

**NEW!**

FROM THE  
BRAVECTO  
FAMILY

**BRAVECTO<sup>®</sup>**

**PLUS**

**PROTECTION**  
**AS UNIQUE AS CATS**



**TWELVE-WEEK\***  
**PROTECTION**

**MSD**  
Animal Health

# CHALLENGES AND OPPORTUNITIES IN FELINE PARASITE CONTROL

Properly protecting cats from parasites can be a challenge. MSD Animal Health have conducted a survey of 450 Irish cat owners to better understand attitudes, behaviours and needs regarding parasite control<sup>1</sup>. The results highlight some key challenges and opportunities for veterinary practices.

## TOP 3 PET OWNER PARASITE CONCERNS<sup>1</sup>



Fleas



Ticks



Roundworm

## KEY CHALLENGES



Fleas

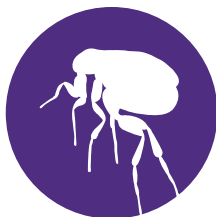
**46%** have not treated for fleas within the last 3 months  
**54%** have only treated twice or less in the last year<sup>1</sup>



Roundworm

**63%** have not treated for worms in the last 3 months  
**17%** don't use a worm treatment at all<sup>1</sup>

## LACK OF UNDERSTANDING ABOUT RISKS AND PRODUCT EFFICACY MEANS THAT CATS ARE UNPROTECTED



**50%** only treat against fleas when they see the cat scratching or see fleas<sup>1</sup>



Despite potential zoonotic risks, only **49%** of cat owners surveyed were aware of roundworms<sup>1</sup>



**19%** don't know the duration of efficacy of the flea product they used<sup>1</sup>, so it is likely that treatments are not applied as often as required

# WHAT DO OWNERS WANT FROM PARASITE TREATMENT

## TICK CONTROL IS IMPORTANT

More owners were very concerned (**34.2%**) about ticks than other parasites<sup>1</sup>

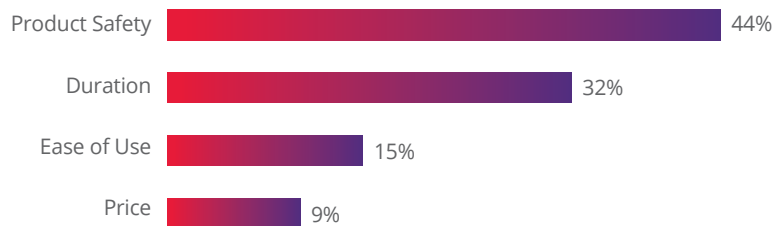


**92%** of cat owners want tick control for their cat<sup>2</sup>

Almost **1 in 4** cat owners have seen a tick on their pet<sup>1</sup>

## CAT OWNERS WANT LONGER LASTING PRODUCTS

**% of owners that ranked attributes as most important**



**83%** of cat owners think the ideal length for a flea & tick product is one that lasts longer than 2 months<sup>2</sup>

# NEW OPPORTUNITIES FOR VETERINARY PRACTICES

**72%**

Of cat owners sought advice from their vet practice about flea & tick treatment



**53%**

Of cat owners purchased their most recent treatment from a vet practice

There is a need for practices to educate owners about the potential risks and differentiate their offering from other channels, such as pet shops and pharmacies.

**ADDRESSING THESE CHALLENGES AND CAPTURING THE OPPORTUNITIES  
REQUIRES A UNIQUE APPROACH TO TREATMENT**



# INTRODUCING THE NEXT LEVEL OF PROTECTION WITH BRAVECTO PLUS

**NEW BRAVECTO PLUS** is a unique solution that was specifically designed for the challenges of treating cats. BRAVECTO PLUS builds on the proven efficacy and convenience of BRAVECTO, delivering everything that you expect from BRAVECTO and more.

**12** 12-WEEK FLEA AND TICK PROTECTION

**✓** TREATMENT OF ROUNDWORM AND HOOKWORM

**✓** FROM THE BRAVECTO FAMILY



# Extended Duration **PLUS** Broad Spectrum

The innovative and unique active ingredient combination of BRAVECTO PLUS provides cats with the extended duration, broad-spectrum parasite coverage that they need.

