



**TWELVE-WEEK
PROTECTION**



**GOING ABOVE AND BEYOND
EXPECT THE EXTRAORDINARY**

BRAVECTO[®]
EXPECT THE EXTRAORDINARY

 **MSD**
Animal Health

INTRODUCTION

As a veterinarian, you and your fellow staff are the main information source for pet owners on the importance of continuous flea and tick protection. But, after pet owners leave your clinic, the rest is up to them. Why not make your customers' lives hassle-free with 12 weeks of protection in a single treatment?

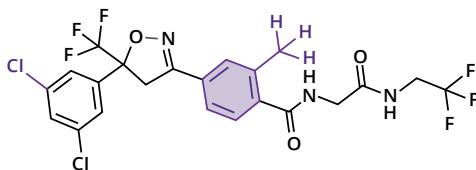
FLEAS	TICKS
Flea Allergy Dermatitis (FAD)	Babesiosis
Anaemia	Ehrlichiosis
Tapeworms	Anaplasmosis
Bartonella	

Fleas and ticks can be responsible for spreading the following illnesses and diseases - and there are more risks still being discovered.

BRAVECTO® IS A TRUE INNOVATION IN THE MARKET

Bravecto's immediate and persistent protection is all thanks to its breakthrough molecule: fluralaner. This active ingredient is a unique member of the isoxazoline family- the first new insecticide class in over a decade - and has no known insect or tick resistance.¹

Once Bravecto® is administered it is readily absorbed into the animal's bloodstream from the stomach. The molecule then distributes and persists for 12 weeks.



PET OWNERS CAN EXPECT THE EXTRAORDINARY WITH BRAVECTO®

The chewable treatment is ideal for pet owners and dogs looking for a convenient way to treat.

With just one treatment, dogs can immediately:

- Jump right into the water and take a bath or swim.
- Cuddle up with their owner without any treatment residue.
- Enjoy more **freedom** and **flexibility** in their lifestyle.

SPECIES OF PARASITES AFFECTED BY BRAVECTO®

Ctenocephalides felis ^{11, 12, 14, 15, 18, 19, 20, 25}

Ctenocephalides canis ²⁵

Ixodes ricinus ^{2, 3, 15, 18, 19}

Dermacentor variabilis ²⁵

Dermacentor reticulatus ¹⁵

Rhipicephalus sanguineus ^{4, 13, 15, 17, 25}

Haemaphysalis elliptica ²¹

Ornithodoros moubata ⁴

Ixodes holocyclus ⁹

Ixodes hexagonus ¹⁵

Amblyomma americanum ¹³

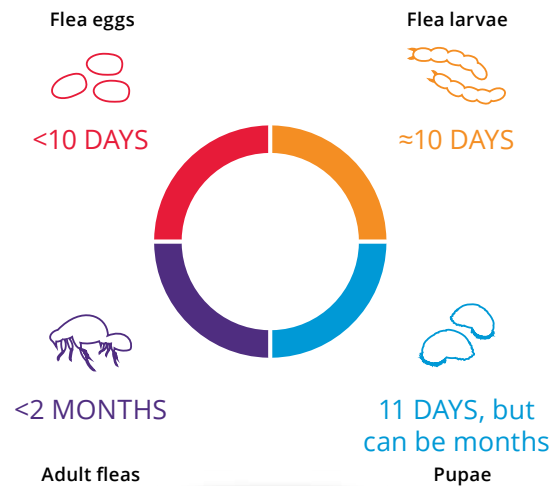
Ixodes scapularis ³

Demodex canis ^{7, 8}

PROTECTING AGAINST FLEAS

The best way to protect against fleas- and eliminate the ones already infesting your customers' homes- is with **continuous protection**. The lifecycle of fleas can last up to 90 days, so any gaps in protection during this time can leave pets open to reinfestation.²³

Bravecto® gives quick and persistent protection lasting the entire length of the flea lifecycle. So, with just one dose, you can help pet owners drive fleas into extinction in their homes.^{3, 23}



EFFICACY AGAINST FLEAS^{15, 25}

- Fluralaner kills >95 % of fleas within 8 hours for 12 weeks
- Just one dose can drive fleas in a household to extinction¹¹
- **100 % kill rate within 8 hours** after administration²

