



**BRAVECTO<sup>®</sup>**

# THE SCIENCE BEHIND PEACE OF MIND

Learn more about superior protection below



**Fast, Easy, Lasting  
Protection**

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**Healthy Pets,  
Happy Vets**

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**Outlasts The  
Flea Lifecycle**

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**BRAVECTO**<sup>®</sup>

# FAST, EASY, LASTING PROTECTION

**Did you know 1 - 2 doses of monthly products do not stop the flea lifecycle?<sup>1</sup>**

- ✔ BRAVECTO<sup>®</sup> is the only product that eliminates fleas in the household after one dose.<sup>1-4</sup>
- ✔ BRAVECTO<sup>®</sup> kills 100% of ticks within 12 hours.<sup>5</sup>



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WITHIN  
**2 HOURS**

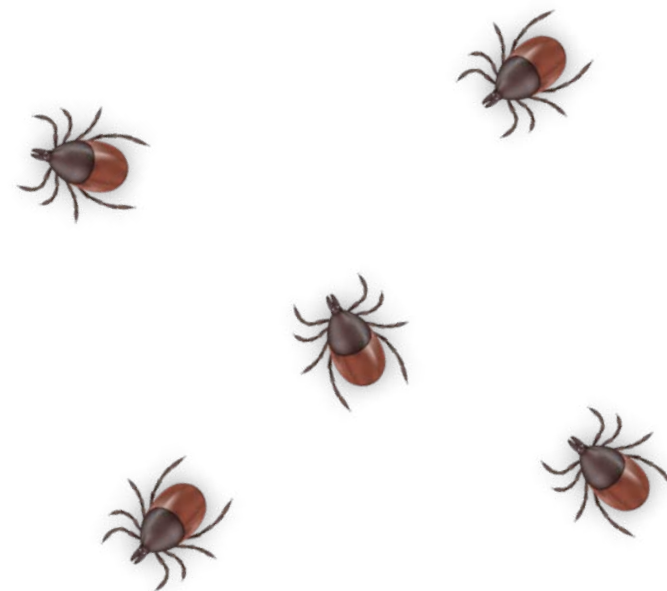
**Starts Killing Fleas<sup>6</sup>**



WITHIN  
**4 HOURS**<sup>5,8</sup>

**Starts Killing Ticks**

BRAVECTO® is more effective than  
NexGard® after only 4 hours.<sup>8</sup>





WITHIN  
**8 HOURS**



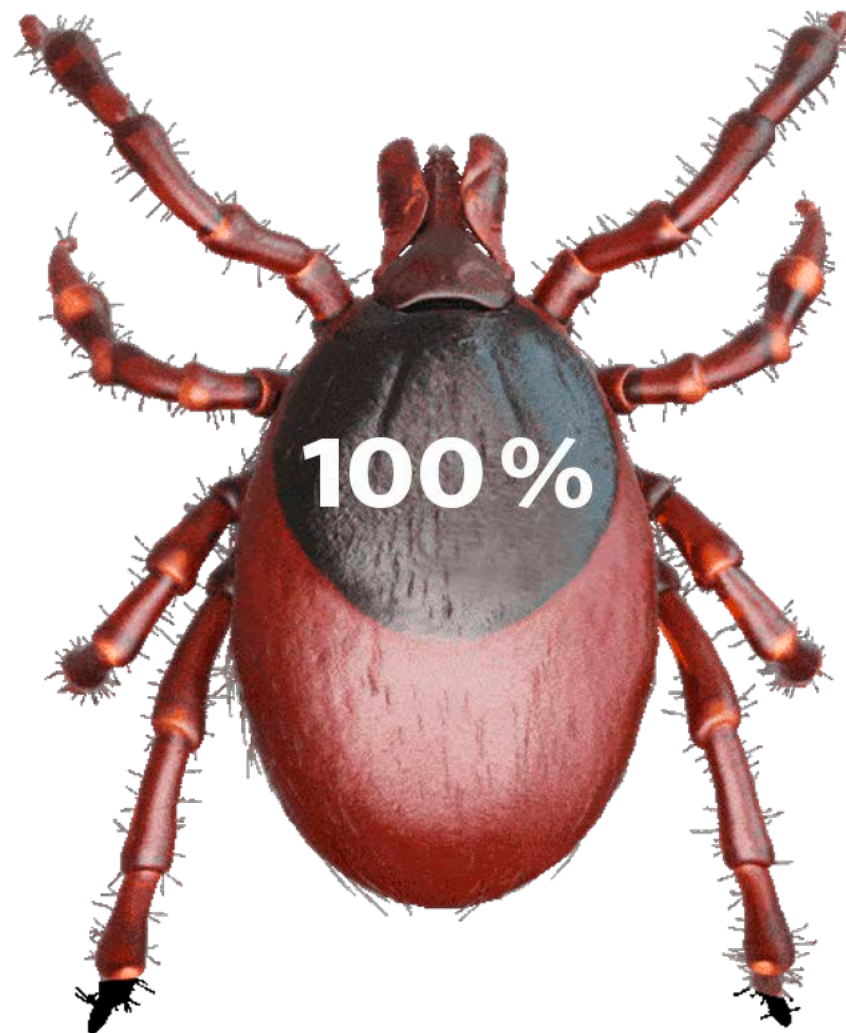
**Over 99 % of Fleas  
are Dead<sup>6</sup>**



WITHIN  
**12 HOURS**

**100% of Ticks are Killed<sup>5</sup>**

The product to use if your dog already has ticks.<sup>8</sup>





**100%**

Effectiveness

WITHIN  
**12 HOURS**

**100 % of Fleas are Killed<sup>6</sup>**

On the day of treatment.



WITHIN  
**24 HOURS**

**100 % of Fleas are Killed<sup>6</sup>**

BRAVECTO<sup>®</sup> continues to work for 12 weeks after a single dose.

A flea killed within 24 hours NEVER lays a fertile egg.<sup>3</sup>





**BRAVECTO**<sup>®</sup>

4 Seasons of Protection



1<sup>st</sup> Dose



2<sup>nd</sup> Dose



3<sup>rd</sup> Dose



4<sup>th</sup> Dose

**VS**

**Leading Competitor**



1<sup>st</sup> Dose



2<sup>nd</sup> Dose



3<sup>rd</sup> Dose



4<sup>th</sup> Dose



5<sup>th</sup> Dose



6<sup>th</sup> Dose



7<sup>th</sup> Dose



8<sup>th</sup> Dose



9<sup>th</sup> Dose



10<sup>th</sup> Dose



11<sup>th</sup> Dose

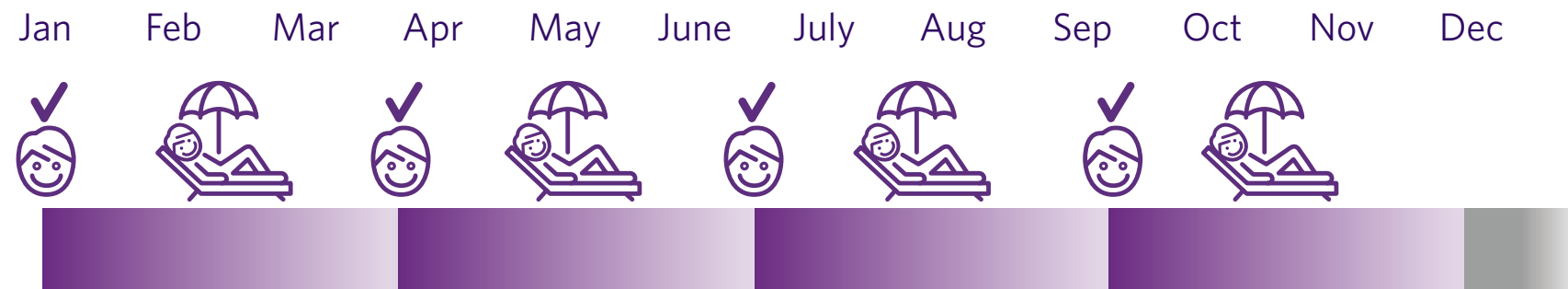
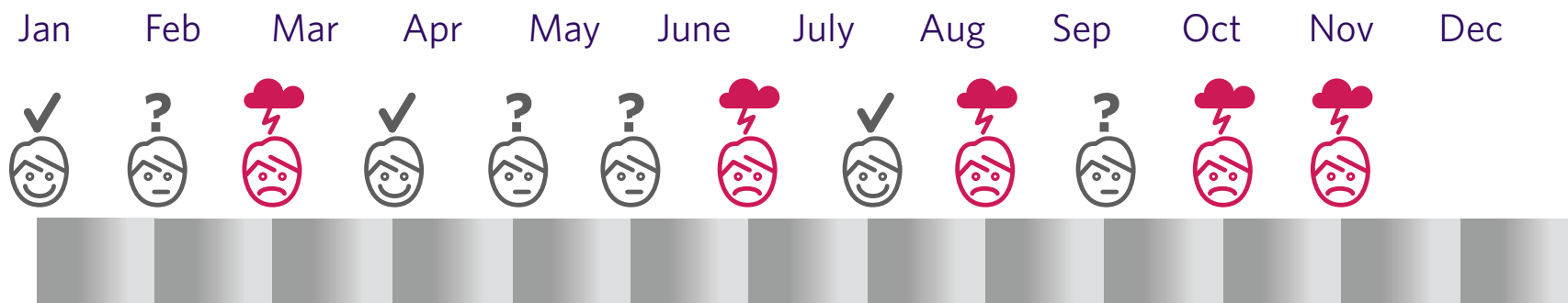


