Practice Perks

A Covetrus program designed to *reward* your practice

Join today to begin earning rewards for your practice. By partnering with Covetrus, you can apply your earnings towards a catalog of more than 10,000 reward items!

How it works:

Grow your core supplies

Grow your core supply purchases versus the same time period in 2019. Core supplies do not include equipment purchases.

Purchase key products

Each quarter, new key products will be announced. You can mix and match these product purchases to your preference!

Keep an eye on your progress

Use your own personal dashboard to see how you are progressing. Log into your Covetrus web account and select "Access Program" in the Practice Perks section.

Earn practice rewards

Use the dollars you have earned to redeem items for your practice. Spend your dollars as soon as you earn them or bank them to add to future earnings.

		July 1 - September 30, 2020			
		Key Products Companion: Companion vaccines*, Ethicon sutures, Pill Pockets Equine and Livestock: AAEP core vaccines, HuvePharma			
	AND	**$1,500**	**$3,500**	**$5,500**	**$7,500**
Grow Core Supplies	**$4,000** $500 must be Covetrus Brand purchases	$190	$210	$230	$250
	$7,000 $1,000 must be Covetrus Brand purchases	$400	$440	$475	$510
	$10,000 $1,500 must be Covetrus Brand purchases	$675	$725	$775	$825
	$13,000 $2,000 must be Covetrus Brand purchases	$1,000	$1,075	$1,140	$1,200

*Merck, Elanco, Zoetis

Signing up is easy and fast!

1. Login to your Covetrus web account
2. Navigate to your "My Account" page
3. Select "Access Program" in the Practice Perks section
4. Enroll in the program

To qualify, all orders must be placed during the promotional dates of July 1 - September 30, 2020. Earned funds will be available to apply towards award items. Covetrus reserves the right to discontinue this promotional program at any time. All applicable federal, state, and local taxes are the sole responsibility of the practice. Other terms and conditions may apply. Participating in a promotional program (e.g., points, discount redemptions or other special awards) is only permissible in accordance with promotional program rules. By participating in such promotional program, you agree that, to your knowledge, your veterinary practice complies with all program requirements. Veterinary practices are not eligible to participate in this promotional program if they are affiliated with or a part of a municipal, state, or federal government agency or corporate group, or located outside of the United States.

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Summer safety program

Protect your patients, clients and staff from disease with vaccines and practice safety products from Covetrus and Elanco.

July 6 - August 31, 2020

Order $2,000 or more in Elanco pet vaccines, and receive a set of 12 social distancing floor decals for your practice!

- Mix and match within qualifying vaccine products. Must be on one order to qualify.
- Limited to first 500 orders, on a first come, first served basis.

Offer valid July 6 - August 31, 2020. Limit one offer per customer. Qualifying companion animal vaccines include Elanco pet vaccines. Please allow 4-6 weeks from order placement to receive the floor decals. Covetrus reserves the right to discontinue this promotion at any time.

Contact your Covetrus representative or visit northamerica.covetrus.com for additional information.

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- The #1 vet recommended dental treat, first to VOHC approval
- Pet parents trust them, pets love them

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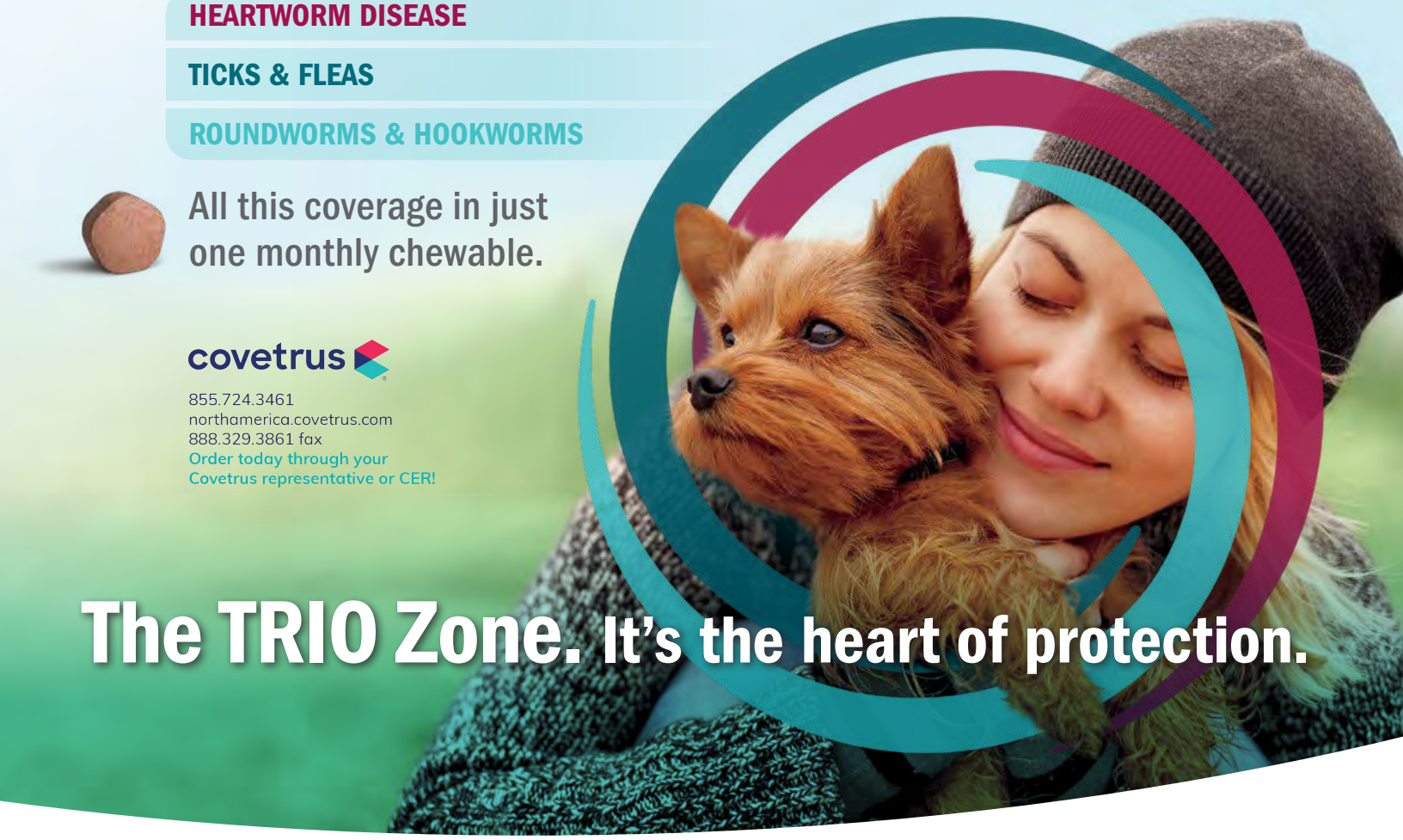
HEARTWORM DISEASE

TICKS & FLEAS

ROUNDWORMS & HOOKWORMS

All this coverage in just one monthly chewable.



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Order today through your Covetrus representative or CER!

The TRIO Zone. It's the heart of protection.

Simparica TRIO™

(sarolaner, moxidectin, and pyrantel chewable tablets)

HEARTWORM DISEASE | TICKS* & FLEAS | ROUNDWORMS† & HOOKWORMS‡

- **Designed for defense**
  - **Prevents heartworm disease**
  - **Protects against 5 species of ticks***
  - **Kills fleas before they can lay eggs**
  - **Treats and controls roundworms† and hookworms‡**
- **One convenient and simple-to-give chew does the job of 2 or 3 products**
- **Demonstrated safe for puppies as young as 8 weeks old, and weighing at least 2.8 lbs.**

IMPORTANT SAFETY INFORMATION: Use with caution in dogs with a history of seizures. Simparica Trio contains sarolaner, a member of the isoxazoline class, which has been associated with neurologic adverse reactions including tremors, ataxia, and seizures in dogs with or without a history of neurologic disorders. The safe use of Simparica Trio has not been evaluated in breeding, pregnant, or lactating dogs. The most frequently reported adverse reactions in clinical trials were vomiting and diarrhea. **See full Prescribing information, attached.**

**Amblyomma americanum*), *Amblyomma maculatum*, *Dermacentor variabilis*, *Ixodes scapularis*, and *Rhipicephalus sanguineus*. †*Toxocara canis* and *Toxascaris leonina*. ‡*Ancylostoma caninum* and *Uncinaria stenocephala*.

