

BRAVECTO[®]

**FAST, EASY, LASTING
PROTECTION**



**TWELVE-WEEK¹
PROTECTION**





BRAVECTO[®]

FAST, EASY, LASTING PROTECTION

Starts killing parasites within 2 hours
and keeps going for up to 12 weeks.²

THE LEADING LONG DURATION ECTOPARASITE PROTECTION

Bravecto[®] is the only chewable flea
and tick protection that lasts up to
12 weeks with a single dose.¹



BRAVECTO DELIVERS:

- ✓ Fast, easy and lasting protection
- ✓ Stronger adherence to your recommendations
- ✓ High Pet Owner satisfaction
- ✓ Proven results & safety



**TWELVE-WEEK¹
PROTECTION**

FAST, EASY, LASTING PROTECTION

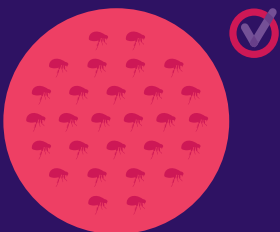
Bravecto means exceptional speed of kill, range of coverage and extended duration. Get fast and long-lasting control of fleas and ticks on dogs, and treat mites quickly and effectively.

Multiple clinical trials confirm Bravecto gives the parasite control you want:

FLEAS



Starts killing fleas within **2 hours**.²



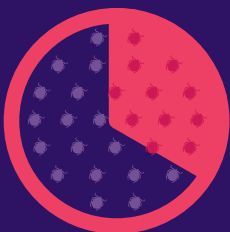
Within 12 hours, **100%** of fleas are killed.²



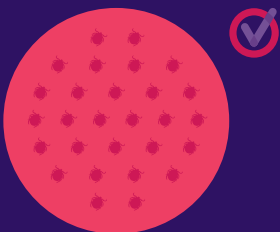
One dose eliminates fleas from the home by **stopping the flea lifecycle**. It kills fleas before they can produce eggs.^{3,4}

A single Bravecto treatment resolved signs of **FAD (Flea Allergy Dermatitis)** in all treated dogs.⁵

TICKS



Starts killing ticks within **4 hours**.⁶



Within 12 hours, **100%** of ticks are killed.⁷



MITES

Treats mites effectively, starting with just one dose.

- No Demodex mites detected at 28 days, and 100% efficacy confirmed at 56 days following a single treatment⁹
- A single treatment is unsurpassed at eliminating Sarcoptes mites and improves the clinical signs of scabies¹⁰

KEEPS WORKING FOR UP TO 12 WEEKS¹



Monthly treatments can leave dogs vulnerable, but Bravecto provides nearly **3X longer protection** in a single dose. Expect fewer gaps in treatment.^{11,12}



Bravecto protects dogs against these common fleas, ticks and mites.

BRAVECTO CHEW ¹		
FLEAS	TICKS	MITES
<i>C. felis</i>	<i>I. ricinus</i> <i>D. reticulatus</i> <i>D. variabilis</i> <i>R. sanguineus</i>	<i>Demodex canis</i> <i>Sarcoptes scabiei</i>

BETTER AT ACHIEVING YOUR YEAR-ROUND PARASITE PREVENTION RECOMMENDATIONS

3x

Parasites don't have one season. Clients' pets need year-round protection. Bravecto works nearly **3X longer** than monthlies for more convenience and peace of mind.

↑ BRAVECTO
USER COMPLIANCE

73% Increase in compliance versus a monthly flea and tick product.¹²

↓ MONTHLY COMPETITOR
USER COMPLIANCE

Almost half of monthly chew users only give their dogs one month of treatment per year.¹¹

Reduced risk of vector-borne disease.

- In two separate studies, Bravecto treatment prevented Babesiosis transmission^{13,14}
- In another study, Bravecto treatment prevented flea tapeworm transmission to dogs¹⁵



PET OWNERS PREFER BRAVECTO

Bravecto gives Pet Owners enjoyable moments, uninterrupted and worry-free. 4 simple doses mean peace of mind for 4 seasons and fewer doses to remember.

96%

Pet Owner
satisfaction.¹⁶

92%

Of UK Pet Owners
prefer the **convenience**
of Bravecto vs. monthly
products.¹⁷



Owners using Bravecto
complied better with
heartworm prevention.¹⁸

- Pet Owners find Bravecto significantly easier to administer than competitive isoxazolines¹⁹
- 92% of dogs readily accept Bravecto.²⁰
Treatment is quick and easy



