

12

TWELVE-WEEK*
PROTECTION

GOING ABOVE AND BEYOND
EXPECT EXTRAORDINARY RESULTS WITH BRAVECTO

BRAVECTO[®]
EXPECT THE EXTRAORDINARY

MSD
Animal Health



INTRODUCTION

You're always looking to provide the best care for the pets you treat. And, now you can add to that commitment with an extraordinary new way to protect dogs against fleas and ticks.

Bravecto is the first and only chewable flea and tick protection to last up to 12 weeks in a single dose.¹ Now, prescribing innovative, convenient protection doesn't mean compromising on the amount of care you can give – so pet owners can spend more extraordinary time with their dogs, uninterrupted and worry-free.

YOU CAN GIVE YOUR CUSTOMERS:

- **ONE EASY WAY TO MANAGE FLEA AND TICK INFESTATIONS**
- **EASIER ADHERENCE TO TREATMENT RECOMMENDATIONS**
- **FAST-ACTING PROTECTION AND CONVENIENCE**
- **FLEXIBILITY TO ENJOY MORE QUALITY TIME WITH THEIR PET**



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LONG-LASTING
PROTECTION AGAINST
FLEAS AND TICKS



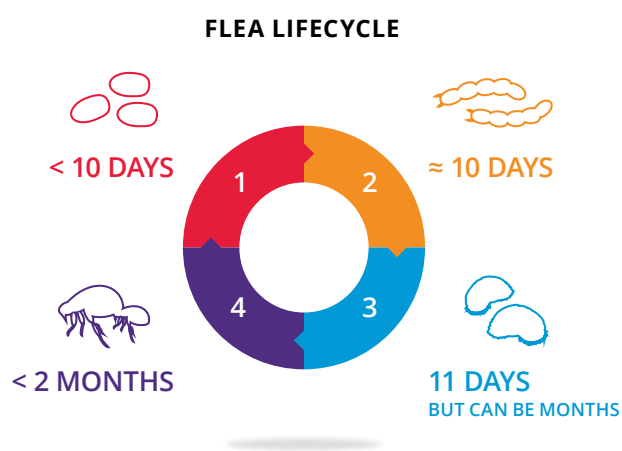
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As a veterinarian, you and your fellow staff are the main information source for pet owners on the importance of continuous flea and tick protection. But, after pet owners leave your clinic, the rest is up to them. Why not make your clients' lives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

PROTECTING AGAINST FLEAS

The best way to protect against fleas – and eliminate the ones already infesting your clients' 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 dogs open to reinfestation.²

Bravecto gives immediate 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



PROTECTING AGAINST TICKS

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

Monthly treatments can leave dogs 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, pet owners will be happier than ever.

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

FLEAS	TICKS
Flea Allergy Dermatitis (FAD)	Lyme Disease (<i>Borrelia</i>)
Anemia	Babesiosis
Tapeworms	Ehrlichiosis
Bartonella	Anaplasmosis

IMMEDIATE, PERSISTENT PROTECTION

Bravecto provides immediate and persistent control of fleas and ticks on dogs. Clinical trials have confirmed Bravecto's efficacy.

BRAVECTO CHEW'S EFFICACY AGAINST FLEA INFESTATIONS OVER 12 WEEKS⁴

ASSESSMENT TIME POINTS	8 HOURS	12 HOURS	24 HOURS
WEEK 4	100%	100%	100%
WEEK 8	100%	99.8%	100%
WEEK 12	98.0%	98.7%	100%

BRAVECTO CHEW'S EFFICACY AGAINST TICKS⁵

ASSESSMENT TIME POINTS	12 HOURS
WEEK 4	99.7%
WEEK 8	99.2%
WEEK 12	98.3%

BRAVECTO CHEW'S IMMEDIATE SPEED OF KILL AGAINST TICKS⁵

TIME POINTS	TICKS KILLED
4 HOURS	89.6%
8 HOURS	97.9%
12 HOURS	100%



PROTECT DOGS AGAINST THESE COMMON FLEAS AND TICKS¹

	FLEAS	TICKS
BRAVECTO CHEW ⁵	<i>C. felis</i>	<i>I. ricinus</i> <i>D. reticulatus</i> <i>D. variabilis</i> <i>R. sanguineus</i> [*]



Bravecto’s speed of kill has been proven to quickly kill fleas and ticks – and make dogs more comfortable:

- **A SINGLE BRAVECTO TREATMENT RESOLVED SIGNS OF FAD IN ALL TREATED DOGS⁶**
- **JUST ONE DOSE CAN DRIVE FLEAS IN A HOUSEHOLD TO EXTINCTION⁷**
- **IN A CONTROLLED STUDY, BRAVECTO PREVENTED THE TRANSMISSION OF BABESIOSIS³**
- **BRAVECTO KILLS TICKS BEFORE THEY ENGORGE,⁸ THUS HELPING REDUCE THE RISK OF TICK-BORNE DISEASES**



EXCEPTIONAL SAFETY FOR ONE AND ALL

Bravecto has an excellent 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 the dogs in your care, you can do so with confidence.