Visit SimparicaTrioDVM.com

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ZOETIS PETCARE

Simparica TRIO™

(sarolaner, moxidectin, and pyrantel chewable tablets)

FOR ORAL USE IN DOGS ONLY

CAUTION
Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

DESCRIPTION
SIMPARICA TRIO (sarolaner, moxidectin, and pyrantel chewable tablets) is a flavored, chewable tablet for administration to dogs 8 weeks of age and older. Each tablet is formulated to provide minimum dosages of 0.54 mg/lb (1.2 mg/kg) sarolaner, 0.011 mg/lb (24 µg/kg) moxidectin, and 2.27 mg/lb (5 mg/kg) pyrantel (as pamoate salt).

Sarolaner is a member of the isoxazoline class of parasiticides and the chemical name is 1-(5'-((5S)-5-(3,5-Dichloro-4-fluorophenyl)-5-(trifluoromethyl)-4,5-dihydroisoxazol-3-yl)-3'-H-spiro(azetidine-3,1'-(2) benzofuran)-1-yl)-2-(methylsulfonyl)ethanone. SIMPARICA TRIO contains the S-enantiomer of sarolaner.

Moxidectin is a semi-synthetic methoxime derivative of nemadectin which is a fermentation product of *Streptomyces cyaneogriseus* subspecies *noncyanogenus*. Moxidectin is a pentacyclic 16-membered lactone macrolide. The chemical name for moxidectin is (6R,23E,25S)-5-O-Demethyl-28-deoxy-25-[(1E)-1,3-dimethyl-1-buten-1-yl]-6,28-epoxy-23-(methoxyimino) milbemycin B.

Pyrantel belongs to a family classified chemically as tetrahydropyrimidines and the chemical name is (E)-1,4,5,6-Tetrahydro-1-methyl-2-[2-(2-thienyl) vinyl] pyrimidine 4,4' methylenebis [3-hydroxy-2-naphthoate](1:1). It is a yellow, water-insoluble crystalline salt of the tetrahydropyrimidine base and pamoic acid containing 34.7% base activity.

INDICATIONS
SIMPARICA TRIO prevents heartworm disease caused by *Dirofilaria immitis*, kills adult fleas (*Ctenocephalides felis*) and is indicated for the treatment and prevention of flea infestations, the treatment and control of tick infestations with *Amblyomma americanum* (lone star tick), *Amblyomma maculatum* (Gulf Coast tick), *Dermacentor variabilis* (American dog tick), *Ixodes scapularis* (black-legged tick), and *Rhipicephalus sanguineus* (brown dog tick), and the treatment and control of roundworm (immature adult and adult *Toxocara canis* and adult *Toxascaris leonina*) and adult hookworm (*Ancylostoma caninum* and *Uncinaria stenocephala*) infections for one month in dogs and puppies 8 weeks of age and older, and weighing 2.8 pounds or greater.

DOSAGE AND ADMINISTRATION
SIMPARICA TRIO is given orally once a month, at the recommended minimum dose of 0.54 mg/lb (1.2 mg/kg) sarolaner, 0.011 mg/lb (24 µg/kg) moxidectin, and 2.27 mg/lb (5 mg/kg) pyrantel (as pamoate salt).

Dosage Schedule

Body Weight (lbs)	Sarolaner per Tablet (mg)	Moxidectin per Tablet (mg)	Pyrantel per Tablet (mg)	Number of Tablets Administered
2.8 to 5.5	3	0.06	12.5	One
5.6 to 11.0	6	0.12	25	One
11.1 to 22.0	12	0.24	50	One
22.1 to 44.0	24	0.48	100	One
44.1 to 88.0	48	0.96	200	One
88.1 to 132.0	72	1.44	300	One
>132.0	Administer the appropriate combination of tablets			

SIMPARICA TRIO can be offered to the dog with or without food.

Care should be taken to ensure that the dog consumes the complete dose and that part of the dose is not lost or refused. If a dose is missed, give SIMPARICA TRIO immediately and resume monthly dosing.

Heartworm Prevention:
SIMPARICA TRIO should be administered at monthly intervals year-round or at least within one month of the animal's first seasonal exposure to mosquitoes and continuing until at least 1 month after the dog's last seasonal exposure. If a dose is missed, give SIMPARICA TRIO immediately and resume monthly dosing. When replacing a monthly heartworm preventive product, SIMPARICA TRIO should be given within one month of the last dose of the former medication.

Flea Treatment and Prevention:
Treatment with SIMPARICA TRIO may begin at any time of the year. SIMPARICA TRIO should be administered year-round at monthly intervals or started at least one month before fleas become active.

To minimize the likelihood of flea re-infestation, it is important to treat all dogs and cats within a household with a flea control product.

Tick Treatment and Control:
Treatment with SIMPARICA TRIO can begin at any time of the year. SIMPARICA TRIO should be administered year-round at monthly intervals or started at least one month before ticks become active.

Intestinal Nematode Treatment and Control:
For the treatment of roundworm (immature adult and adult *Toxocara canis* and adult *Toxascaris leonina*) and adult hookworm (*Ancylostoma caninum* and *Uncinaria stenocephala*) infections, SIMPARICA TRIO should be administered once as a single dose. Monthly use of SIMPARICA TRIO will control any subsequent infections.

CONTRAINDICATIONS
There are no known contraindications for the use of SIMPARICA TRIO.

WARNINGS
Not for use in humans. Keep this and all drugs out of reach of children.

Keep SIMPARICA TRIO in a secure location out of reach of dogs, cats and other animals to prevent accidental ingestion or overdose.

PRECAUTIONS
Sarolaner, one of the ingredients in SIMPARICA TRIO, is a member of the isoxazoline class. This class has been associated with neurologic adverse reactions including tremors, ataxia, and seizures. Seizures have been reported in dogs receiving isoxazoline class drugs, even in dogs without a history of seizures. Use with caution in dogs with a history of seizures or neurologic disorders.

Prior to administration of SIMPARICA TRIO, dogs should be tested for existing heartworm infections. Infected dogs should be treated with an adulticide to remove adult heartworms. SIMPARICA TRIO is not effective against adult *D. immitis*.

The safe use of SIMPARICA TRIO has not been evaluated in breeding, pregnant, or lactating dogs.

ADVERSE REACTIONS
In a field safety and effectiveness study, SIMPARICA TRIO was administered to dogs for the prevention of heartworm disease. The study included a total of 410 dogs treated once monthly for 11 treatments (272 treated with SIMPARICA TRIO and 138 treated with an active control). Over the 330-day study period, all observations of potential adverse reactions were recorded. The most frequent reactions reported in the SIMPARICA TRIO group are presented in the following table.

Table 1. Dogs with Adverse Reactions

Clinical Sign	SIMPARICA TRIO *n* = 272	Active Control *n* = 138
Vomiting	14.3%	10.9%
Diarrhea	13.2%	8.0%
Lethargy	8.5%	6.5%
Anorexia	5.1%	5.8%
Polyuria	3.7%	3.6%
Hyperactivity	2.2%	0.7%
Polydipsia	2.2%	2.9%

In a second field safety and effectiveness study, SIMPARICA TRIO was administered to 278 dogs with fleas. Adverse reactions in dogs treated with SIMPARICA TRIO included diarrhea.

In a third field safety and effectiveness study, SIMPARICA TRIO was administered to 120 dogs with roundworms. Adverse reactions in dogs treated with SIMPARICA TRIO included diarrhea and vomiting.

For a copy of the Safety Data Sheet or to report adverse reactions, call Zoetis Inc. at 1-888-963-8471. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or www.fda.gov/reportanimalae.