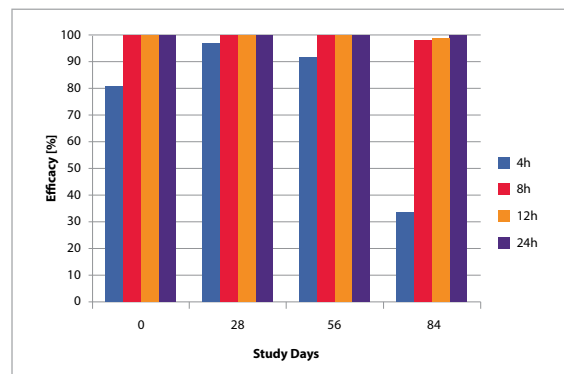


Figure 1: Efficacy against fleas^{15, 25}

In the start to kill study, the fluralaner activity against fleas had started already at 1 hour post treatment²⁰

Bravecto® offers dogs suffering with **FAD (flea allergy dermatitis)** a **speed of kill** that provides rapid relief to the animals treated:

- A single Bravecto® treatment improved all FAD affected dogs in an Australian field trial¹⁰



PROTECTING AGAINST TICKS

Research shows that dog owners are concerned about ticks - a growing issue in many parts of the world.

Monthly treatments can leave pets vulnerable, but Bravecto® provides nearly **three times longer** protection in a single dose - so there are potentially fewer gaps in treatment.

With less regular doses to remember, your customers will be happier than ever.

EFFICACY AGAINST TICKS^{15, 25}

- Bravecto® starts working within **2 hours** and kills **>90 %** of ticks within 12 hours for **12 weeks**.^{15, 25}
- **100 %** kill rate within **12 hours** after administration²
- Kills ticks before they engorge³

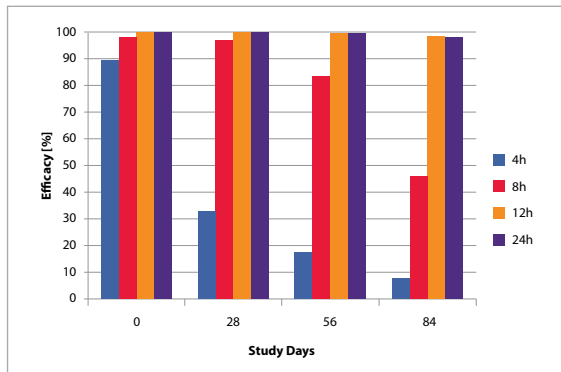


Figure 2: Efficacy against ticks^{15, 25}

BRAVECTO® REDUCES THE RISK OF TICK-BORNE DISEASE

After a tick attaches to the skin, it takes time – possibly 24 hours or more³⁰ – for tick-borne diseases to be transmitted. Within just 12 hours, Bravecto® reaches a 100 % kill rate against ticks² – reducing the risk of tick-borne disease transmission. An international laboratory challenge study evaluating the transmission of Babesiosis by *Dermacentor reticulatus*, revealed Bravecto® completely prevented transmission of Babesia.²²

IMMEDIATE, PERSISTENT PROTECTION

Bravecto® provides immediate and persistent control of fleas and ticks on dogs. Fluralaner kills >95 % of fleas within 8 hours for 12 weeks and >90 % of ticks within 12 hours for 12 weeks^{15, 25} In the start to kill study, the fluralaner activity against fleas had started already at 1 hour post treatment.²⁰



TWELVE-WEEK
PROTECTION

EFFICACY OF BRAVECTO® CHEWABLE TABLETS AGAINST *DEMODEX CANIS* IN DOGS WITH GENERALIZED DEMODICOSIS⁷

- Dogs with generalized demodectic mange were enrolled
- Deep skin scrapings performed on all dogs before treatment were positive for *Demodex* spp. mites
- Dogs were not treated with a glucocorticoid or any product with a miticidal effect for at least 12 weeks prior to inclusion
- Dogs were treated with either:
 - fluralaner – single initial oral dose on Day 0 based on body weight (>25 mg/kg)
 - imidacloprid, 10% / moxidectin, 2.5% w/v– three topical doses at 28 day intervals according to the product label directions.
- No treatment related adverse events were seen in either group

	FLURALANER	IMID. / MOX.	P-VALUE
Day -4 mite count	447	509	n/a
Day 28 mite count	0.8	10	0.0917
% efficacy	99.8	98	
Day 56 mite count	0	18.5	<0.0001
% efficacy	100	96.4	
Day 84 mite count	0	25.6	0.002
% efficacy	100	34.7	