12<sup>th</sup> Dose

**4 SEASONS**

**Convenience with  
12 Weeks of Protection**

# 4 TIMES BRAVECTO® – IT'S THAT EASY



# NO REASON TO OVERTHINK PROTECTION



With less doses to remember, BRAVECTO® users are more likely to follow your recommendation for longer periods of protection throughout the year.<sup>9,10</sup>

**BRAVECTO**®



# A BETTER PROPHYLACTIC COVERAGE AVOIDS COSTS LATER



**BRAV***ECTO*<sup>®</sup>



# HEALTHY PETS, HAPPY VETS

Did you know pets do not get the amount of flea and tick protection that they need?<sup>12</sup>

When vets recommend BRAVECTO® they help pet owners get more months of treatment for their pets. Pet owners who follow your recommendations get better dog and cat health.<sup>12-16</sup>



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**Outlasts The Flea Lifecycle**

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# BETTER AT FULFILLING A FULL YEAR OF PROTECTION

4 seasons of protection are easy with 4 convenient doses



# GIVES MORE COVERAGE



of monthly chew users  
**ONLY** give their dogs  
one month of treatment<sup>9</sup>



of NexGard<sup>®</sup> users **ONLY**  
give their dogs  
one month of treatment<sup>10</sup>



With **JUST ONE DOSE**,  
dogs treated with **BRAVECTO<sup>®</sup>**  
receive 3x more coverage  
than dogs treated with  
monthly alternatives<sup>9,10</sup>



**BRAVECTO<sup>®</sup>** treated cats  
received up to 50%  
more coverage<sup>9,10,45</sup>

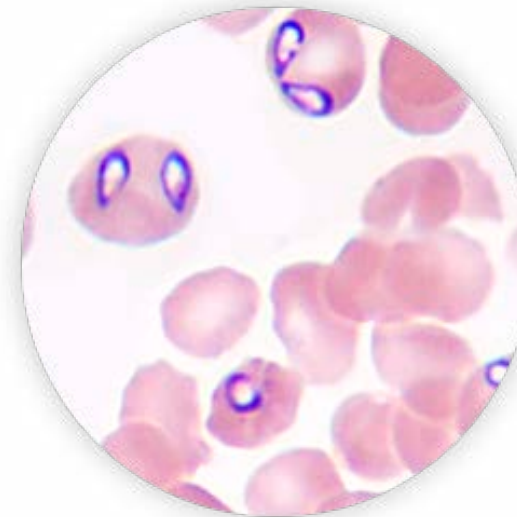
# CUTS THE RISK OF FLEA- & TICK-BORNE DISEASE

In a study, BRAVECTO® treatment prevented tapeworms from infecting dogs<sup>21</sup>



 Flea-Borne

In two separate studies, BRAVECTO® treatment prevented Babesiosis<sup>14,22</sup>