CLINICAL PHARMACOLOGY
Following oral administration of SIMPARICA TRIO in Beagle dogs (13 to 15 months of age at the time of initial dosing), sarolaner and moxidectin were rapidly and well-absorbed. Following a single oral dose of SIMPARICA TRIO (sarolaner dose of 1.2 mg/kg), the sarolaner mean maximum plasma concentration (C_{max}) was 523 ng/mL with a mean time to maximum concentration (T_{max}) of 3.5 hours and an absolute bioavailability of 88%. At a moxidectin dose of 0.024 mg/kg, the moxidectin mean C_{max} was 13.1 ng/mL with a mean T_{max} of 2.4 hours and an absolute bioavailability of 67%.

Following intravenous (IV) dosing of a combination solution of sarolaner and moxidectin, the sarolaner volume of distribution (V_{ss}) was 2.4 L/kg and systemic clearance (CL) was 6.0 mL/kg/hr. For moxidectin the V_{ss} was 7.65 L/kg and CL was 26.6 mL/kg/hr. The terminal half-lives were similar after oral and IV dosing for both sarolaner (12 days) and moxidectin (11 days). The primary route of elimination of both sarolaner and moxidectin is biliary excretion with minimal metabolism.

Following an oral dose of SIMPARICA TRIO containing 5 mg/kg pyrantel (as pamoate salt), pyrantel has measurable plasma concentrations, but they are low and highly variable. Pyrantel pamoate is intended to remain in the gastrointestinal tract allowing for delivery of effective concentrations to gastrointestinal nematodes.

MODE OF ACTION
SIMPARICA TRIO contains three active pharmaceutical ingredients, sarolaner, moxidectin, and pyrantel pamoate.

Sarolaner is an acaricide and insecticide belonging to the isoxazoline group. Sarolaner inhibits the function of the neurotransmitter gamma aminobutyric acid (GABA) receptor and glutamate receptor, and works at the neuromuscular junction in insects. This results in uncontrolled neuromuscular activity leading to death in insects or acarines.

Moxidectin is an endectocide in the macrocyclic lactone class. Moxidectin acts by interfering with the chloride channel-mediated neurotransmission in the parasite. This results in paralysis and death of the parasite.

Pyrantel pamoate is a nematocide belonging to the tetrahydropyrimidine class. Pyrantel acts as a depolarizing, neuromuscular-blocking agent in susceptible parasites, which causes paralysis and death or expulsion of the organism.

EFFECTIVENESS
Heartworm Prevention
In two well-controlled laboratory studies, a single oral dose of SIMPARICA TRIO was 100% effective in preventing the development of adult *D. immitis* in dogs inoculated with infective larvae 30 days before treatment.

In a well-controlled US field study consisting of 246 dogs administered SIMPARICA TRIO and 119 administered an active control, no dogs treated with SIMPARICA TRIO tested positive for heartworm disease. All dogs treated with SIMPARICA TRIO were negative for *D. immitis* antigen and blood microfilariae at study completion on day 330.

Flea Treatment and Prevention
In a well-controlled laboratory study, SIMPARICA TRIO began to kill fleas at 4 hours and demonstrated 100% effectiveness at 8 hours after initial administration. After weekly re-infestations, SIMPARICA TRIO reduced the number of live fleas by ≥97.8% within 12 hours of infestation for 28 days.

In a separate well-controlled laboratory study, SIMPARICA TRIO demonstrated 100% effectiveness against adult fleas within 24 hours following treatment and maintained ≥99.7% effectiveness against weekly re-infestations for 35 days.

In a study to explore flea egg production and viability, SIMPARICA TRIO killed fleas before they could lay eggs for 35 days.

In a well-controlled 60-day US field study conducted in dogs with existing flea infestations of varying severity, the effectiveness of SIMPARICA TRIO against fleas on Day 30 and 60 visits was 99.0% and 99.7%, respectively, compared to baseline. Dogs with signs of flea allergy dermatitis showed improvement in erythema, papules, scaling, alopecia, dermatitis/pyodermatitis and pruritus as a direct result of eliminating fleas.

Tick Treatment and Control
In a well-controlled laboratory study, SIMPARICA TRIO began to kill existing *I. scapularis* within 8 hours, SIMPARICA TRIO reduced the number of live ticks by ≥94.2% within 24 hours of infestation for 28 days.

In well-controlled laboratory studies, SIMPARICA TRIO demonstrated ≥98.9% effectiveness against an existing infestation of *Amblyomma maculatum*, *Ixodes scapularis*, *Rhipicephalus sanguineus*, and *Dermacentor variabilis* 48 hours post-administration and maintained ≥90.4% effectiveness 48 hours after re-infestation for at least 28 days. Against *Amblyomma americanum*, SIMPARICA TRIO demonstrated ≥99.4% effectiveness 72 hours after treatment of existing infestations, and maintained ≥98.4% effectiveness 72 hours after re-infestation for at least 28 days.

Intestinal Nematode Treatment and Control
Elimination of roundworms (immature adult and adult *Toxocara canis* and adult *Toxascaris leonina*) and adult hookworms (*Ancylostoma caninum* and *Uncinaria stenocephala*) was demonstrated in well-controlled laboratory studies.

In a 10-day multi-center field study, SIMPARICA TRIO was effective against *Toxocara canis* and reduced fecal egg counts 99.2%.

ANIMAL SAFETY
Margin of Safety: SIMPARICA TRIO was administered orally to 8-week-old Beagle puppies at doses of 1, 3, and 5X the maximum labeled dose (2.4 mg/kg sarolaner, 48 µg/kg moxidectin, and 10 mg/kg pyrantel) at 28 day intervals for 7 treatments. Dogs in the control group received placebo. There were no clinically-relevant, treatment related effects on clinical observations, body weights, food consumption, clinical pathology (hematology, coagulation, serum chemistry, and urinalysis), gross pathology, histopathology, or organ weights. During the end-of-study ophthalmic examination, the following change was found: one 1X dog had retinal dysplasia (OS folds).

Ivermectin-sensitive Collie Safety:
SIMPARICA TRIO was administered orally once at 1, 3 and 5X the maximum labeled dose to Collies that had been pre-screened for avermectin sensitivity. Dogs in the control group received placebo. Clinical signs (ataxia, muscle fasciculations, mydriasis) associated with avermectin sensitivity were observed in the 5X group. All dogs were completely recovered by the third day of the study.

Heartworm-Positive Safety:
SIMPARICA TRIO was administered orally at 1 and 3X the maximum labeled dose at 28 day intervals for 3 treatments to Beagle dogs with patent adult heartworm infections and circulating microfilariae. Dogs in the control group received placebo. Diarrhea occurred more commonly in the treated dogs and also more often in the 3X group compared with the 1X group. Two dogs (1 each in 1X and 3X) developed a fever less than 24 hours after the first dose. The fever may have been a transient reaction to a rapid microfilaria reduction. Both dogs recovered without treatment.

Field Safety: In three well-controlled field studies, SIMPARICA TRIO was used concurrently with other medications such as vaccines, antimicrobials, anthelmintics, antiprotozoals, steroidal and non-steroidal anti-inflammatory agents, anesthetic agents and analgesics. No adverse reactions were associated with the concurrent use of SIMPARICA TRIO and other medications.

STORAGE CONDITIONS
Store at or below 30°C (86°F).

HOW SUPPLIED
SIMPARICA TRIO is available in six flavored tablet sizes (see **DOSAGE AND ADMINISTRATION**). Each tablet size is available in packages of one, three, or six tablets.

