

**NEW!**

FROM THE  
BRAVECTO®  
FAMILY

**BRAVECTO**®  
**PLUS**

# UNIQUE AND MORE CAT PROTECTION

**3**

**MONTHS**  
FLEA & TICK  
PROTECTION

**PLUS WORM TREATMENT**  
**IN ONE SPOT-ON**



# NATURALLY INQUISITIVE. HIGHLY SUSCEPTIBLE.

**Cats are curious, mischievous creatures that get into everything.** It's part of their charm. However, cat owners may not realize how everyday behaviour can put their cats at risk for parasites.

Reasons owners may not be protecting their cats from parasites:



**Perceived difficulty**  
in treating cats



**Uninformed**  
of parasite risks



**Lack of adherence**  
to monthly treatment

**Protecting cats from parasites is essential and a unique approach to treatment is now available.**

# THE NEXT GENERATION OF BRAVECTO® IS HERE

NEW BRAVECTO® PLUS is a **unique** (fluralaner and moxidectin) solution that was specifically designed for the challenges of treating cats. BRAVECTO® PLUS builds on the proven efficacy and convenience (very high levels of satisfaction with BRAVECTO® have been reported by pet owners<sup>1</sup>) of BRAVECTO®, delivering everything that you expect from BRAVECTO® and more. The feline-human bond is a sensitive one and one that cat owners treasure. Treating only once every 3 months with Bravecto® Plus for Cats means less treatments, less irritation to the cat and less chance of the pet owner coming away from the experience with a few scratch scars.



- 3** 3 MONTHS CONTROL OF FLEAS AND TICKS
- ✓** TREATMENT OF ROUNDWORM AND HOOKWORM
- ✓** FROM THE BRAVECTO® FAMILY
- ✓** EFFECTIVE TREATMENT AGAINST EAR MITES

**Very high levels of satisfaction** with BRAVECTO® have been reported by pet owners.<sup>1</sup>

## 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.



# EXTENDED DURATION

The 3 MONTHS efficacy of a single dose of BRAVECTO® PLUS against fleas and ticks has been confirmed under field conditions.<sup>2</sup>



**MONTHS PROTECTION**



**FLEA CONTROL**

Cat flea  
*Ctenocephalides felis*



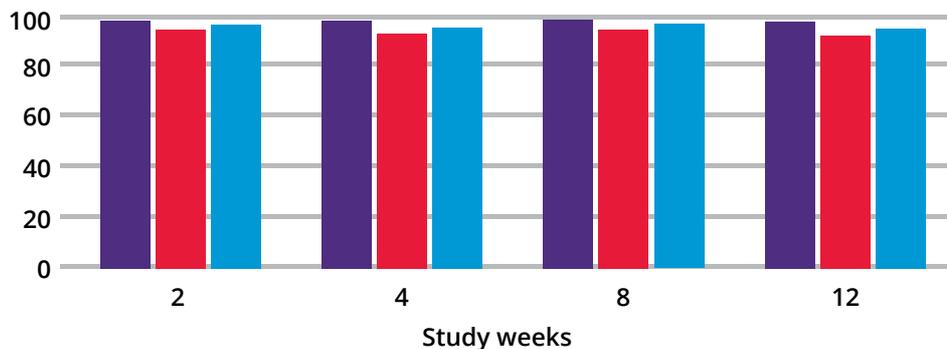
**TICK CONTROL**

*Ixodes ricinus*  
*Haemaphysalis elliptica*  
*Ixodes scapularis*  
*Rhipicephalus sanguineus*



**TREATS EAR MITES**

Break the flea life cycle with 3 months efficacy in one dose<sup>2</sup>

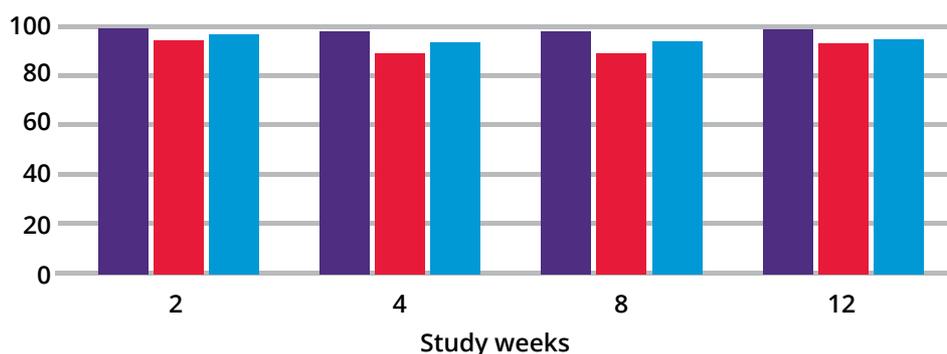


Efficacy against fleas was at least 98.9% at 2, 4, 8 and 12 weeks after treatment.<sup>2</sup>