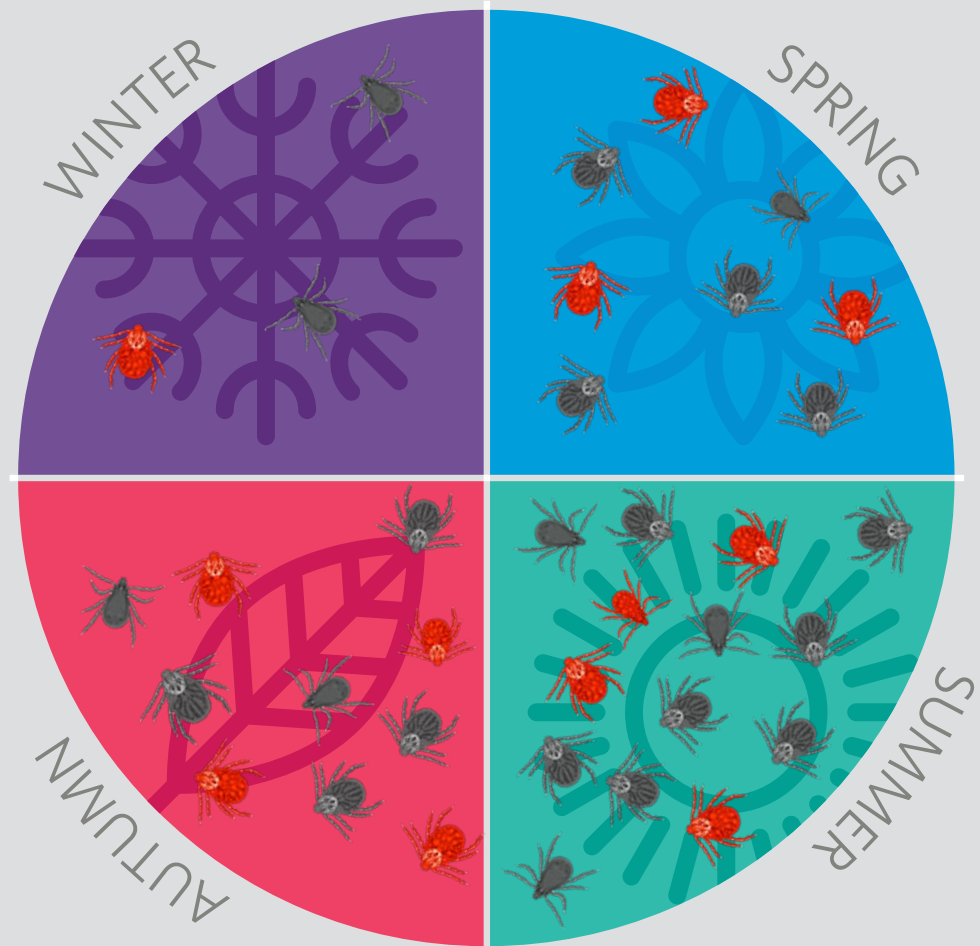
 Tick-Borne



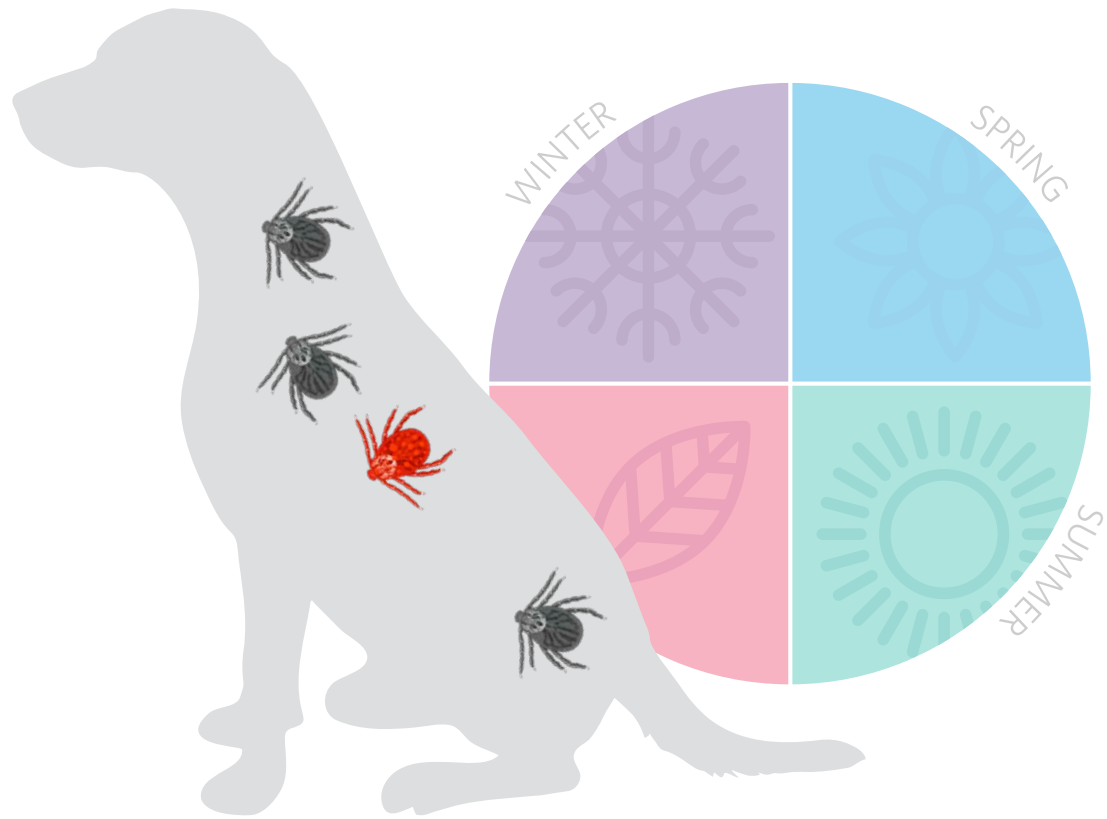


# TICKS ARE NO LONGER JUST A SEASONAL PROBLEM<sup>23-25</sup>

They are thriving through seasons



# EVEN IN LOW TICK SEASON TICKS ARE DANGEROUS AND CARRY PATHOGENS<sup>23-25</sup>

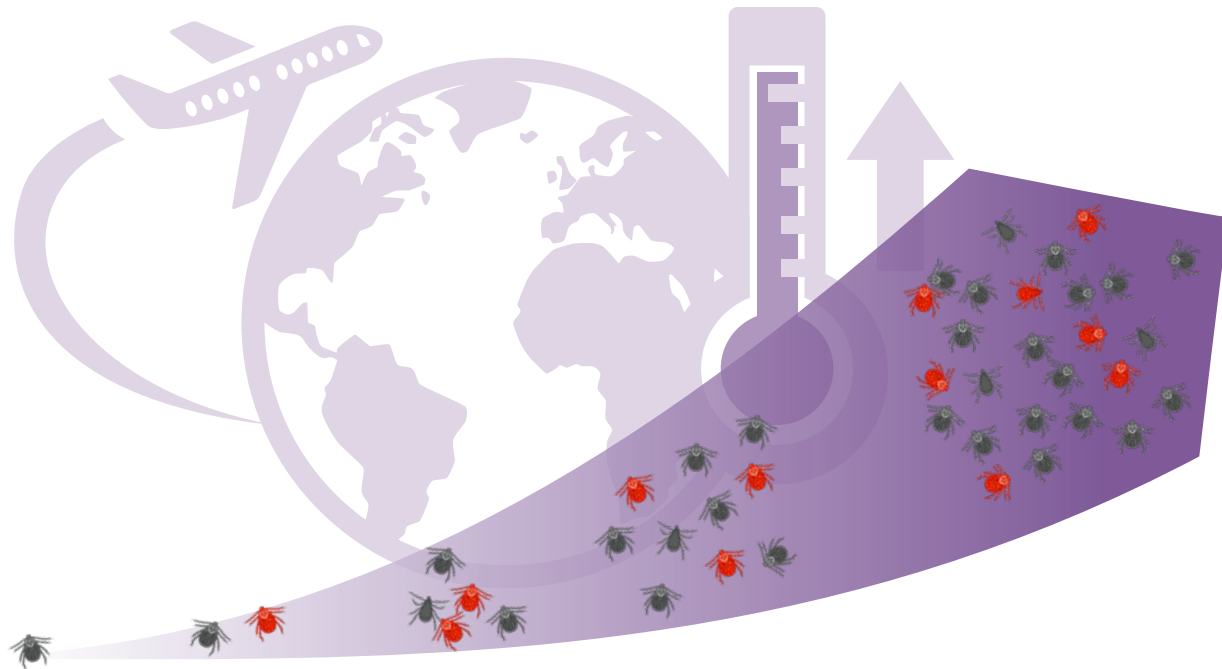


**THAT'S WHY**  

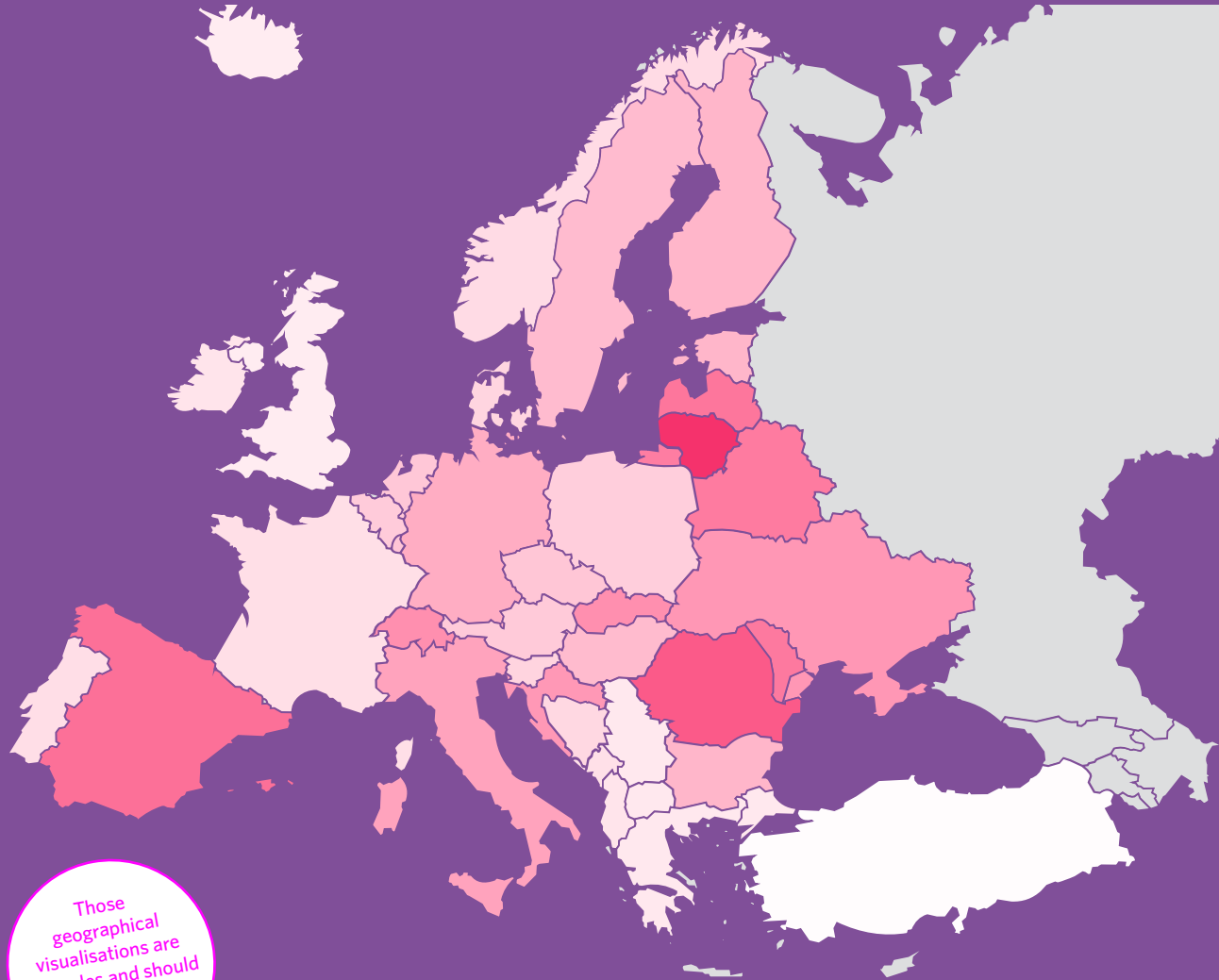
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**a year-round-  
protection  
is important**