Approved by FDA under NADA # 141-521

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September 2019

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Elanco

INTERCEPTOR® PLUS
(milbemycin oxime/praziquantel)

The chew with
MORE PROTECTION
than Heartgard® Plus (ivermectin/pyrantel)*

	Interceptor® Plus (milbemycin oxime/praziquantel)	Heartgard® Plus (ivermectin/pyrantel)
Heartworm disease	✓ A	✓ A
Hookworm	✓ B	✓ C
Roundworm	✓ D	✓ D
Whipworm	✓ E	✗
Tapeworm	✓ F	✗

A. *Dirofilaria immitis.* B. *Ancylostoma caninum.* C. *Ancylostoma caninum, Uncinaria stenocephala, Ancylostoma braziliense.* D. *Toxocara canis, Toxascaris leonina.* E. *Trichuris vulpis.* F. *Taenia pisiformis, Echinococcus multilocularis, Echinococcus granulosus, Dipylidium caninum.*

96.6% overall acceptability of **INTERCEPTOR PLUS**[1] a chew flavored with real chicken

Not actual size

*Heartgard Plus hookworm species: *Ancylostoma caninum, Uncinaria stenocephala, Ancylostoma braziliense.*

Indications

Interceptor Plus is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*, and for the treatment and control of adult roundworm (*Toxocara canis, Toxascaris leonina*), adult hookworm (*Ancylostoma caninum*), adult whipworm (*Trichuris vulpis*), and adult tapeworm (*Taenia pisiformis, Echinococcus multilocularis, Echinococcus granulosus,* and *Dipylidium caninum*) infections in dogs and puppies two pounds of body weight or greater and six weeks of age and older.

Important Safety Information

Treatment with fewer than 6 monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention. Prior to administration of Interceptor Plus (milbemycin oxime/praziquantel), dogs should be tested for existing heartworm infections. The safety of Interceptor Plus has not been evaluated in dogs used for breeding or in lactating females. The following adverse reactions have been reported in dogs after administration of milbemycin oxime or praziquantel: vomiting, diarrhea, depression/lethargy, ataxia, weight loss, convulsions, weakness, and salivation. For complete safety information see the product insert on inside panel.

Credelio® (lotilaner)

Credelio® (lotilaner) provides

FAST-ACTING[2,3]

tick and flea protection that works hard all month long

100% of fleas killed in 12 hours throughout the month[†2]

Starts to kill ticks and fleas in just **4 hours**[†2,4]

Kills **98.7%** of ticks in 8 hours[†3]

In a head-to-head study vs. NexGard® (afoxolaner)

100% Dogs flea free with Credelio after 3 monthly doses vs. 93.2% with NexGard[5]

10x lower rate of vomiting compared to NexGard[6]

Tough on ticks and fleas	Ticks and fleas can spread[7]
American dog tick *(Dermacentor variabilis)*	Rocky Mountain spotted fever and ehrlichiosis
Brown dog tick *(Rhipicephalus sanguineus)*	ehrlichiosis and babesiosis
Deer tick or black-legged tick *(Ixodes scapularis)*	Lyme disease and anaplasmosis
Lone star tick *(Amblyomma americanum)*	ehrlichiosis
Fleas *(Ctenocephalides felis)*	tapeworm *(D. caninum)* and causing flea allergy dermatitis (FAD)[8]

[†]On day of administration. Arithmetic mean.

Indications

Credelio kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*) and the treatment and control of tick infestations [*Amblyomma americanum* (lone star tick), *Dermacentor variabilis* (American dog tick), *Ixodes scapularis* (black-legged tick) and *Rhipicephalus sanguineus* (brown dog tick)] for one month in dogs and puppies 8 weeks of age and older, and weighing 4.4 pounds or greater.

Important Safety Information

The safe use of Credelio in breeding, pregnant or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures. The most frequently reported adverse reactions are weight loss, elevated blood urea nitrogen, excessive urination, and diarrhea. See package insert for full safety information on inside panel.

We've got you

COVERED

Talk to your Elanco sales representative to learn more about our parasiticides portfolio

Brought to you by Elanco Animal Health, your trusted maker of parasiticide products

SAVE YOUR CLIENTS UP TO $50 AT ELANCOREBATES.COM

When they purchase **Interceptor® Plus (milbemycin oxime/praziquantel)** and **Credelio® (lotilaner)** together

1. Interceptor Plus FOI Summary, NADA 141-338. 2012. **2.** Cavalleri, D. et al. 2017. *"Assessment of the speed of flea kill of lotilaner (Credelio®) throughout the month following oral administration to dogs."* Parasites & Vectors. 10:529. **3.** Murphy, M. et al. 2017. *"Laboratory evaluation of the speed of kill of lotilaner (Credelio®) against Ixodes ricinus ticks on dogs."* Parasites & Vectors. 10:541. **4.** Credelio® FOI Summary, NADA 141-494. **5.** Karadzovska, D. et al. 2017. *"A randomized, controlled field study to assess the efficacy and safety of lotilaner flavored chewable tablets (Credelio®) in eliminating fleas in client-owned dogs in the USA."* Parasites & Vectors. 10:528. **6.** Elanco Animal Health. Data on File. **7.** Bowman, D. 2014. Georgis' Parasitology for Veterinarians. 10th Edition. Elsevier Health Sciences. 241-259. **8.** Carlotti, D. and Jacobs, D. 2000. *"Review: therapy, control and prevention of flea allergy dermatitis in dogs and cats."* Veterinary Dermatology. 11, 83-98.

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USCACMUL02392

Elanco™

INTERCEPTOR™ PLUS
(milbemycin oxime/praziquantel)

Caution
Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

Description
INTERCEPTOR PLUS is available in four strengths in color-coded packages for oral administration to dogs and puppies according to their weight. Each chewable flavored tablet is formulated to provide a minimum of 0.23 mg/pound (0.5 mg/kg) of milbemycin oxime and 2.28 mg/pound (5 mg/kg) of praziquantel.

Milbemycin oxime consists of the oxime derivatives of 5-didehydromilbemycins in the ratio of approximately 80% A_4 ($C_{32}H_{45}NO_7$, MW 555.71) and 20% A_3 ($C_{31}H_{43}NO_7$, MW 541.68). Milbemycin oxime is classified as a macrocyclic anthelmintic.

Praziquantel is an isoquinolone anthelmintic with the chemical name 2-(Cyclohexylcarbonyl)-1,2,3,6,7,-11b-hexahydro-4H-pyrazino[2,1-a]isoquinolin-4-one.

Indications
INTERCEPTOR PLUS is indicated for the prevention of heartworm disease caused by *Dirofilaria immitis*; and for the treatment and control of adult roundworm (*Toxocara canis*, *Toxascaris leonina*), adult hookworm (*Ancylostoma caninum*), adult whipworm (*Trichuris vulpis*), and adult tapeworm (*Taenia pisiformis, Echinococcus multilocularis*, *Echinococcus granulosus*, *and Dipylidium caninum*) infections in dogs and puppies two pounds of body weight or greater and six weeks of age and older.

Dosage and Administration
INTERCEPTOR PLUS should be administered orally, once every month, at the minimum dosage of 0.23 mg/lb (0.5 mg/kg) milbemycin oxime, and 2.28 mg/lb (5 mg/kg) praziquantel. For heartworm prevention, give once monthly for at least 6 months after exposure to mosquitoes (see **EFFECTIVENESS**).

Dosage Schedule

Body Weight	Milbemycin Oxime per chewable	Praziquantel per chewable	Number of chewables
2 to 8 lbs.	2.3 mg	22.8 mg	One
8.1 to 25 lbs.	5.75 mg	57 mg	One
25.1 to 50 lbs.	11.5 mg	114 mg	One
50.1 to 100 lbs.	23 mg	228 mg	One
Over 100 lbs.	Administer the appropriate combination of chewables.		

INTERCEPTOR PLUS may be offered to the dog by hand or added to a small amount of dog food. The chewables should be administered in a manner that encourages the dog to chew, rather than to swallow without chewing. Chewables may be broken into pieces and fed to dogs that normally swallow treats whole. Care should be taken that the dog consumes the complete dose, and treated animals should be observed for a few minutes after administration to ensure that no part of the dose is lost or rejected. If it is suspected that any of the dose has been lost, redosing is recommended.