## FLURALANER

12-week flea and tick control



fleas



ticks



## MOXIDECTIN

Broad-spectrum coverage



roundworm



hookworm



heartworm

## HELPING YOU TO MEET PET OWNER NEEDS

### FEWER DOSES TO GIVE

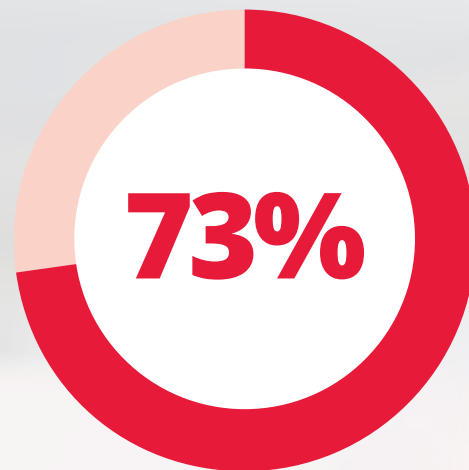
The unique 12-week duration of efficacy means that fewer doses are required compared to a monthly treatment, making life easier for you, your clients, and their cats!

### IRISH CAT OWNERS WANT A PRODUCT LIKE BRAVECTO PLUS<sup>1</sup>



**96%** of Irish cat owners would be interested (67% VERY interested) in a product against fleas, ticks and worms, that must be given every 12 weeks<sup>1</sup>.

This profile is provided by BRAVECTO PLUS.



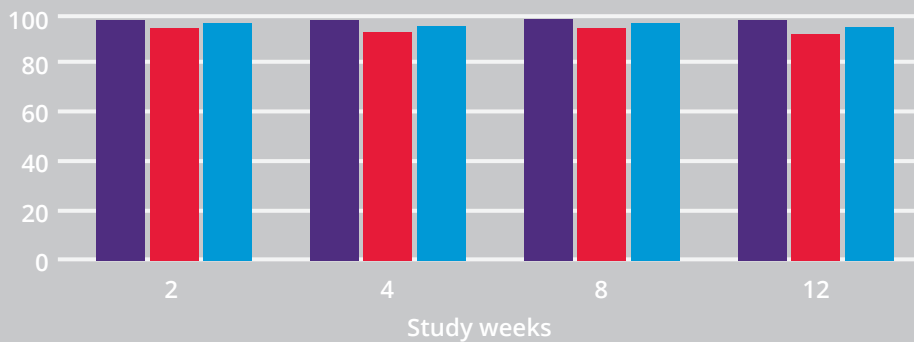
**73%** of owners would prefer to give a longer lasting product (+ occasional dose of tapewormer) than a monthly combination product.

# EXTENDED DURATION

## 12-WEEK PROTECTION AGAINST FLEAS & TICKS

BRAVECTO PLUS effectively breaks the flea life cycle, due to the rapid onset of action, long lasting efficacy against adult fleas on the animal and the absence of viable egg production.<sup>3</sup>

### Break the flea life cycle with 12-week efficacy in one dose<sup>3</sup>



Efficacy against fleas was at least 98.9% at 2, 4, 8 and 12 weeks after treatment.<sup>5</sup>

■ % reduction of fleas in households ■ % of flea-free households ■ % of flea-free cats

BRAVECTO PLUS is also indicated for the management of **flea allergy dermatitis**.

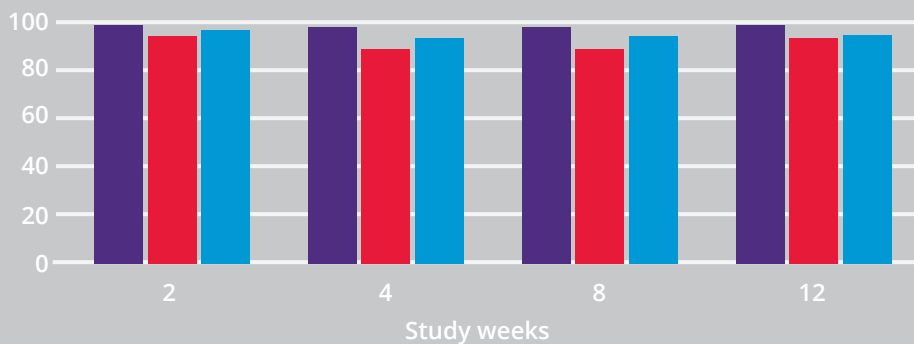


FLEA CONTROL



TICK CONTROL

### Efficacy against ticks over 12 weeks<sup>3</sup>



Ticks found prior to treatment included *Ixodes ricinus* (78.4%) and *Rhipicephalus sanguineus* (17.6%), as well as small numbers of *Haemaphysalis concinna*, *Dermacentor reticulatus*, *D. marginatus* and *Ixodes* spp (including larvae and nymphs). Efficacy against ticks was at least 97.2% at 2, 4, 8 and 12 weeks after treatment.<sup>3</sup>