■ % 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**.

Efficacy against ticks over 3 months<sup>2</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>2</sup>

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

# UNIQUE AND BROAD-SPECTRUM APPROACH TO TREATMENT.

Innovative approach and excellent efficacy against key feline nematodes under field conditions<sup>2</sup>



## ROUNDWORM treatment

*Toxocara cati*  
4th-stage larvae, immature adults and adults

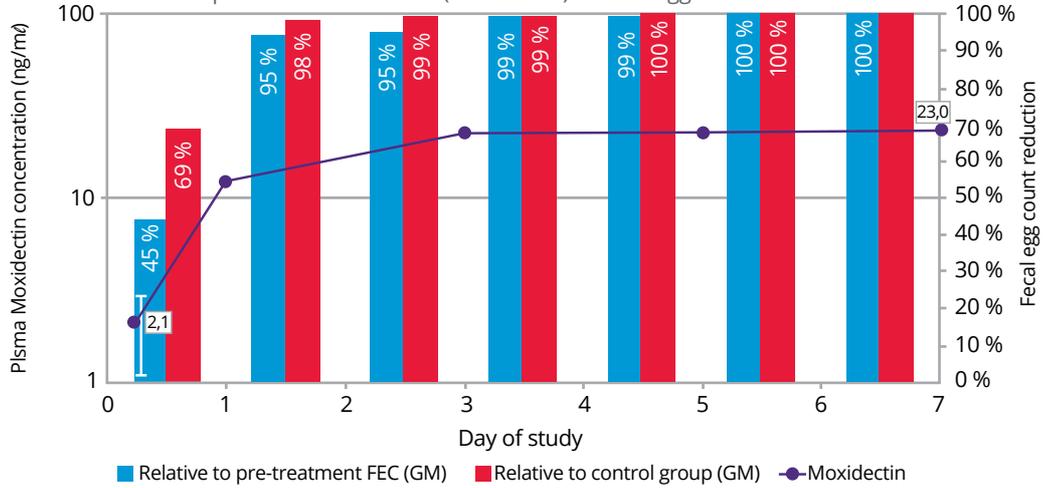


## HOOKWORM treatment

*Ancylostoma tubaeforme*  
4th-stage larvae, immature adults and adults

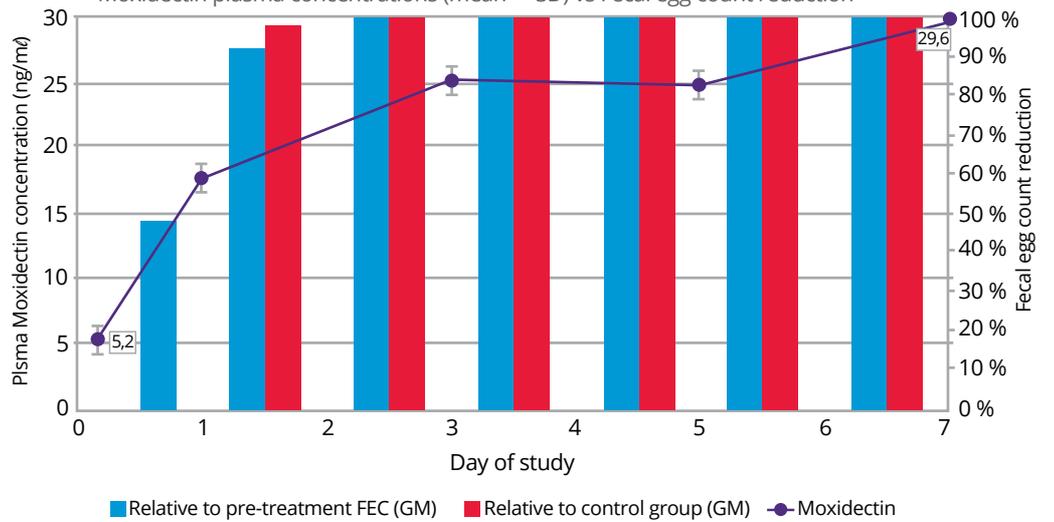
### Adult *Toxocara cati* (S14287-00)