Heartworm Prevention:
INTERCEPTOR PLUS should be administered at monthly intervals beginning within 1 month of the dog's first seasonal exposure to mosquitoes and continuing until at least 6 months after the dog's last seasonal exposure (see **EFFECTIVENESS**). INTERCEPTOR PLUS may be administered year-round without interruption. When switching from another heartworm preventative product to INTERCEPTOR PLUS, the first dose of INTERCEPTOR PLUS should be given within a month of the last dose of the former product.

Intestinal Nematode and Cestode Treatment and Control:
Dogs may be exposed to and can become infected with roundworms, whipworms, hookworms, and tapeworms throughout the year, regardless of season or climate. Clients should be advised of appropriate measures to prevent reinfection of their dog with intestinal parasites. Because the prepatent period for *E. multilocularis* may be as short as 26 days, dogs treated at the labeled monthly intervals may become reinfected and shed eggs between treatments.

Contraindications
There are no known contraindications to the use of INTERCEPTOR PLUS.

Warnings
Not for use in humans. Keep this and all drugs out of the reach of children.

Precautions
Treatment with fewer than 6 monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention (see **EFFECTIVENESS**).

Prior to administration of INTERCEPTOR PLUS, dogs should be tested for existing heartworm infections. At the discretion of the veterinarian, infected dogs should be treated to remove adult heartworms. INTERCEPTOR PLUS is not effective against adult *D. immitis*.

Mild, transient hypersensitivity reactions, such as labored breathing, vomiting, hypersalivation, and lethargy, have been noted in some dogs treated with milbemycin oxime carrying a high number of circulating microfilariae. These reactions are presumably caused by release of protein from dead or dying microfilariae.

Do not use in puppies less than six weeks of age.

Do not use in dogs or puppies less than two pounds of body weight.

The safety of INTERCEPTOR PLUS has not been evaluated in dogs used for breeding or in lactating females. Studies have been performed with milbemycin oxime alone (see **ANIMAL SAFETY**).

Adverse Reactions
The following adverse reactions have been reported in dogs after administration of milbemycin oxime or praziquantel: vomiting, diarrhea, depression/lethargy, ataxia, anorexia, convulsions, weakness, and salivation.

To report suspected adverse drug events, contact Elanco US Inc. at 1-888-545-5973 or the FDA at 1-888-FDA-VETS.

For technical assistance call Elanco US Inc. at 1-888-545-5973.

Information for Owner or Person Treating Animal:
Echinococcus multilocularis and *Echinococcus granulosus* are tapeworms found in wild canids and domestic dogs. *E. multilocularis* and *E. granulosus* can infect humans and cause serious disease (alveolar hydatid disease and hydatid disease, respectively). Owners of dogs living in areas where *E. multilocularis* or *E. granulosus* are endemic should be instructed on how to minimize their risk of exposure to these parasites, as well as their dog's risk of exposure. Although INTERCEPTOR PLUS was 100% effective in laboratory studies in dogs against *E. multilocularis* and *E. granulosus*, no studies have been conducted to show that the use of this product will decrease the incidence of alveolar hydatid disease or hydatid disease in humans. Because the prepatent period for *E. multilocularis* may be as short as 26 days, dogs treated at the labeled monthly intervals may become reinfected and shed eggs between treatments.

Effectiveness
Heartworm Prevention:
In a well-controlled laboratory study, INTERCEPTOR PLUS was 100% effective against induced heartworm infections when administered once monthly for 6 consecutive months. In well-controlled laboratory studies, neither one dose nor two consecutive doses of INTERCEPTOR PLUS provided 100% effectiveness against induced heartworm infections.

Intestinal Nematodes and Cestodes Treatment and Control:
Elimination of the adult stage of hookworm (*Ancylostoma caninum*), roundworm (*Toxocara canis*, *Toxascaris leonina*), whipworm (*Trichuris vulpis*) and tapeworm (*Echinococcus multilocularis*, *Echinococcus granulosus, Taenia pisiformis and Dipylidium caninum*) infections in dogs was demonstrated in well-controlled laboratory studies.

Palatability
In a field study of 115 dogs offered INTERCEPTOR PLUS, 108 dogs (94.0%) accepted the product when offered from the hand as if a treat, 1 dog (0.9%) accepted it from the bowl with food, 2 dogs (1.7%) accepted it when it was placed in the dog's mouth, and 4 dogs (3.5%) refused it.

Animal Safety
INTERCEPTOR PLUS:
In a repeated dose safety study, 40 ten-week-old puppies (10 per group) were dosed with either a sham dose (0X) or 1, 3, or 5X the maximum label exposure of INTERCEPTOR PLUS every 14 days for a total of seven treatments. Ataxia, lethargy, and salivation were seen in the 3X and 5X treated dogs following each of the seven doses. Vomiting was seen in all treatment groups but had a higher incidence in the 3X and 5X treatment groups.

In a repeated dose safety study, 64 six-week-old puppies (16 per group) were dosed with either a sham dose (0X) or 1, 3, or 5X the maximum label exposure of INTERCEPTOR PLUS every 14 days for a total of four treatments. Lethargy was observed in all groups. Ataxia was observed in the three treated groups, including one dog in the 1X treated group. For both lethargy and ataxia the incidence and duration increased in the 3X and 5X groups. These signs were observed during the first 24 hours following treatment. Salivation and tremors were observed in the 3X and 5X treated dogs beginning immediately after dosing and up to six hours post dose. Vomiting was only observed in the 5X treatment group on most, but not all, treatment days.

For INTERCEPTOR PLUS the maximum exposure based on product dosing is 2.5 mg/kg for milbemycin oxime and 25.1 mg/kg for praziquantel, which is higher than the minimum effective dose used in the safety studies for milbemycin oxime (see below).

Milbemycin Oxime:
Two studies were conducted in heartworm-infected dogs treated with milbemycin oxime. Mild, transient hypersensitivity reactions were observed in dogs with high microfilariae counts (see **PRECAUTIONS**).

Safety studies in pregnant dogs demonstrated that doses of 0.6X the maximum exposure dose of INTERCEPTOR PLUS, (1.5 mg/kg of milbemycin oxime), administered daily from mating through weaning, resulted in measurable concentrations of milbemycin oxime in milk. Puppies nursing these females demonstrated milbemycin oxime-related effects (depression, decreased activity, diarrhea, dehydration, nasal discharge). A subsequent study, which evaluated the daily administration of 0.6X the maximum exposure dose of INTERCEPTOR PLUS, from mating until one week before weaning, demonstrated no effects on the pregnant females or their litters. A study, in which pregnant females were dosed once, at 0.6X the maximum exposure dose of INTERCEPTOR PLUS before, on the day of, or shortly after whelping, resulted in no effects on the puppies.

Some nursing puppies, at 2, 4, and 6 weeks of age, administered oral doses of 9.6 mg/kg milbemycin oxime (3.8X the maximum exposure dose of INTERCEPTOR PLUS) exhibited tremors, vocalization, and ataxia. These effects were all transient and puppies returned to normal within 24 to 48 hours. No effects were observed in puppies administered 0.5 mg/kg milbemycin oxime (minimum label dose).

A rising-dose safety study conducted in rough-coated Collies resulted in ataxia, pyrexia, and periodic recumbency in one of fourteen dogs administered milbemycin oxime at 12.5 mg/kg (5X the maximum exposure dose of INTERCEPTOR PLUS). Prior to receiving the 12.5 mg/kg dose on day 56 of the study, all animals had undergone a dosing regimen consisting of 2.5 mg/kg milbemycin oxime on day 0, followed by 5.0 mg/kg on day 14, and 10.0 mg/kg on day 32. No adverse reactions were observed in any of the Collies treated with doses less than 12.5 mg/kg.

Storage Information
Store at room temperature, between 59° and 77°F (15-25°C).

How Supplied
INTERCEPTOR PLUS is available in four strengths, formulated according to the weight of the dog. Each strength is available in color-coded packages of six chewable tablets each. The tablets containing 2.3 mg milbemycin oxime/22.8 mg praziquantel or 5.75 mg milbemycin oxime/ 57 mg praziquantel are also available in color coded packages of one chewable tablet each.