■ % reduction of ticks on cats ■ % of tick-free households ■ % of tick-free cats



# BROAD SPECTRUM

HIGHLY EFFECTIVE AGAINST THE MOST COMMON ENDOPARASITES

## EFFICACY AGAINST *TOXOCARA CATI*

- 99.97% efficacy in field studies<sup>3</sup>.

- Kills both developing (4th stage larvae, immature adult) stages and adult worms.

*Toxocara cati* is the most common endoparasite of cats; a recent Irish study showed that **32%** of cats were positive<sup>4</sup>. However, only **19%** of owners have treated their cat 4 times or more in the last year<sup>1</sup>.

### Aligned with expert guidelines

The 12-week dosing interval of BRAVECTO PLUS aligns with ESCCAP\* guidelines. ESCCAP recommends deworming cats at least four times a year<sup>5</sup>.

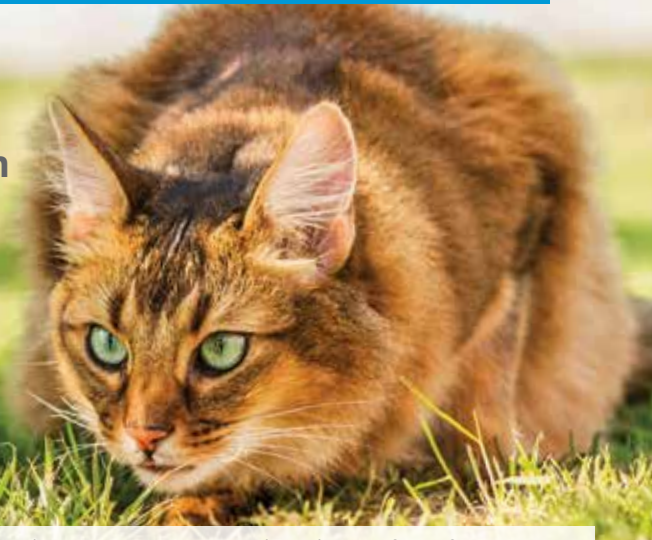


## EFFICACY AGAINST *ANCYLOSTOMA TUBAEFORME*

- 100% efficacy in field studies<sup>3</sup>.

- Effective against both developing stages (4th stage larvae and immature adults) and adults.

Suitable for use in cats travelling to heartworm endemic areas



**ROUNDWORM**  
treatment



**HOOKWORM**  
treatment



**HEARTWORM**  
disease prevention

\*The European Scientific Counsel for Companion Animal Parasites (ESCCAP) is an independent, not for profit organisation, comprising a group of eminent veterinarians across Europe all with recognised expertise in the field of parasitology.

# REASSURING SAFETY PROFILE



## **BRAVECTO PLUS was well tolerated in clinical trials<sup>3</sup>**

The most commonly observed adverse reactions were mild and transient skin reactions at the application site, such as alopecia, flaking skin and pruritus.

No adverse reactions were seen in kittens (aged 9 – 13 weeks) administered 5 times the highest recommended treatment dose on 3 occasions at 8-weeks intervals.

Indicated for cats aged 9 weeks or older and weighing at least 1.2kg.

<b>Bravecto Plus Spot-on solution</b>	<b>Pipette Content (ml)</b>	<b>Fluralaner (mg)</b>	<b>Moxidectin (mg)</b>
for small cats 1.2 - 2.8kg	0.4	112.5	5.6
for medium-sized cats >2.8 - 6.25kg	0.89	250	12.5
for large cats >6.25 - 12.5kg	1.79	500	25

For cats weighing >12.5 kg, use a combination of 2 pipettes that most closely matches the body weight.

Safety has not been established during pregnancy or lactation and therefore use is not recommended.