# TICKS ARE SPREADING ACROSS SEASONS AND GEOGRAPHICALLY



due to **changing environments** and increasing **travel activity**<sup>20,23-25</sup>



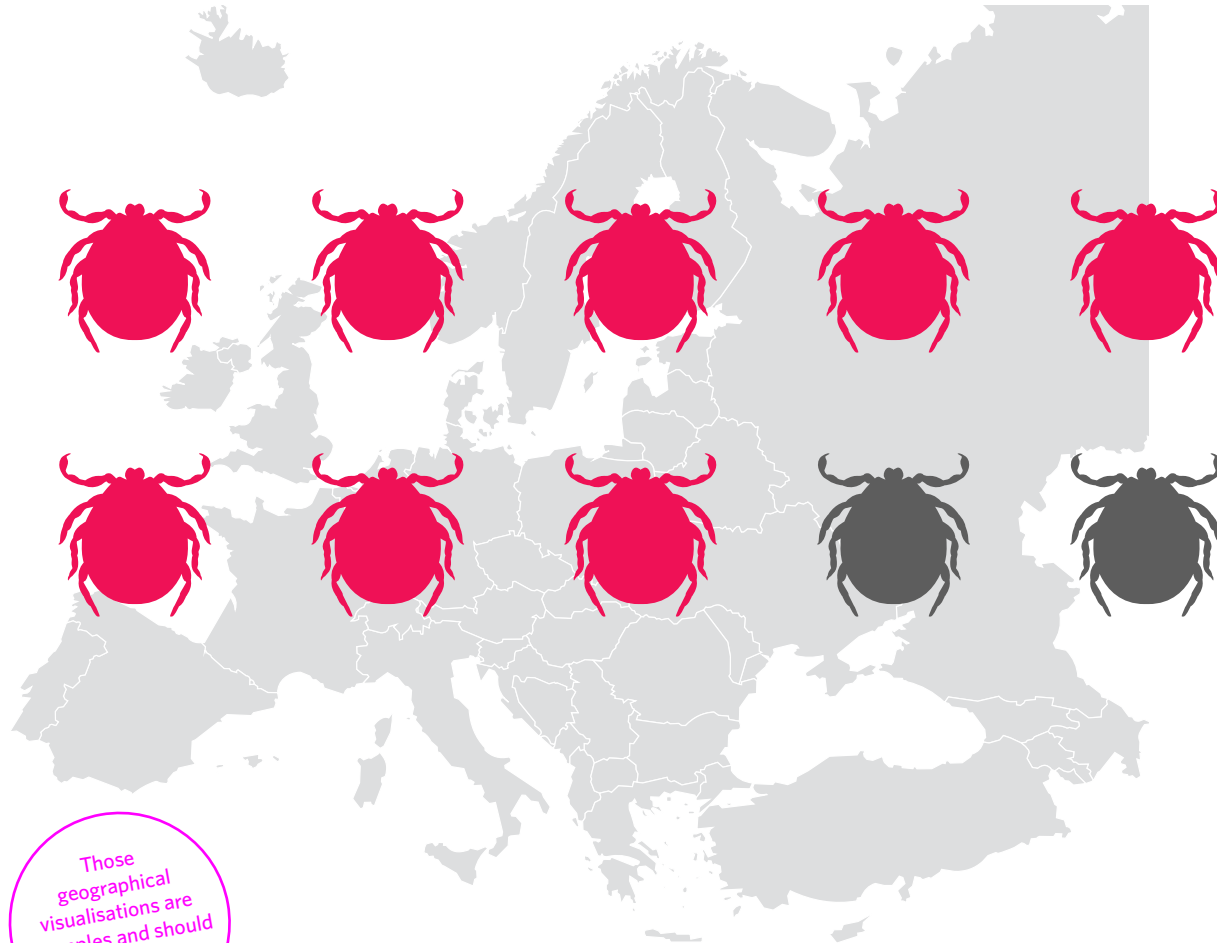
# TICK BORNE DISEASES

are becoming more prevalent in new areas<sup>19,20</sup>

Those geographical visualisations are examples and should be adapted to your location.



# PREVALENCE OF INFECTED TICKS IN EUROPE

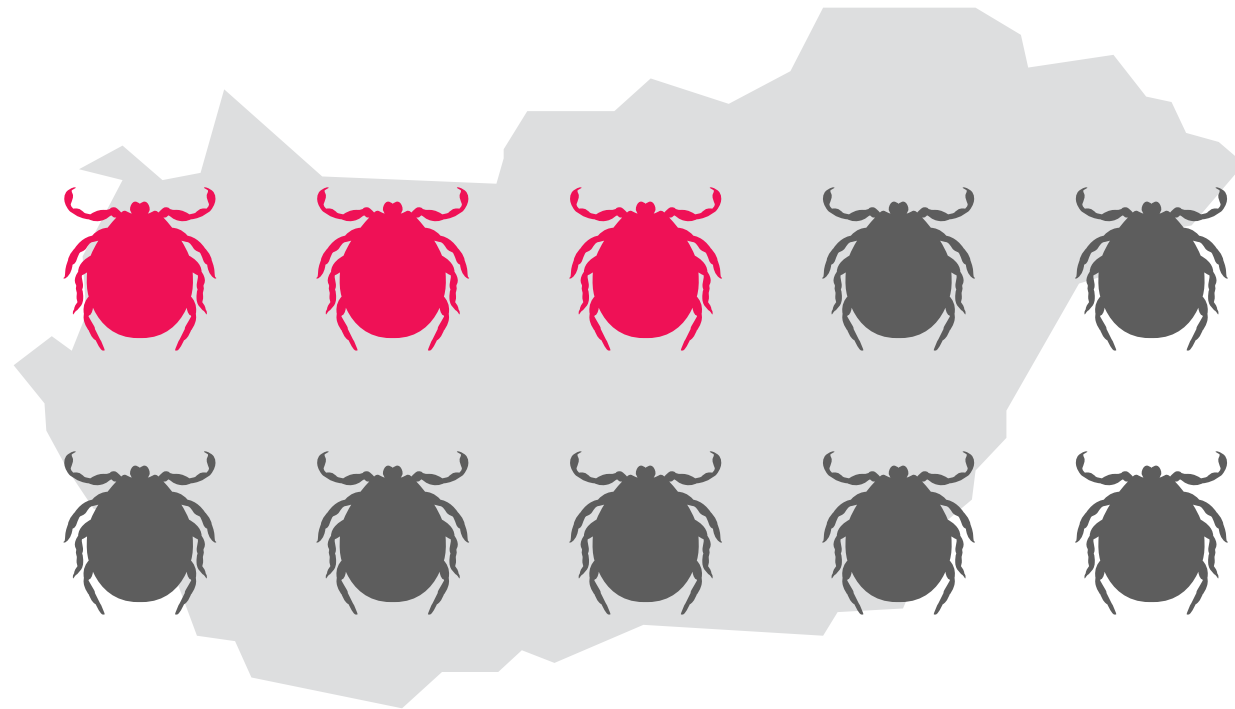


UP TO **75%** OF  
**TICKS**

**are infected with  
Tick Borne Diseases<sup>17</sup>**

Those geographical visualisations are examples and should be adapted to your location.

# PREVALENCE OF INFECTED TICKS IN HUNGARY



**3 OF 10  
TICKS**

**are infected with  
Babesiosis<sup>18</sup>**

Those geographical visualisations are examples and should be adapted to your location.