Manufactured for: Elanco US Inc.
Greenfield, IN 46140, USA
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08/17

Elanco™

Credelio™ (lotilaner)

Chewable Tablets

For oral use in dogs

Caution:
Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

Description:
CREDELIO (lotilaner) is a beef-flavored, chewable tablet for oral administration to dogs and puppies according to their weight. Each chewable tablet is formulated to provide a minimum lotilaner dosage of 9 mg/lb (20 mg/kg).

Lotilaner has the chemical composition of 5-[(5S)-4,5-dihydro-5-(3,4,5-trichlorophenyl)-5-(trifluoromethyl)-3-isoxazolyl]-3-methyl-N-[2-oxo-2-[(2,2,2-trifluoroethyl)amino]ethyl]-2-thiophenecarboxamide.

Indications:
CREDELIO kills adult fleas and is indicated for the treatment of flea infestations (*Ctenocephalides felis*) and the treatment and control of tick infestations [*Amblyomma americanum* (lone star tick), *Dermacentor variabilis* (American dog tick), *Ixodes scapularis* (black-legged tick) and *Rhipicephalus sanguineus* (brown dog tick)] for one month in dogs and puppies 8 weeks of age and older, and weighing 4.4 pounds or greater.

Dosage and Administration:
CREDELIO is given orally once a month, at the minimum dosage of 9 mg/lb (20 mg/kg).

Dosage Schedule:

Body Weight	Lotilaner Per Chewable Tablet (mg)	Chewable Tablets Administered
4.4 to 6.0 lbs	56.25	One
6.1 to 12.0 lbs	112.5	One
12.1 to 25.0 lbs	225	One
25.1 to 50.0 lbs	450	One
50.1 to 100.0 lbs	900	One
Over 100.0 lbs	Administer the appropriate combination of chewable tablets	

CREDELIO must be administered with food (see **Clinical Pharmacology**).

Treatment with CREDELIO can begin at any time of the year and can continue year round without interruption.

Contraindications:
There are no known contraindications for the use of CREDELIO.

Warnings:
Not for human use. Keep this and all drugs out of the reach of children.

Precautions:
The safe use of CREDELIO in breeding, pregnant or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures (see **Adverse Reactions**).

Adverse Reactions:
In a well-controlled U.S. field study, which included 284 dogs (198 dogs treated with CREDELIO and 86 dogs treated with an oral active control), there were no serious adverse reactions.

Over the 90-day study period, all observations of potential adverse reactions were recorded. Reactions that occurred at an incidence of 1% or greater are presented in the following table.

Dogs with Adverse Reactions in the Field Study

Adverse Reaction (AR)	CREDELIO Group: Number (and Percent) of Dogs with the AR (n=198)	Active Control Group: Number (and Percent) of Dogs with the AR (n=86)
Weight Loss	3 (1.5%)	2 (2.3%)
Elevated Blood Urea Nitrogen (BUN)	2 (1.0%)*	0 (0.0%)
Polyuria	2 (1.0%)*	0 (0.0%)
Diarrhea	2 (1.0%)	2 (2.3%)

*Two geriatric dogs developed mildly elevated BUN (34 to 54 mg/dL; reference range: 6 to 31 mg/dL) during the study. One of these dogs also developed polyuria and a mildly elevated potassium (6.5 mEq/L; reference range: 3.6 to 5.5 mEq/L) and phosphorous (6.4 mg/dL; reference range: 2.5 to 6.0 mg/dL). The other dog also developed a mildly elevated creatinine (1.7 to 2.0 mg/dL; reference range: 0.5 to 1.6 mg/dL) and weight loss.

In addition, one dog experienced intermittent head tremors within 1.5 hours of administration of vaccines, an ear cleaning performed by the owner, and its first dose of CREDELIO. The head tremors resolved within 24 hours without treatment. The owner elected to withdraw the dog from the study.

In an Australian field study, one dog with a history of seizures experienced seizure activity (tremors and glazed eyes) six days after receiving CREDELIO. The dog recovered without treatment and completed the study. In the U.S. field study, two dogs with a history of seizures received CREDELIO and experienced no seizures throughout the study.

In three well-controlled European field studies and one U.S. laboratory study, seven dogs experienced episodes of vomiting and four dogs experienced episodes of diarrhea between 6 hours and 3 days after receiving CREDELIO.

To report suspected adverse events, for technical assistance or to obtain a copy of the Safety Data Sheet (SDS), contact Elanco US, Inc. at 1-888-545-5973. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or http://www.fda.gov/AnimalVeterinary/SafetyHealth.

Clinical Pharmacology:
Following oral administration of 43 mg/kg (approximately 1X the maximum labeled dose), peak lotilaner concentrations were achieved between 6 hours and 3 days in dogs 2 months of age and between 1 and 7 days in dogs 10 months of age. Dogs 2 months of age had a shorter elimination half-life (average of 9.6 days) than at 10 months of age (average of 28.4 days). Due to reduced drug bioavailability in the fasted state, CREDELIO must be administered with a meal or within 30 minutes after feeding.

Mode of Action:
Lotilaner is an ectoparasiticide belonging to the isoxazoline group. Lotilaner inhibits insect and acarine gamma-aminobutyric acid (GABA)-gated chloride channels. This inhibition blocks the transfer of chloride ions across cell membranes, which results in uncontrolled neuromuscular activity leading to death of insects and acarines. The selective toxicity of lotilaner between insects and acarines and mammals may be inferred by the differential sensitivity of the insects and acarines' GABA receptors versus mammalian GABA receptors.

Effectiveness:
In well-controlled European laboratory studies, CREDELIO began to kill fleas four hours after administration or infestation, with greater than 99% of fleas killed within eight hours after administration or infestation for 35 days. In a well-controlled U.S. laboratory study, CREDELIO demonstrated 100% effectiveness against adult fleas 12 hours after administration or infestation for 35 days.

In a 90-day well-controlled U.S. field study conducted in households with existing flea infestations of varying severity, the effectiveness of CREDELIO against fleas on Days 30, 60 and 90 compared to baseline was 99.5%,100% and 100%, respectively. Dogs with signs of flea allergy dermatitis showed improvement in erythema, papules, scaling, alopecia, dermatitis/pyodermatitis and pruritus as a direct result of eliminating fleas.

In well-controlled laboratory studies, CREDELIO demonstrated > 97% effectiveness against *Amblyomma americanum*, *Dermacentor variabilis*, *Ixodes scapularis* and *Rhipicephalus sanguineus* ticks 48 hours after administration or infestation for 30 days. In a well-controlled European laboratory study, CREDELIO started killing *Ixodes ricinus* ticks within four hours after administration.

Palatability: In the U.S. field study, which included 567 doses administered to 198 dogs, 80.4% of dogs voluntarily consumed CREDELIO when offered by hand or in an empty bowl, an additional 13.6% consumed CREDELIO when offered with food, and 6.0% required placement of the chewable tablet in the back of the dog's mouth.

Animal Safety:
In a margin of safety study, CREDELIO was administered orally to 24 (8 dogs/group) 8-week-old Beagle puppies at doses of 43 mg/kg, 129 mg/kg, and 215 mg/kg (approximately 1, 3, and 5X the maximum labeled dose, respectively) every 28 days for eight consecutive doses. The 8 dogs in the control group (0X) were untreated. There were no clinically-relevant, treatment-related effects on clinical observations, physical and neurological examinations, body weights, food consumption, electrocardiograms, clinical pathology (hematology, clinical chemistries, coagulation profiles and urinalysis), gross pathology, histopathology, or organ weights. Blood concentrations of lotilaner confirmed systemic exposure of all treated dogs, although the exposure was less than dose proportional at 5X.

In a well-controlled field study, CREDELIO was used concurrently with other medications, such as vaccines, anthelmintics, antibiotics, steroids, NSAIDS, anesthetics, and antihistamines. No adverse reactions were observed from the concomitant use of CREDELIO with other medications.

Storage Information:
Store at 15-25°C (59 -77°F), excursions permitted between 5 to 40°C (41 to 104°F).