Bravecto is proven safe for dogs, and no interactions using Bravecto alongside other commonly used medicines were observed.⁹

Feel free to prescribe Bravecto for:

- **PUPPIES OVER 8 WEEKS¹**
- **DOGS OVER 2KG¹**
- **DOGS TREATED WITH THE SCALIBOR COLLAR¹⁰**
- **BREEDING, PREGNANT AND LACTATING DOGS¹**
- **IVERMECTIN-SENSITIVE DOGS¹¹**

FUSS-FREE TREATMENT

Research shows that Bravecto is readily accepted by over 92% of dogs¹² – making treatment quick and easy for pet owners.



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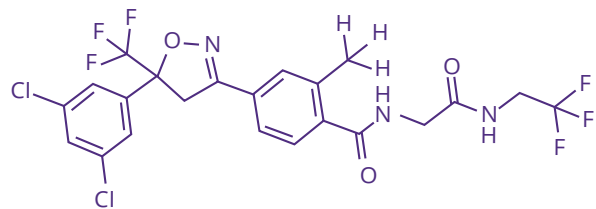


THE BIGGEST BREAKTHROUGH IN OVER A DECADE

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.¹³

Once Bravecto is administered, it is readily absorbed into the dog's blood stream from the stomach. Fluralaner works safely and systemically inside the dog. The fluralaner molecule then distributes and persists for up to 12 weeks.

THE FLURALANER MOLECULE



BRAVECTO STANDS OUT IN A CROWDED MARKET

	TOPICAL FLEA AND TICK	ORAL FLEA AND TICK
UP TO 12 WEEKS		
1 MONTH	<ul style="list-style-type: none"> Effipro Fipnil Fiprospot Frontline Combo Frontline Spot-on Frontline Spray Advantix (Defendog) Effitix Stronghold 	<ul style="list-style-type: none"> NexGard

*All brand names are trademarks of their respective owners.

AN EXTRAORDINARY WEALTH OF RESOURCES

When you prescribe Bravecto, you can expect us to back you with all the support and materials you need to make flea and tick protection a success in your clinic.



BRAVOVETS

Access to BravoVets, your online pet owner engagement platform, allows you to connect with new and existing clients through social media, expand your online presence and grow your business.

PET OWNER MATERIALS

Educate dog owners on the importance of flea and tick protection with our brochures, videos, infographics and handouts, all designed to help support your treatment recommendations.**

CLINIC SIGNAGE AND POSTERS

Improve pet owner awareness on the importance of flea and tick protection while they're spending time in your waiting room with informative posters and signage.

TRAINING SUPPORT FOR STAFF

Empower your staff to support your treatment recommendations in all of their interactions with pet owners using our helpful training materials and resources.

TECHNICAL SUPPORT

Contact us for all of your questions.

BRAVECTO[®]

AT YOUR SERVICE

Learn how you can bring the benefits of Bravecto to your clients, their dogs, and your business.

Ask your MSD Animal Health sales representative about Bravecto today, or visit **BravoVets.com**



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.
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- 4 Taenzler et al. Parasites & Vectors 2014, 7:567
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- 6 Fisara et al. Vet Dermatology 2015.
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- 9 Walther et al. Parasites & Vectors 2014, 7:481
- 10 Walther et al. Parasites & Vectors 2014, 7:105
- 11 Walther et al. Parasites & Vectors 2014, 7:86
- 12 Data on file [based on CEESA estimated ectoparasite product sales for 2013 and global estimates of the pet population visiting veterinarians in 2013].
- 13 Gassel et al. Elsevier 45 (2014): 111-124. ScienceDirect. Web. 11 Sept. 2015.

* Bravecto Chew is effective against *Rhipicephalus sanguineus* (brown dog tick) for 8 weeks after dosing. The most common adverse reactions were mild and short-lived vomiting, decreased appetite, diarrhea and drooling. For complete safety information, refer to the product label.

** In most markets, Bravecto is a prescription-only product.

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