# DOGS TREATED WITH BRAVECTO<sup>®</sup> ARE HEALTHIER<sup>14,16,21</sup>



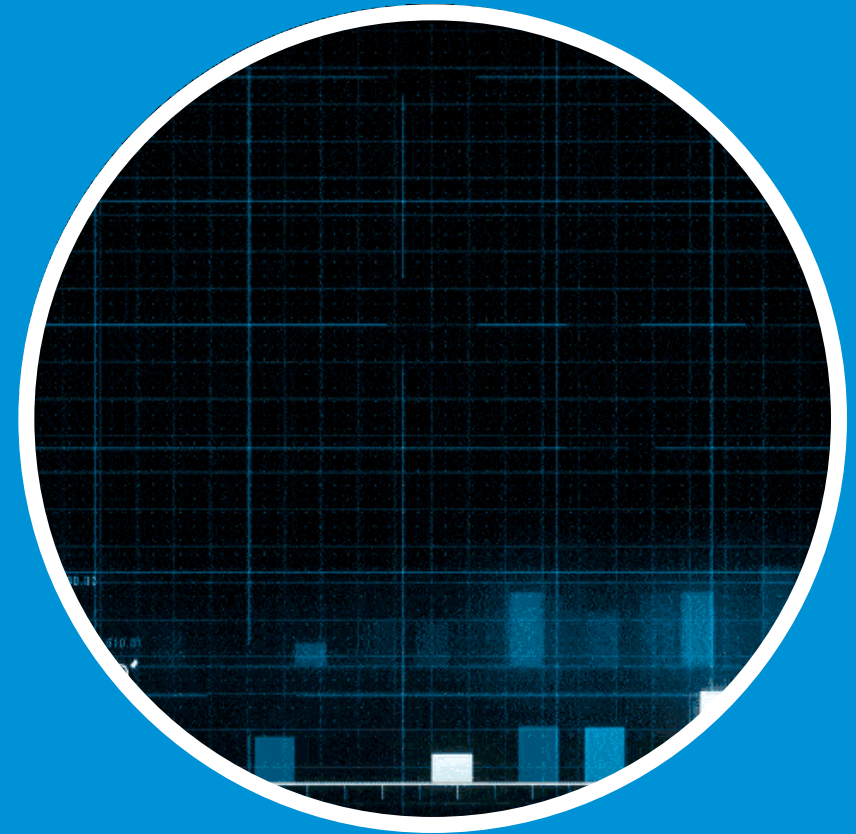
Following your flea and tick control recommendations leads to better dog & cat health



# MORE REVENUE VS MONTHLY PRODUCTS

In a study, clinics that switch to BRAVECTO® earn **48 %** more in the first year.<sup>26</sup>

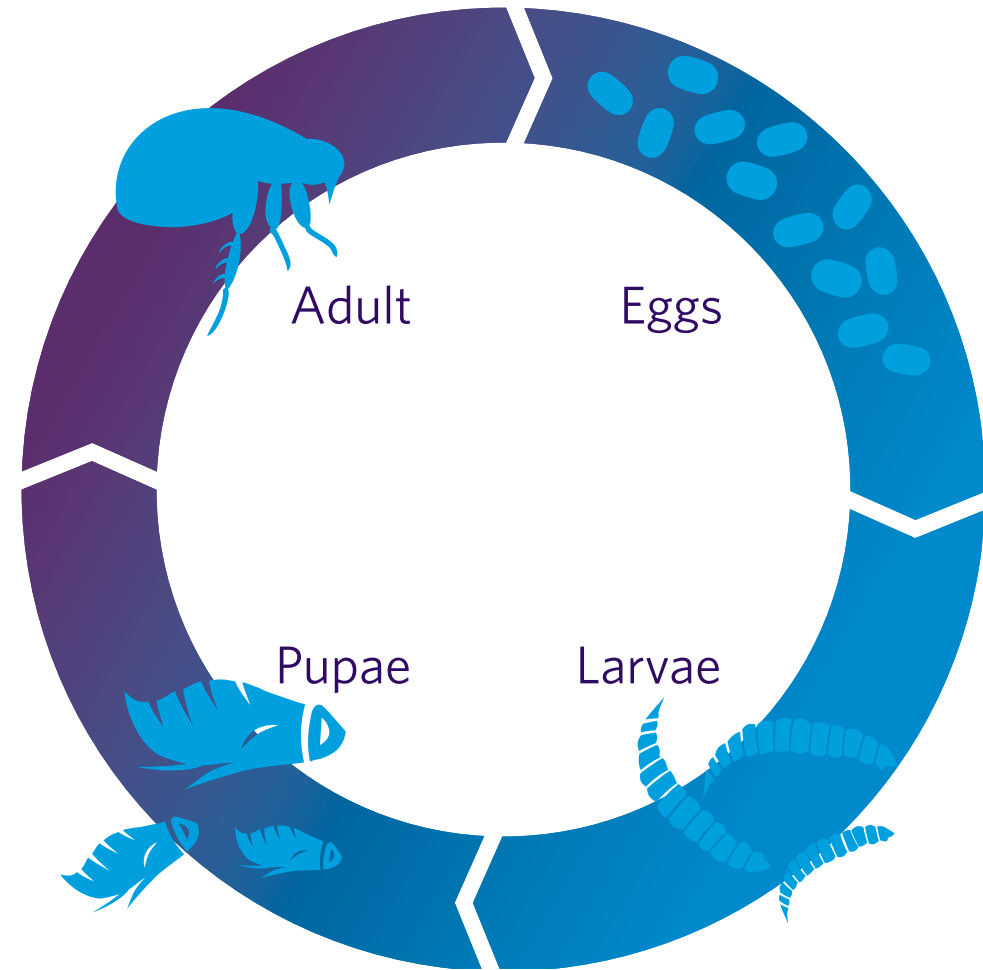
**3× more incremental revenue than clinics that use monthly products.**





# THE FLEA LIFE CYCLE

- ✔ It can take up to 10 weeks for a flea egg to develop into an adult<sup>11</sup>
- ✔ BRAVECTO® stops the life cycle in one dose and kills fleas before they can produce fertile eggs<sup>1-4</sup>
- ✔ Monthly products will not stop the life cycle with one dose<sup>1</sup>



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**Preferred Around The World**

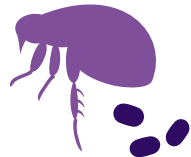
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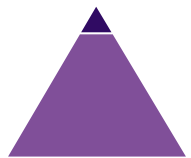
# FLEA FACTS YOU MAY NOT HAVE KNOWN



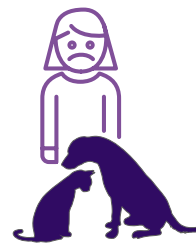
An adult female flea can lay up to 50 eggs per day. Constant and complete flea protection is therefore necessary to break this cycle.



The pupae of a flea can survive up to one year in the house when there are no pets around.<sup>11</sup> That's why a year-round flea protection of the pets is necessary to prevent infestation within your own four walls.



The adult flea visible to us is only 5% of the problem. 95% of fleas are invisible and spread throughout the household.



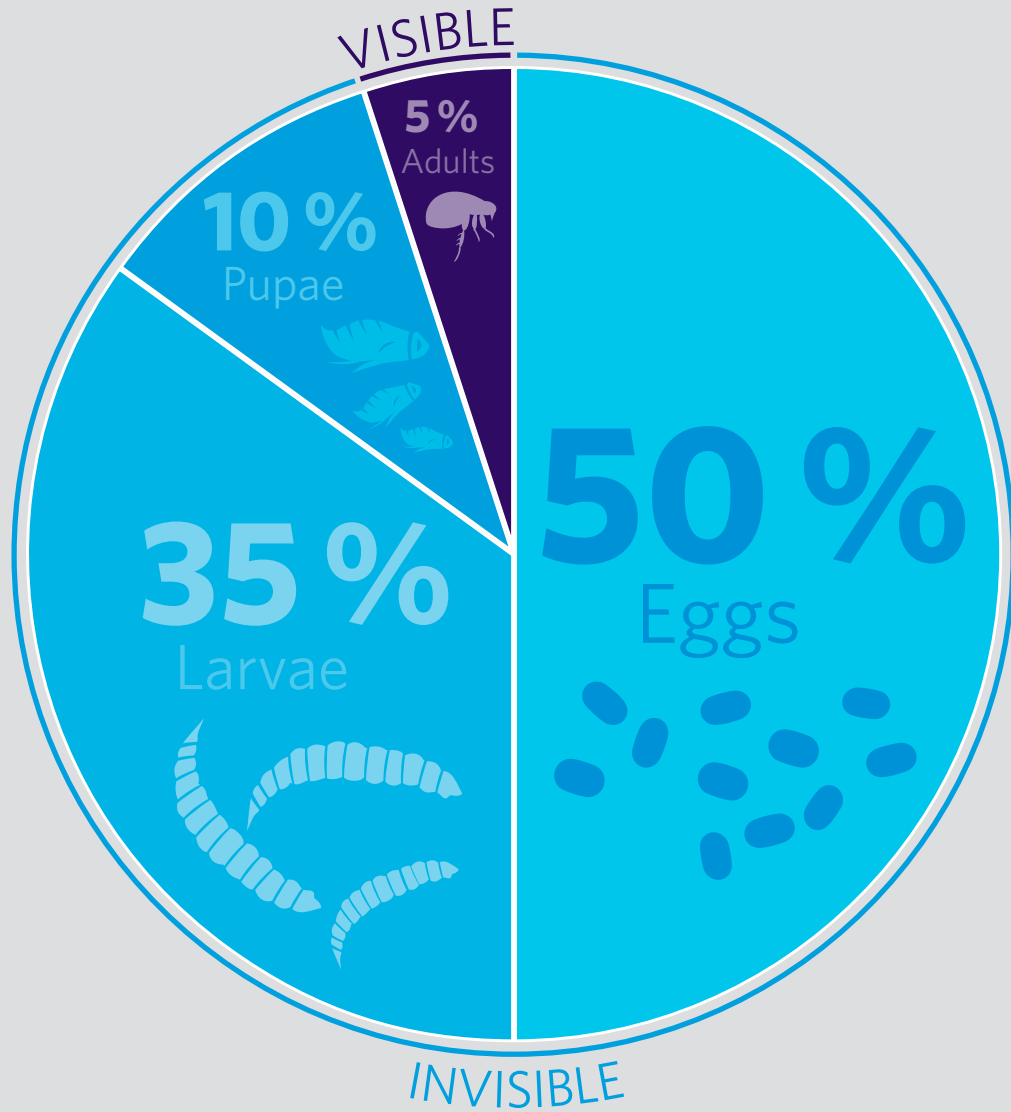
Fleas can transmit diseases that can affect both pets and humans.<sup>21</sup>