Moxidectin plasma concentrations (mean +- SD) vs Fecal egg count



### Adult *Ancylostoma tubaeforme* (S14275-00)

Moxidectin plasma concentrations (mean +- SD) vs Fecal egg count reduction



## Efficacy against key feline nematodes under field conditions<sup>2</sup>

**Roundworms** 100%

**Hookworms** 100%

Efficacy of BRAVECTO<sup>®</sup> PLUS has been confirmed in the treatment of roundworm and hookworm under field conditions.<sup>2</sup>

### Take home messages Gastrointestinal nematodes

Highly effective against Adult, L5/immature and L4 *Toxocara cati*

Treatment results in ≥90% reduction *Toxocara cati* & *Ancylostoma tubaeforme* (based on geometric means) in necropsy worm count compared to control group

100% effective against Adult, L5 and L4 *Ancylostoma tubaeforme*

Well tolerated





# BENEFITS CAT OWNERS & YOUR CLINIC

## Easier for Cat Owners

A **3 month** flea and tick treatment is preferred over monthly treatment because it requires less frequent dosing, making it easier for cat owners.<sup>1</sup>

## Promotes Peace of Mind

Cat owners can relax knowing their cats are protected from a broad range of parasites.

## Encourages Compliance

Less frequent application may lead to fewer gaps in protection.<sup>1,3</sup>

## Increases Length of Protection

Using a **3 month** product can increase the overall number of months of coverage,<sup>3-5</sup> which is good for cats' health and your clinic's income.

## Fits Scientific Recommendations

The **3 month** dosing interval of BRAVECTO® PLUS aligns with guidelines. ESCCAP recommends deworming cats at least four times a year.<sup>6</sup>



# A UNIQUE SPOT-ON APPLICATOR

BRAVECTO® PLUS features the Twist'n'Use™ cap for easy, no-mess application.



**1.** Remove the tube from packaging.

**2.** Hold the pipette in an upright position at the base or by the upper rigid portion below the cap. Rotate cap one full turn. The pipette is open and ready for application when the breaking of the seal is felt. **REMEMBER: THE CAP DOES NOT COME OFF.**

**3.** 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.

**4.** 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 body weight.

**Wash hands thoroughly with soap and water after use.**



1 TREATMENT FOR 3 MONTHS

WITH **BRAVECTO**<sup>®</sup>  
**PLUS**  
TICK, FLEA AND WORM

**BRAVECTO**<sup>®</sup>  
**PLUS**

# PROTECTION YOU CAN TRUST

3 months tick and flea protection AND broad-spectrum coverage



fleas



ticks



treats  
ear mites



roundworm



hookworm



heartworm

#### References:

1. Lavan RP et al. J Vet Sci Technol. 2017; 8:3.
2. Bravecto Plus European Public Assessment Report. 2018.
3. Lavan RP et al. Parasit Vectors. 2017; 10:284.
4. Lavan RP, Armstrong R, Burgio F, et al. [Submitted for publication].
5. Brakke Consulting, Inc. The US Flea Control and Heartworm Markets. 2015:5.
6. ESCCAP. Guideline 01. ESCCAP, 3rd ed., 2017;5. ISBN 978-1-907259-47-0.

\*BRAVECTO<sup>®</sup> PLUS Spot-on Solution for Cats provides immediate and persistent flea (*Ctenocephalides felis*) and tick (*Ixodes ricinus*) killing activity for 3 months and 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*). BRAVECTO<sup>®</sup> PLUS can be used as part of a treatment strategy for the control of flea allergy dermatitis (FAD).

Bravecto<sup>®</sup> Plus Reg. No. G4408 (Act 36/1947) Each 1 ml contains 280 mg fluralaner and 14 mg moxidectin.

#### REGISTRATION HOLDER

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