcoptes scabiei*);

An aid in the treatment and control of demodectic mange (*Demodex canis*).

For the control of lice (*Trichodectes canis*, *Linognathus setosus*).

DIRECTIONS FOR USE

Consult a veterinarian before use. For external application only.

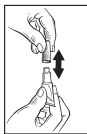
By law the user must take due care, obtaining expert advice when necessary, to avoid unnecessary pain and distress when using the product other than as directed on the label

DOSAGE

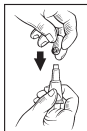
For animals of this type	Use 1 TUBE from this pack colour
Dogs & puppies less than 4 kg	dark green
Dogs 4–10 kg	turquoise
Dogs 10–25 kg	maroon
Dogs over 25 kg	blue

For very large dogs over 40kg, apply 2 tubes of Advocate

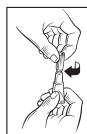
1. Remove required tube(s) from the package.
2. Hold tube upright and pull off the cap.





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

Dogs under 25 kg 1 TUBE	Dogs 25 – 50 kg 1 TUBE
Apply between the shoulder blades	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 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.

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 dogs in the same environment should be protected by ADVOCATE™ or ADVANTAGE™ for Dogs. Additionally all cats should be protected with ADVOCATE™ or ADVANTAGE™ for Cats. 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 dog. 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.

Exposure of dogs to water or shampooing 4 hours after treatment does not reduce the effectiveness of ADVOCATE™. Frequent swimming or washing can shorten the duration of flea control.

WORM CONTROL

ADVOCATE™ controls the major gastrointestinal nematodes of dogs but does not control tapeworms. In order to control tapeworms use DRONTAL™ or DRONCIT™ as appropriate. Dogs 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. Animals not responding to the initial treatment may respond to a second monthly treatment. 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 SARCOPTIC MANGE

ADVOCATE™ has been shown to have good efficacy against 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.

AN AID IN THE TREATMENT AND CONTROL OF GENERALISED DEMODICOSIS

ADVOCATE™ may be effective in the treatment of generalised demodicosis when administered at monthly intervals for 2 to 4 treatments.

LICE CONTROL

A single treatment of ADVOCATE™ will control lice on dogs.

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.

When worming puppies prior to commencing ADVOCATE™ use a specific worming agent such as DRONTAL™ at 2, 3, 4, and 6 weeks of age. Once treatment with ADVOCATE™ every month is commenced worms will be continuously controlled.

PRECAUTIONS

There is limited experience on the use of the product in sick, debilitated and underweight animals, thus the product should only be used based on a benefit-risk assessment for these animals.

Do not apply in the mouth, in the eyes or the ears of the animal.

Care should be taken that the product is applied to the site specified in 'direction for use' so the product is not ingested by animals and does not come into contact with the eyes or mouth of the recipient and/or other animals.

PREGNANCY AND LACTATION

The safety of this veterinary medical product has not been established during pregnancy and lactation in the target species. Therefore, the use of the product is not recommended in animals intended for breeding or during pregnancy and lactation.

ADVERSE EVENTS

Use of the product may result in transient pruritis in dogs. Vomiting can occur on rare occasions. Transient local skin sensitivity reactions including increased itching, hair loss, greasy fur and redness at the application site have been reported in very rare cases in spontaneous (pharmacovigilance) reports. These signs disappear without further treatment. Neurological signs such as ataxia and muscle tremor (most of which are transient) may be observed in very rare cases.

The product taster bitter. Salivation may occasionally occur if the animal licks the application site immediately after application and disappears within some minutes without treatment.

Correct application will minimise licking at the application sites.

The product may in very rare cases cause a sensation at the application site resulting in transient behavioural changes such as agitation. Lethargy and inappetence can occur in very rare cases.

After accidental oral ingestion or overdose, neurological signs (most of which are transient) such as ataxia, generalized tremors, ocular signs (dilated pupils, little pupillary reflex, nystagmus), abnormal respiration, salivation and vomiting may occur in very rare cases.

In case of accidental oral uptake, symptomatic treatment should be administered, There is no known specific antidote. The use of activated charcoal may be beneficial.

READ LABEL BEFORE USE

WARNING

May be harmful if inhaled, swallowed or absorbed through the skin. May cause eye irritation. May cause an allergic skin reaction. Moxidectin may have effects on the nervous system and on or via lactation. Imidacloprid may have effects on the liver.

HANDLING PRECAUTIONS

Avoid inhalation and contact with skin and eyes. When handling wear eye protection and protective gloves. Do not eat, drink or smoke while using. Wash hands and exposed skin before meals and after use.

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.

DISPOSAL

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

Also contains: Benzyl Alcohol >50% w/w.

STORAGE

Store below 30 °C (Room Temperature).

ACVM Registration No. A9119

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 Cats ACVM No. A9118,

Advantage™ ACVM No. A7522,

Drontal™ Allwormer™ for Dogs ACVM No. A5557,

Droncit™ ACVM No. A2919.

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