# DID YOU KNOW?

One flea can lay up to 4,000 eggs in its life

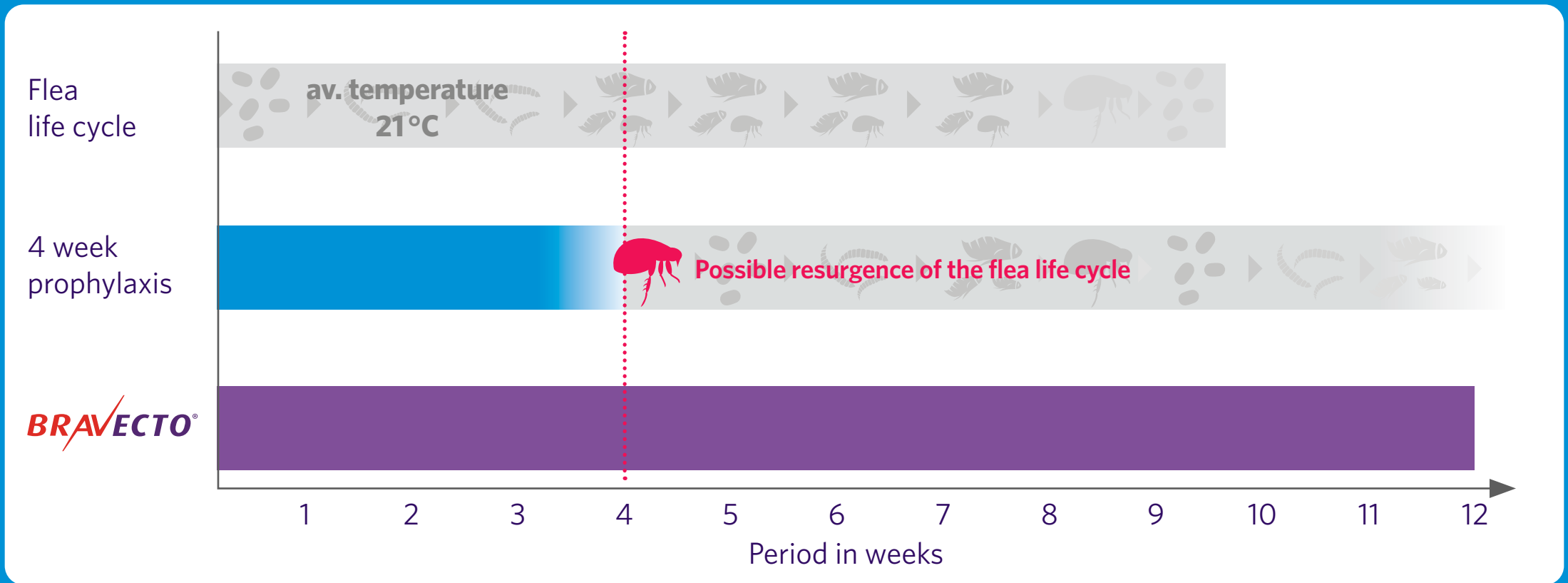




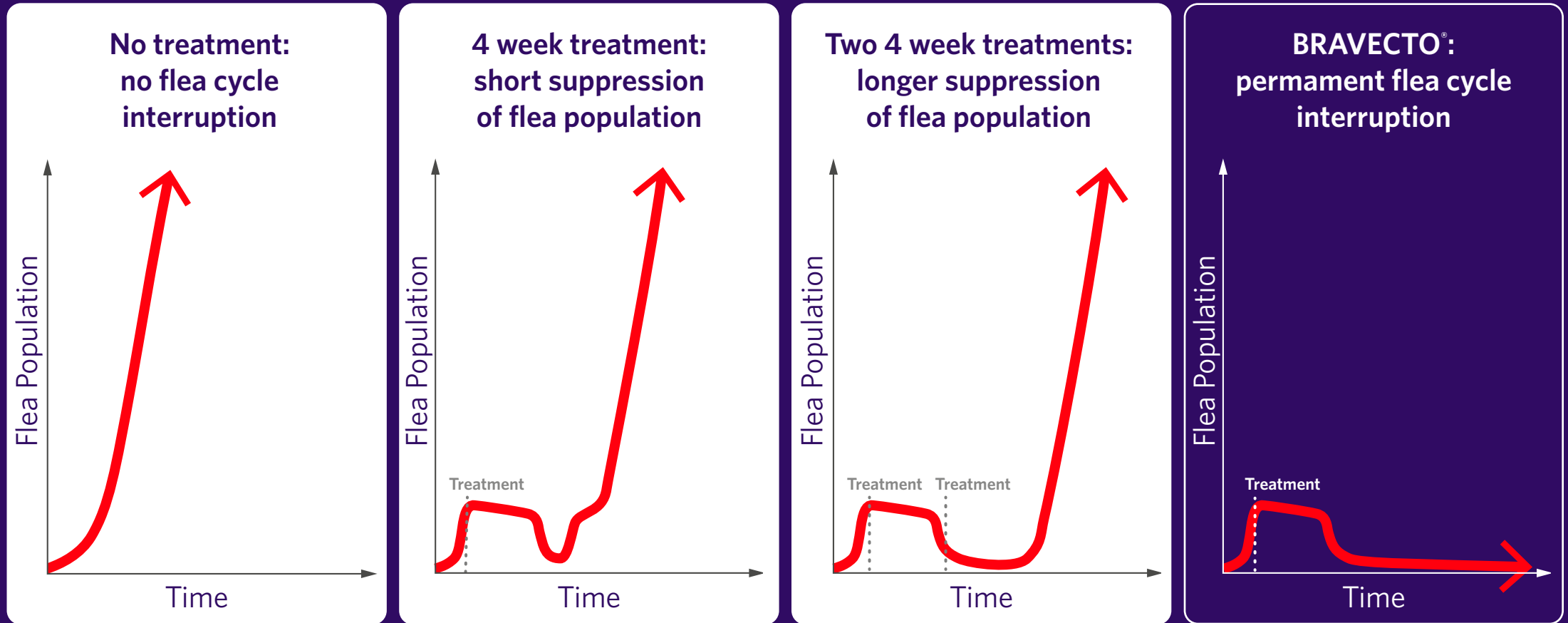
# BRAVECTO<sup>®</sup> KILLS FLEAS

even the ones you don't see

# BRAVECTO<sup>®</sup> OUTLASTS THE FLEA LIFE CYCLE UNDER VARYING CONDITIONS<sup>1-4, 7, 11</sup>



# A SINGLE DOSE OF BRAVECTO® WORKS<sup>1-4</sup>



Schematic image based on flea population dynamics.<sup>11</sup>

# BRAVECTO<sup>®</sup> PREFERRED AROUND THE WORLD

Did you know pet owners prefer the convenience of a longer lasting flea & tick product?