- Dogs with generalized demodectic mange were enrolled
- Deep skin scrapings performed on all dogs before treatment were positive for *Demodex* spp. mites





EXCEPTIONAL SAFETY FOR ONE AND ALL

Bravecto® has a proven safety profile. We put our treatment to the test with comprehensive safety studies that stand up to all scrutiny, so when you prescribe Bravecto® to dogs in your care, you can do so with confidence. Bravecto® is well tolerated in dogs, and can be used alongside other medicines.⁵ Feel free to prescribe Bravecto® for:

- Puppies over 8 weeks and 2 kg²⁵
- Breeding, pregnant and lactating dogs²⁵
- MDR-1 negative dogs^{16, 25}

BRAVECTO® PROVEN TO BE WELL TOLERATED:

- **None** of the dogs experienced **serious adverse events** or had to drop out of the trials^{15, 16, 27, 28}
- By the end of 2015, **over 10 million Bravecto® chews** have been sold worldwide, the **adverse events** reported totaled **0.04%** of all chews sold. Adverse events are thus classified as **“rare”** according to the European Medicines Agency (EMA) guidelines.²⁹

BRAVECTO® AND OTHER MEDICATIONS:

- No adverse reactions were seen in field trials in dogs that were administered Bravecto® concurrently with other commonly used medications^{17, 27}
- Walther FM *et al* showed that concurrent administration of fluralaner and ivermectin did not alter the pharmacokinetics of either compound⁵
- Walther FM *et al* demonstrated that concurrent treatment of dogs with fluralaner, milbemycin oxime and praziquantel is well tolerated in dogs⁶

DISCOVER MORE ABOUT THE SCIENCE OF HEALTHIER ANIMALS WITH THESE FLEA AND TICK STUDIES

- Onset of activity of fluralaner (Bravecto®) against *Ctenocephalides felis* on dogs.²⁰
- The speed of kill of fluralaner (Bravecto®) against *Ixodes ricinus* ticks on dogs.²
- A randomized, blinded, controlled USA field study to assess the use of fluralaner tablets in controlling canine flea infestations.¹³



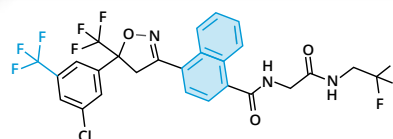
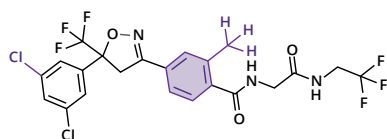
TWELVE-WEEK PROTECTION

UNDERSTANDING BRAVECTO®

FLURALANER

VERSUS

AFOXOLANER



ADMINISTRATION AND DOSAGE

Chewable liver-flavoured tablet for dogs, to be repeated every **12 weeks**.²⁵

ADMINISTRATION AND DOSAGE

Chewable beef-flavoured tablet administered monthly.²⁶

TASTE AND ACCEPTANCE

92% acceptance^{24, 25}

TASTE AND ACCEPTANCE

The tablets were palatable to most dogs.²⁶

METABOLISM

Lacks extensive metabolism²⁵

METABOLISM

Metabolized²⁶

EXCRETION

Mainly as unchanged parent compound via faeces²⁵

EXCRETION

Metabolized into various metabolites, eliminated mainly via biliary excretion (about 30 %) and to a lesser extent via urine (< 0.01 % of the total clearance)²⁶

SAFETY

MARGIN OF SAFETY

May be used in dogs at least 8 weeks of age up to 5X of maximum label dose (280 mg/kg) administered 3 times at 8 week intervals.²⁵

CAT SAFETY

Molecule safety has been established.

MARGIN OF SAFETY

May be used in breeding, pregnant and lactating dogs (and for their offspring) up to 3 X the maximum label dose (168 mg/kg) administered 3-4 times at 8 week intervals.²⁵

SAFETY

MARGIN OF SAFETY

May be used in dogs at least 8 weeks of age up to 5X of maximum label dose (31.5 mg/kg) administered 3 times at 4 week intervals plus 3 times at 2 week intervals.²⁶

CAT SAFETY

No cat safety data.²⁶

REPRODUCTIVE SAFETY

Safety not evaluated in breeding, pregnant or lactating dogs.²⁶

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BRAVECTO® Reg No G4083 (Act 36/1947) | Contains minimum 25 mg Fluralaner per kg body weight

REGISTRATION HOLDER **Intervet South Africa** (Pty) Ltd. Reg. no: 1991/006580/07;

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