How Supplied:
CREDELIO is available in five chewable tablet sizes for use in dogs: 56.25, 112.5, 225, 450, and 900 mg lotilaner. Each chewable tablet size is available in color-coded packages of 1 or 6 chewable tablets.

NADA #141-494, Approved by the FDA

Manufactured for: Elanco US Inc
Greenfield, IN 46140 USA
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Rev. date 11/2017
PA209456X 12266

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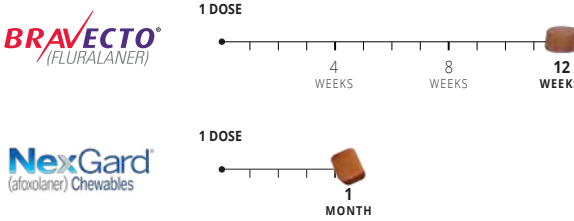
BRAVECTO® (FLURALANER)

12 TWELVE-WEEK® PROTECTION

THE ONLY FLEA AND TICK PROTECTION THAT LASTS UP TO **12 WEEKS*** WITH A SINGLE CHEW

MERCK Animal Health

AN EXTRAORDINARY WAY TO PROTECT YOUR DOG



Bravecto Chew® gives your dog up to 12 weeks* of extraordinary flea and tick protection with a single chew. **That's nearly 3X longer than monthly treatments.** With Bravecto, you and your dog never have to miss a beat – you can immediately spend time together after a treatment, without any wait or worry about fleas and ticks.

4 REASONS BRAVECTO CHEW IS EXTRAORDINARY

1. **UP TO 12 WEEKS* OF FLEA AND TICK PROTECTION**
2. **FAST-ACTING, LONG-LASTING PROTECTION**
3. **AVAILABLE IN A TASTY CHEW FOR DOGS[1]**
4. **DEMONSTRATED SAFETY[1,2] WITH PROTECTION GIVEN TO MILLIONS OF DOGS WORLDWIDE**

ENJOY MORE OF THE MOMENTS THAT MATTER THANKS TO BRAVECTO

FAST AND EFFECTIVE

Bravecto Chew starts killing fleas within just 2 hours and reaches 100% efficacy in 12 hours.[3] With flea and tick protection this extraordinary, you can go on a hike with your dog immediately after treatment, without worrying.

SAFETY PROFILE

Bravecto is safe for most dogs and is approved in pregnant, lactating, and breeding dogs and puppies over 6 months old.[4] It's even safe alongside many other commonly used treatments.[1,2]

CONVENIENT PROTECTION

Bravecto conveniently helps you keep your dog protected with fewer treatments. And, since it's a tasty chew, it's easy to give and there's no wait for the treatment to dry. Your dog can immediately go right into the water or bath.

BRAVECTO® (FLURALANER)

BRIEF SUMMARY

For full Prescribing Information, see package insert.

CAUTION

Federal (USA) law restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS

Bravecto kills adult fleas and is indicated for the treatment and prevention of flea infestations (*Ctenocephalides felis*) and the treatment and control of tick infestations [*Ixodes scapularis* (black-legged tick), *Dermacentor variabilis* (American dog tick), and *Rhipicephalus sanguineus* (brown dog tick)] for 12 weeks in dogs and puppies 6 months of age and older, and weighing 4.4 pounds or greater. Bravecto is also indicated for the treatment and control of *Amblyomma americanum* (lone star tick) infestations for 8 weeks in dogs and puppies 6 months of age and older, and weighing 4.4 pounds or greater.

CONTRAINDICATIONS

There are no known contraindications for the use of the product.

WARNINGS

Not for human use. Keep this and all drugs out of the reach of children. Keep the product in the original packaging until use, in order to prevent children from getting direct access to the product. Do not eat, drink or smoke while handling the product. Wash hands thoroughly with soap and water immediately after use of the product.

PRECAUTIONS

Bravecto has not been shown to be effective for 12-weeks duration in puppies less than 6 months of age. Bravecto is not effective against *Amblyomma americanum* ticks beyond 8 weeks after dosing.

ADVERSE REACTIONS

In a well-controlled U.S. field study, which included 294 dogs (224 dogs were administered Bravecto every 12 weeks and 70 dogs were administered an oral active control every 4 weeks and were provided with a tick collar); there were no serious adverse reactions. All potential adverse reactions were recorded in dogs treated with Bravecto over a 182-day period and in dogs treated with the active control over an 84-day period. The most frequently reported adverse reaction in dogs in the Bravecto and active control groups was vomiting.

PERCENTAGE OF DOGS WITH ADVERSE REACTIONS IN THE FIELD STUDY

ADVERSE REACTION (AR)	BRAVECTO GROUP Percentage of Dogs with the AR During the 182-Day Study (n=224 dogs)	ACTIVE CONTROL GROUP Percentage of Dogs with the AR During the 84-Day Study (n=70 dogs)
VOMITING	7.1	14.3
DECREASED APPETITE	6.7	0.0
DIARRHEA	4.9	2.9
LETHARGY	5.4	7.1
POLYDIPSIA	1.8	4.3
FLATULENCE	1.3	0.0

In a well-controlled laboratory dose confirmation study, one dog developed edema and hyperemia of the upper lips within one hour of receiving Bravecto. The edema improved progressively through the day and had resolved without medical intervention by the next morning.

For technical assistance or to report a suspected adverse drug reaction, contact Merck Animal Health at 1-800-224-5318. Additional information can be found at www.bravecto.com. For additional information about adverse drug experience reporting for animal drugs, contact FDA at 1-888-FDA-VETS or online at http://www.fda.gov/AnimalVeterinary/ SafetyHealth.

HOW BRAVECTO IS SUPPLIED

Bravecto is available in five strengths (112.5, 250, 500, 1000, and 1400 mg fluralaner per chew). Each chew is packaged individually into aluminum foil blister packs sealed with a peelable paper backed foil lid stock. Product may be packaged in 1, 2, or 4 chews per package.

Distributed by: Intervet Inc (d/b/a Merck Animal Health) Madison, NJ 07940 Made in Austria

SEIZE THE MOMENT

Make today the start of an extraordinary new beginning with fewer gaps in protection, fewer chances to forget and much less worry about flea and tick protection. Only your veterinarian can prescribe Bravecto Chew, giving your dog up to 12 weeks* of flea and tick protection with a single chew. Start enjoying even more of the moments that make life extraordinary with Bravecto today.

FOR MORE INFORMATION, ASK YOUR VETERINARIAN ABOUT BRAVECTO CHEW OR VISIT OUR WEBSITE

BRAVECTO.COM

REFERENCES

1. Meadows et al. *Parasites & Vectors* 2014, 7:375.
2. Walther et al. *Parasites & Vectors* 2014, 7:105, 7:481. 2015, 8:508.
3. Taenzler et al. *Parasites & Vectors* 2014, 7:567
4. Bravecto Chew prescribing information. Madison, NJ: Merck Animal Health; 2014.

*Bravecto Chew kills fleas, prevents flea infestations, and kills ticks (black-legged tick, American dog tick, and brown dog tick) for 12 weeks. Bravecto also kills lone star ticks for 8 weeks.

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US/BRV/0416/0047

BRAVECTO® (FLURALANER)

MERCK Animal Health

PURINA®
PRO PLAN® VETERINARY SUPPLEMENTS

Hydra Care

MEDICAL INDICATION:

- Cats who would benefit from additional water intake

MEDICAL CONTRAINDICATIONS:

- Food Allergies

HEALTH BENEFITS:

Shown to increase total liquid intake*

Cats consume on average 28% more liquid each day than water alone*

Shown to decrease urine specific gravity and osmolality*

- Helps support healthy hydration
- Added nutritional osmolytes support hydration
- Easy to feed

*Compared to cats consuming only water in addition to dry feeding.

WHY IS PROPER HYDRATION IMPORTANT?