Of pet owners **prefer the convenience** of **BRAVECTO<sup>®</sup>'s** 12-week protection vs. monthly flea and tick products.<sup>12</sup>



Of pet owners **strongly prefer BRAVECTO<sup>®</sup>** vs. monthly flea & tick products.<sup>12</sup>



Pet owner user **satisfaction.<sup>12</sup>**



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**Outlasts The Flea Lifecycle**

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**175 M DOSES\***  
**BRAVECTO®**

**OVER 90 COUNTRIES\*\***  
**Worldwide**

\*175 million doses distributed; \*\*Distributed in over 90 countries.





**BRAVECTO<sup>®</sup>**

**+ 73%**  
**increase**  
**in compliance**

versus a monthly flea & tick product.<sup>10</sup>

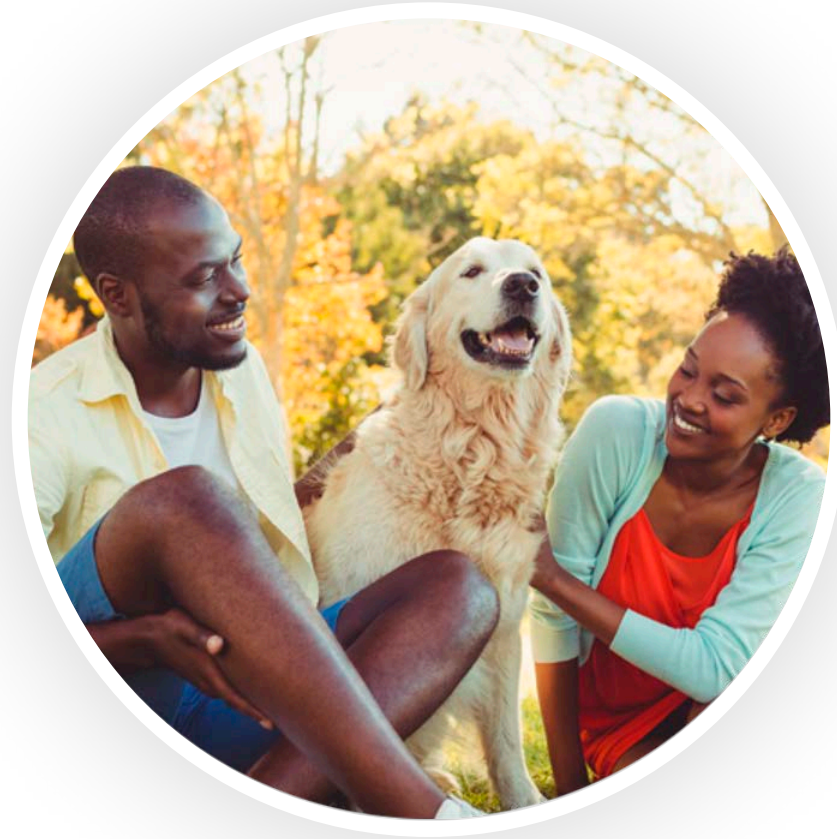
**DOG OWNERS**

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purchase more months of protection  
with BRAVECTO<sup>®9,10,12</sup>

# BRAVECTO<sup>®</sup> MAKES LIFE EASIER

- ✓ Protecting pets with BRAVECTO<sup>®</sup> means your clients are protecting their homes from fleas and ticks.
- ✓ 4 simple doses means peace of mind for almost a full year and fewer doses for pet owners to remember.





# TESTED & TRUSTED

**170**

**Clinical  
Studies**



**80+**

**Published  
Papers**



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Protection**

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**Healthy Pets,  
Happy Vets**

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**Outlasts The  
Flea Lifecycle**

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# REAL WORLD DATA

Based on Vet & Pet owner experience with hundreds of thousands of dogs in multiple countries.

[GET THE DATA](#)

# REAL WORLD RESULTS



**Safe & Approved  
for Pregnant, Breeding &  
Lactating Dogs.**



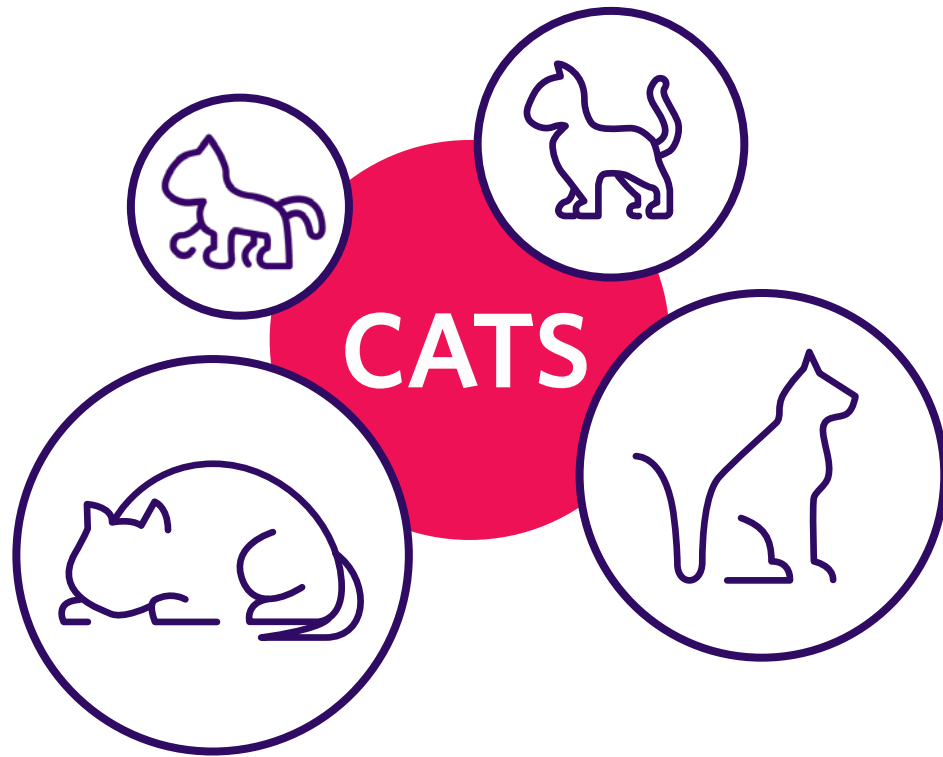
**Treats Parasites Beyond  
Fleas & Ticks.<sup>27-32</sup>**  
Effective for treatment  
of mange & ear mites.



**Better Compliance with  
Heartworm Preventives.<sup>33</sup>**  
When owners use longer-  
lasting flea & tick protection.\*

\*In a study with US dog owners

# BRAVECTO® IS THE ONLY REGISTERED ISOXAZOLINE FOR ALL THESE CATS AND DOGS



From 11 weeks and 1,2 kg.



From 8 weeks and 2 kg, for pregnant and lactating dogs.

# STRONG SAFETY PROFILE

- ✓ Comprehensive and thorough safety evaluation of Bravecto completed and published.<sup>34-37</sup>
- ✓ Bravecto is proven to be safe to use together with medicines commonly prescribed by veterinarians.<sup>38-41</sup>
- ✓ Approved for use in countries around the world.

[SEE THE STUDIES](#)



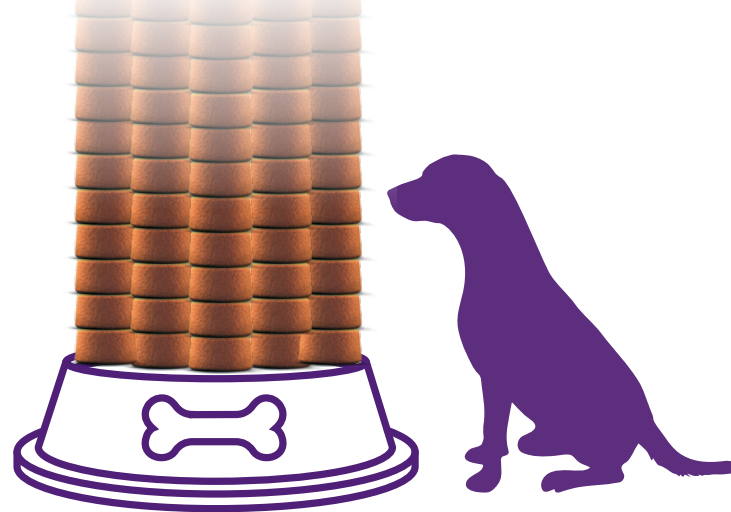
# SAFETY PROFILE BRAVECTO®

Please use provided argumentation. Disclaimer: This visualisation should only be used as a reaction to safety concerns from a specific customer during a personal discussion.