# A UNIQUE SPOT-ON APPLICATOR

**BRAVECTO PLUS** comes in a twist-open pipette for easy, no-mess application.



## ADDING VALUE TO YOUR CLIENTS: BEST PRACTICE GUIDELINES FOR TOPICAL PRODUCT ADMINISTRATION

Demonstrating the use of this applicator to your clients can help add value to the service you offer, while ensuring that the animal receives the full dosage and maintains maximum protection.

-  Remove packaging and wear suitable gloves while handling or applying spot-on products.
-  Hold the pipette in an upright position at the base or by the upper rigid portion below the cap. Twist the cap once to break the seal.  
**REMEMBER: THE CAP DOES NOT COME OFF**
-  The cat should be standing or lying with its back horizontal for easy application. Place the pipette tip on the base of the skull of the cat.
-  Part the hair at the application spot(s) and apply as directed. The product should be applied on cats up to 6.25 kg body weight in one spot at the base of the skull and in two spots at the base of the skull on cats greater than 6.25 kg bodyweight. Further information is available on the product datasheet.
-  Wash hands thoroughly with soap and water after use.

# SUPPORTING YOUR PRACTICE

MSD Animal Health provide a wide range of services and tools to support your practice.

## NATIONAL AWARENESS CAMPAIGNS

We invest in radio, digital and social media to educate pet owners about the risks of fleas and ticks, encouraging them to visit their vet for expert advice and access to the most advanced treatments.

**Educating Pet Owners**

MSD Animal Health are engaging in a National Advertising Campaign to raise awareness of ticks and fleas and the importance of their control.

MSD Communication Channels include Radio, Digital and Print, representing an educational investment of €75,000 (£70,000)

- On Air**  
April - May  
Logos for Downtown, RTE, and news talk.
- Online**  
March - June  
More than 3 Million page impressions across a range of pet-related websites.  
Image of a hand holding a tablet displaying "NOT ALL VISITORS ARE WELCOME" with tick and flea icons.
- On The Wall**  
March - September  
Reception & waiting room display kit.  
Contact your Account Manager for more info.  
Includes images of ticks and fleas with callouts: "Ticks are not just a nuisance, they can cause serious illness and death.", "Ticks are found in your yard and garden.", "Ticks are found in your car and on your clothes.", "Ticks are found in your garden and on your lawn.", "Ticks are found in your garden and on your lawn.", "Ticks are found in your garden and on your lawn.",



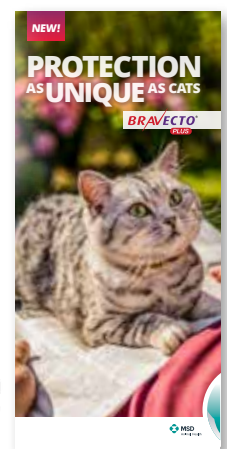
## COMPLIANCE TOOLS AND SERVICES

**38% of flea treatments are prompted by a reminder from a vet<sup>1</sup>**

This reinforces the importance of having a system in place to effectively remind owners to treat their pet. MSD provide a range of options - ask your MSD AH Account manager for more details.

## CLIENT EDUCATION AND COMMUNICATION

We can provide a wide range of literature and other materials, including images and videos, to help you communicate with your clients.



## TRAINING FOR THE PRACTICE TEAM

Our highly trained Territory Managers and Vet Advisors can provide disease and product training, to keep you and your team up to date.

# THE BRAVECTO FAMILY



**TWELVE-WEEK\***  
PROTECTION



ANTI-PARASITIC  
BRAND IN IRELAND<sup>6</sup>



## BRAVECTO® CHEW FOR DOGS

- 12-week\* immediate and persistent killing activity against fleas (*Ctenocephalides felis*)
- 12-week\* immediate and persistent killing activity against the ticks *Ixodes ricinus*, *Dermacentor reticulatus* and *D. variabilis*
- 8-week immediate and persistent killing activity against the tick *Rhipicephalus sanguineus*



## BRAVECTO® SPOT-ON FOR DOGS

- 12-week\* immediate and persistent killing activity against fleas (*Ctenocephalides felis* and *Ctenocephalides canis*)
- 12-week\* immediate and persistent killing activity against ticks (*Ixodes ricinus*, *Dermacentor reticulatus* and *Rhipicephalus sanguineus*)



## BRAVECTO® SPOT-ON FOR CATS

- 12-week\* immediate and persistent killing activity against fleas (*Ctenocephalides felis*)
- 12-week\* immediate and persistent killing activity against ticks (*Ixodes ricinus*)