Water is vital to life and considered the most important nutrient. It is the predominant component of most body tissues, and accounts for **approximately 60%** of body weight in cats.[1] It serves many physiological functions including transport of nutrients, lubricant, metabolic functions, thermoregulation, and elimination of waste products through the kidneys. Therefore, remaining hydrated is the most important physiological parameter that governs delivery of key nutrients to the body.

1. Stanton CA, Hamar DW, Johnson DE, Fettman MJ. Bioelectrical impedance and zoometry for body composition analysis in domestic cats. *Am J Vet Res.* 1992 Feb;53(2):251-7.
2. Reis et al. How cats lap water: water uptake by *Felis catus. Science* 330. 1231-1234 (2010).

LIQUID INTAKE ISSUES ASSOCIATED WITH CATS:

Cats are prone to dehydration:

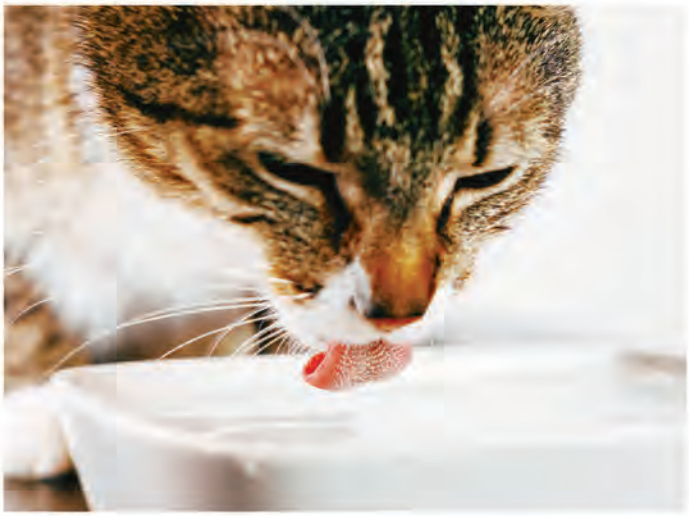
- Adapted to a dry environment
- A single lap of water provides 3/100 of a teaspoon[2]

Cats have a lower thirst stimulus:

- Reduced thirst drive
- Survive on less water compared to dogs
- Have an increased liquid consumption when eating wet food, but not enough to make up for the deficit

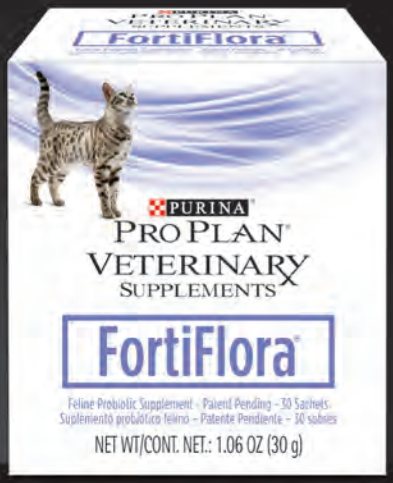
Cats are poor drinkers:

- Sensitive to the presentation and taste of water
- Prefer fresh, moving water
- Eyes are designed for distance and thus, struggle when up close to a water bowl



BACKED BY YEARS OF EXPERTISE.
LED BY A NAME YOU TRUST.

PURINA®
PRO PLAN®
VETERINARY
SUPPLEMENTS



For more information, visit **www.PurinaProPlanVets.com**
or call us at 1-800-222-VETS (8387),
8:00 am to 6:00 pm CST, Monday-Friday.

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PURINA PRO PLAN

LIVECLEAR

THE FIRST
ALLERGEN-REDUCING CAT FOOD

LiveClear is a revolutionary cat food shown to reduce the allergens in cat hair and dander by an average of 47% starting in the third week of daily feeding.

Available Sizes:
Chicken & Rice (featured formula): 3.5 lbs, 7 lbs, 16 lbs
Salmon & Rice: 3.5 lbs, 7 lbs, 16 lbs
Sensitive Skin & Stomach: 3.2 lbs, 5.5 lbs, 12.5 lbs

Feeding and Administration:

Animal feeding tests using AAFCO procedures substantiate that Pro Plan LiveClear Chicken & Rice Formula provides complete and balanced nutrition for maintenance of adult cats.

It is important that you feed Pro Plan LiveClear to your adult cat "free choice" throughout the day, rather than as just a single feeding only at mealtime. Food intake required to maintain ideal body condition will vary, depending on age, activity and environment. Watch your cat's weight and adjust food amounts accordingly. If you have a kitten, or a pregnant or nursing cat, you should continue feeding an appropriate Pro Plan kitten formula.

Although you'll be anxious to see the difference Pro Plan LiveClear can make, please allow 7 - 10 days to ease the transition from your cat's current food. Each day, simply feed a little less of the previous food and a little more Pro Plan LiveClear until you're feeding Pro Plan exclusively. This gradual transition will help avoid dietary upsets.

Pro Plan LiveClear is formulated to be fed to your cat every day for optimal benefit. While Pro Plan LiveClear should remain as the primary diet, providing occasional wet cat food or treats is acceptable.

FEEDING GUIDE (Chicken & Rice Formula)			
BODY WEIGHT		DRY	
lbs	kg	Feeding Amount (cups)	Feeding Amount (grams)
5 - 9	2.3 - 4.1	1/4 to 1/2	28 - 57
10 - 14	4.5 - 6.3	1/2 to 3/4	57 - 85

CALORIE CONTENT (FED) (Chicken & Rice Formula)
4358 kcal/kg
494 kcal/cup

Using a standard 8 oz/250 ml measuring cup which contains approximately 113 g of Pro Plan LiveClear.

All cats produce a common allergen, Fel d 1, in their saliva

When cats eat Pro Plan® LiveClear™, a key protein sourced from eggs binds to the Fel d 1 and neutralizes it

And when fed daily, LiveClear significantly reduces the allergens in cat hair and dander

Simply and safely

INGREDIENTS (CHICKEN & RICE FORMULA):

Chicken, rice, corn gluten meal, poultry by-product meal, wheat flour, dried egg product, beef fat preserved with mixed-tocopherols, soy protein concentrate, liver flavor, chicory root inulin, fish meal, potassium chloride, phosphoric acid, calcium carbonate, salt, caramel color, VITAMINS [Vitamin E supplement, thiamine mononitrate (Vitamin B-1), niacin (Vitamin B-3), Vitamin A supplement, calcium pantothenate (Vitamin B-5), riboflavin supplement (Vitamin B-2), Vitamin B-12 supplement, pyridoxine hydrochloride (Vitamin B-6), folic acid (Vitamin B-9), Vitamin D-3 supplement, biotin (Vitamin B-7), menadione sodium bisulfite complex (Vitamin K)], choline chloride, taurine, MINERALS (zinc sulfate, ferrous sulfate, manganese sulfate, copper sulfate, calcium iodate, sodium selenite), L-Lysine monohydrochloride, dried *Bacillus coagulans* fermentation product. A460119

AVERAGE NUTRIENT CONTENT (Chicken & Rice Formula)

Nutrient	PER 100 KCAL ME	AS FED	DRY MATTER
Protein	8.49 g	37.00%	40.17%
Fat	4.04 g	17.59%	19.10%
Carbohydrate	6.64 g	28.93%	31.41%
Crude Fiber	0.16 g	0.68%	0.73%
Calcium	326 mg	1.42%	1.54%
Phosphorus	275 mg	1.20%	1.30%
Potassium	211 mg	0.92%	1.00%
Sodium	142 mg	0.62%	0.67%
Chloride	248 mg	1.08%	1.18%
Magnesium	18 mg	0.08%	0.09%

DIGESTION TEST RESULTS* (Chicken & Rice Formula)

Digestibility:	DRY
Total, %	89.5
Protein, %	92.4
Fat, %	95.5
Carbohydrate, %	95.7
Calorie, %	94.0

PERCENT OF METABOLIZABLE ENERGY FROM (Chicken & Rice Formula):

Protein, %	34.1
Fat, %	39.1
Carbohydrate, %	26.8

*Based on digestion testing conducted at the Purina PetCare Technology Centers

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