PROVEN SAFETY BACKED BY

170 CLINICAL STUDIES & **80+** PUBLISHED PAPERS



BRAVECTO HAS AN EXCELLENT SAFETY PROFILE

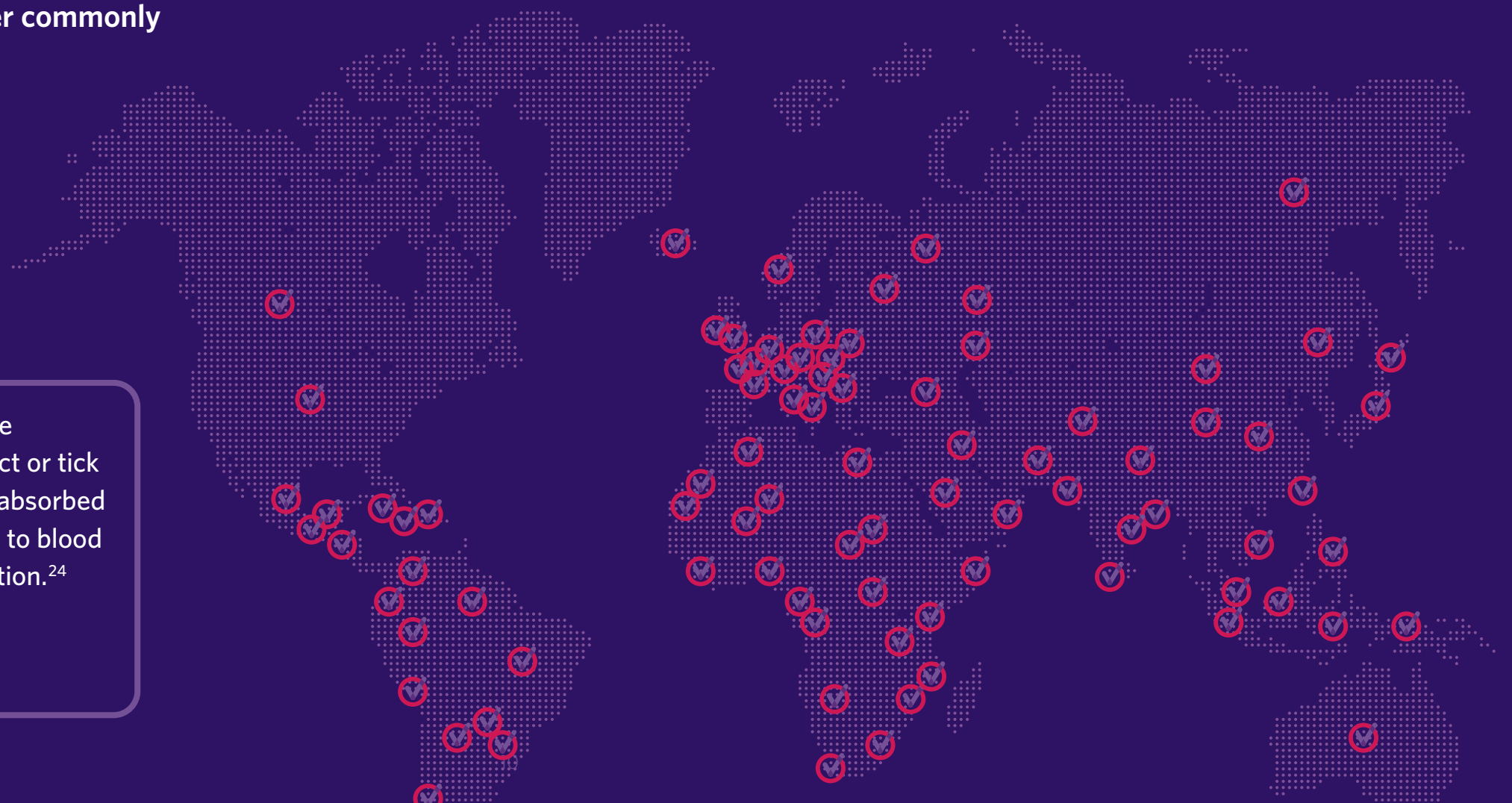
We put Bravecto to the test with comprehensive safety studies, including long-term safety in dogs,²¹ that stand up to all scrutiny. No interactions were seen using Bravecto with other commonly used medicines.²²

- The right amount to perform precisely when and where dogs need it¹
- The only isoxazoline proven safe for pregnant, breeding and lactating dogs¹

Fluralaner, the active ingredient in Bravecto, is a unique member of the isoxazoline family and has no known insect or tick resistance.²³ Once Bravecto is administered, it is readily absorbed into the dog's blood stream. >99% of fluralaner is bound to blood protein and released slowly to achieve its extended duration.²⁴

Ask your MSD representative about the full portfolio of Bravecto products.

TESTED & TRUSTED AROUND THE WORLD, WITH
OVER 125 MILLION DOSES DISTRIBUTED IN 85 COUNTRIES





FAST, EASY, LASTING PROTECTION



FOR PETS,
FAMILY & HOME

ABOUT MSD ANIMAL HEALTH Our Vision is the Science of Healthier Animals

MSD Animal Health is a global, research-driven company that develops, manufactures and markets a broad range of veterinary vaccines, medicines and services. MSD Animal Health offers one of the industry's most innovative portfolios, spanning products for prevention, treatment and control of disease in all major farm and companion animal species, and is home to some of the industry's most trusted brands.