# ONLY NEW BRAVECTO PLUS PROVIDES ALL THESE BENEFITS IN ONE CONVENIENT DOSE



## UNIQUE 12-WEEK PROTECTION\*

Fewer doses to give and remember; easier for you, your clients and their cats

Encourages compliance and increases the overall number of months cover; good for practice income<sup>7</sup>

Differentiate your offering from OTC channels

## CONVENIENT BROAD-SPECTRUM PARASITE CONTROL

Treats the Top 3 pet owner parasite concerns (fleas, ticks & roundworm) in one<sup>1</sup>; more convenient for cat owners

## REASSURING SAFETY PROFILE

Tried & trusted active ingredient combination

Low incidence of adverse effects in field studies<sup>3</sup>

## IDEAL FOR YOUR HEALTH PLAN

Duration of efficacy aligns well with 3-monthly worming protocol recommended by most practices

**Recommend BRAVECTO PLUS - unique protection for one-of-a-kind cats**

### References:

1. Survey of 450 Irish cat owners, conducted by Bio'sat in March 2018
2. Transdermal BRAVECTO Market Assessment Study, July 2015
3. Bravecto Plus European Public Assessment Report.
4. Power, C. et al. The prevalence of gastrointestinal and cardio-respiratory parasites in stray dogs and cats in Ireland. Poster presentation at ESCCAP Europe Congress, April 2018. [https://www.escscapuk.org/professionals/downloads/ESCCAP\\_Poster\\_TdeWaal.pdf](https://www.escscapuk.org/professionals/downloads/ESCCAP_Poster_TdeWaal.pdf)
5. ESCCAP General Recommendations on parasite control. [http://www.escscap.org/uploads/docs/kbinj8j0\\_0687\\_ESCCAP\\_General\\_Recommendations\\_update\\_v4.pdf](http://www.escscap.org/uploads/docs/kbinj8j0_0687_ESCCAP_General_Recommendations_update_v4.pdf)
6. Kynetec data MAT Dec'17, based on value sales of anti-parasitic brands in ROI and Northern Ireland
7. Based on analysis of parasite treatment data from veterinary practices using BRAVECTO

\*BRAVECTO® PLUS contains fluralaner and moxidectin and provides immediate and persistent flea (*Ctenocephalides felis*) and tick (*Ixodes ricinus*) killing activity for 12 weeks, treats infections with intestinal roundworm (4th stage larvae, immature adults and adults of *Toxocara cati*) and hookworm (4th stage larvae, immature adults and adults of *Ancylostoma tubaeforme*), and prevents heartworm disease caused by *Dirofilaria immitis* for 8 weeks. The product can be used as part of a treatment strategy for flea allergy dermatitis (FAD). BRAVECTO® contains fluralaner and is indicated for the treatment of flea and tick infestations in dogs and cats. BRAVECTO® Chew provides 12-week immediate and persistent killing activity against fleas (*Ctenocephalides felis*), 12-week immediate and persistent killing activity against the ticks *Ixodes ricinus*, *Dermacentor reticulatus* and *D. variabilis* and 8-week immediate and persistent killing activity against *Rhipicephalus sanguineus*. BRAVECTO® Spot-on for Cats provides 12-week immediate and persistent killing activity against fleas (*Ctenocephalides felis*) and against ticks (*Ixodes ricinus*). BRAVECTO® Spot-on for Dogs provides 12-week immediate and persistent killing activity against fleas (*Ctenocephalides felis* and *Ctenocephalides canis*) and 12-week immediate and persistent killing activity against the ticks *Ixodes ricinus*, *Dermacentor reticulatus* and *Rhipicephalus sanguineus*.

ROI: [POM] NI: [POM-V]

For further information about side effects, precautions, warnings and contra-indications please consult the product SPC, packaging leaflets or:

MSD Animal Health, Red Oak North, South County Business Park, Leopardstown, Dublin 18, Ireland.

Tel: +353 (0)1 2970220. Fax: +353 (0)1 2970280. Email: [vet-support.ie@merck.com](mailto:vet-support.ie@merck.com)

Web: [www.msd-animal-health.ie](http://www.msd-animal-health.ie) [www.bravopets.ie](http://www.bravopets.ie)

Advice should be sought from the medicine prescriber.

Use medicines responsibly.