REFERENCES

1 Bravecto [prescribing information]. Madison, NJ: MSD Animal Health; 2014.

2 Taenzler J et al. Onset of activity of fluralaner (BRAVECTO™) against *Ctenocephalides felis* on dogs. *Parasites & Vectors*. 2014;7:567.

3 Williams H et al. Fluralaner, a novel isoxazoline, prevents flea (*Ctenocephalides felis*) reproduction in vitro and in a simulated home environment. *Parasites & Vectors*. 2014;7:275.

4 Dryden M et al. Efficacy of fluralaner flavored chews (BRAVECTO®) administered to dogs against the adult cat flea, *Ctenocephalides felis* and egg production. *Parasites & Vectors*. 2015;8:364.

5 Fisara et al. A small-scale open-label study of the treatment of canine flea allergy dermatitis with fluralaner. *Vet Dermatology* 2015 26 417-e98.

6 Burgio F et al. A comparative laboratory trial evaluating the immediate efficacy of fluralaner, afoxolaner, sarolaner and imidacloprid + permethrin against adult *Rhipicephalus sanguineus* (*sensu lato*) ticks attached to dogs. *Parasites & Vectors*. 2016;9:626.

7 Wengenmayer et al. The speed of kill of fluralaner (Bravecto™) against *Ixodes ricinus* ticks on dogs. *Parasites & Vectors* 2014, 7:525.

8 Williams et al. A quantitative evaluation of the extent of fluralaner uptake by ticks (*Ixodes ricinus*, *Ixodes scapularis*) in fluralaner (Bravecto™) treated vs. untreated dogs using the parameters tick weight and coxal index. *Parasites & Vectors* 2015, 8:352.

9 Fourie et al. Efficacy of orally administered fluralaner (Bravecto™) or topically applied imidacloprid/moxidectin (Advocate®) against generalized demodicosis in dogs. *Parasites & Vectors* 2015; 8:187.

10 Taenzler et al. Efficacy of fluralaner administered either orally or topically for the treatment of naturally acquired *Sarcoptes scabiei* var. *canis* infestation in dogs. *Parasites & Vectors*. 2016; 9:392.

11 Lavan R et al. Duration of annual canine flea and tick protection provided by dog owners in Spain. *Parasites & Vectors*. 2018;11:458.

12 Lavan R et al. Dog owner flea/tick medication purchases in the USA. *Parasites & Vectors*. 2018; 11:581.

13 Taenzler J et al. Prevention of transmission of *Babesia canis* by *Dermacentor reticulatus* ticks to dogs treated orally with fluralaner chewable tablets (Bravecto™). *Parasites & Vectors*. 2015;8:305.

14 Taenzler J et al. Prevention of transmission of *Babesia canis* by *Dermacentor reticulatus* ticks to dogs after topical administration of fluralaner spot-on solution. *Parasites & Vectors*. 2016;9:234.

15 Gopinath D et al. Topical or oral fluralaner efficacy against flea (*Ctenocephalides felis*) transmission of *Dipylidium caninum* infection to dogs. *Parasites & Vectors*. 2018;11:557.

16 Lavan et al. Results from a U.S. dog owner survey on the treatment satisfaction and preference for fluralaner against flea and tick infestations. *J Vet Sci Technol* 2017 8:3.

17 Lavan et al. Flea and tick treatment satisfaction, preference, and adherence of dog owners in the United States, United Kingdom, and Australia who treated their dog with fluralaner. *Open Veterinary Journal*, 2020, Vol. 10(2): 135-143.

18 Lavan et al. A comparative analysis of heartworm medication use patterns for dogs that also receive ectoparasiticides. *Parasites & Vectors* 2018 11:493.

19 Data on file (MSD Quantitative Canine Parasiticides Brand Health Study, March 2020 (2,035 Pet Owners, 10 countries)).

20 Meadows et al. A randomized, blinded, controlled USA field study to assess the use of fluralaner tablets in controlling canine flea infestations. *Parasites & Vectors* 2014, 7:375.

21 European public MRL assessment report (EPMAR) for fluralaner (poultry) EMA/CVMP/567262/2016.

22 Walther et al. Safety of concurrent treatment of dogs with fluralaner (Bravecto™) and milbemycin oxime -praziquantel. *Parasites & Vectors* 2014, 7:481.

23 Gassel et al. The novel isoxazoline ectoparasiticide fluralaner: Selective inhibition of arthropod g-aminobutyric acid- and Lglutamate-gated chloride channels and insecticidal/acaricidal activity. *Insect Biochemistry and Molecular Biology* 45 2014 111 - 124.

24 Kilp et al. Pharmacokinetics of fluralaner in dogs following a single oral or intravenous administration. *Parasites & Vectors* 2014, 7:85.