**56 mg/kg  
therapeutic dose**



**21'000 mg/kg  
total dosage**



**No clinical findings**

Visualization of the normal maximum Fluralaner dose for a 12 week treatment compared with a significant overdose over just 4 weeks in a safety study. The total administered dose - 375 times higher than therapeutic dose - did not result in any clinical findings.<sup>36</sup>





- 1 Dryden M et al. In-home assessment of either topical fluralaner or topical selamectin for flea control in naturally infested cats in West Central Florida, USA. *Parasites & Vectors*. 2018;11:422. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-018-2995-1>
- 2 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. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/1756-3305-7-275>
- 3 Dryden M et al. Efficacy of fluralaner flavored chews (BRAVECTO™) administered to dogs against the adult cat flea, *Ctenocephalides felis felis* and egg production. *Parasites & Vectors*. 2015;8:364. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-015-0965-4>
- 4 Dryden M et al. Evaluation of fluralaner and afoxolaner treatments to control flea populations, reduce pruritus and minimize dermatologic lesions in naturally infested dogs in private residences in west central Florida USA. *Parasites & Vectors*. 2016;9:365. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-016-1654-7>
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- 8 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. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-016-1900-z>
- 9 Lavan R et al. Duration of annual canine flea and tick protection provided by dog owners in Spain. *Parasites & Vectors*. 2018;11:458. <https://parasitesandvectors.biomedcentral.com/track/pdf/10.1186/s13071-018-3043-x>
- 10 Lavan R et al. Dog owner flea/tick medication purchases in the USA. *Parasites & Vectors*. 2018; 11:581. <https://doi.org/10.1186/s13071-018-3142-8>
- 11 Silverman et al. Influence of temperature and humidity on survival and development of cat flea, *Ctenocephalides felis* (*Siphonaptera: Pulicidae*). *J Med Entomol*. 1981;18(1):78 – 83. (<https://academic.oup.com/jme/article-abstract/18/1/78/2219813?redirectedFrom=fulltext>)
- 12 Lavan R et al. Assessment of dog owner adherence to veterinarians' flea and tick prevention recommendations in the United States using a cross-sectional survey. *Parasites & Vectors*. 2017 ;10:284. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-017-2217-2>
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- 14 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. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-015-0923-1>
- 15 Lavan R 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. <https://www.merck-animal-health-usa.com/offload-downloads/results-from-a-u-s-dog-owner-survey-on-the-treatment-satisfaction-and-preference-for-fluralaner-against-flea-and-tick-infestations-2>
- 16 Fisara P et al. A small-scale open-label study of the treatment of canine flea allergy dermatitis with fluralaner. *Vet Dermatol*. 2015;26:417 – e98. <https://onlinelibrary.wiley.com/doi/full/10.1111/vde.12249>
- 17 Rauter C, Hartung T. Prevalence of *Borrelia burgdorferi* sensu lato genospecies in *Ixodes Ricinus* ticks in Europe: a meta-analysis. *Appl Environ Microbiol*. 2005;71(11):7203 – 16. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1287732/pdf/2312-04.pdf>
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- 20 Shaw SE et al. Tick-borne infectious diseases of dogs. Trends Parasitol. 2001; 17(2):74 – 80. <https://www.sciencedirect.com/science/article/pii/S1471492200018560?via%3Dihub>
- 21 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. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-018-3140-x>
- 22 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. <https://parasitesandvectors.biomedcentral.com/articles/10.1186/s13071-016-1481-x>
- 23 Bouchard C et al. Increased risk of tick-borne diseases with climate and environmental changes. Can Commun Dis Rep. 2019;45(4):83 – 89. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6587693/>
- 24 Monaghan AJ et al. Climate change influences on the annual onset of Lyme disease in the United States. Ticks Tick Borne Dis. 2015; 6(5):615 – 22. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4631020/>
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# APPENDIX AND ALTERNATIVE VERSIONS

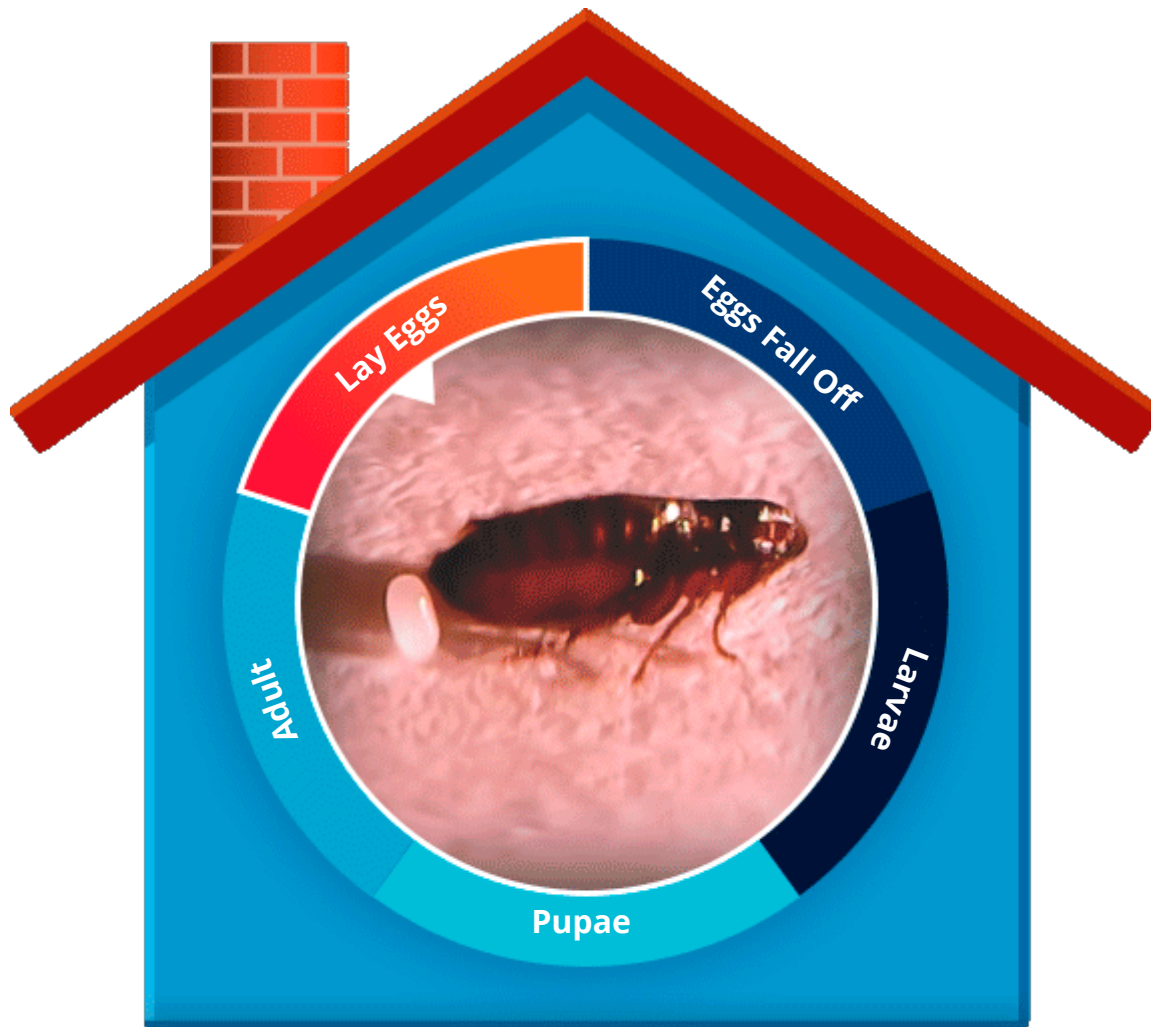




## TWELVE-WEEK\* PROTECTION

### Stopping the Lifecycle<sup>1-4</sup>

- ✔ It can take up to 10 weeks for a flea egg to develop into an adult.<sup>2,3,11</sup>
- ✔ ONLY BRAVECTO® stops the flea lifecycle in one dose. It kills fleas before they can produce fertile eggs.<sup>2,3</sup>
- ✔ Monthly products will not stop the lifecycle with one dose.<sup>1,4</sup>

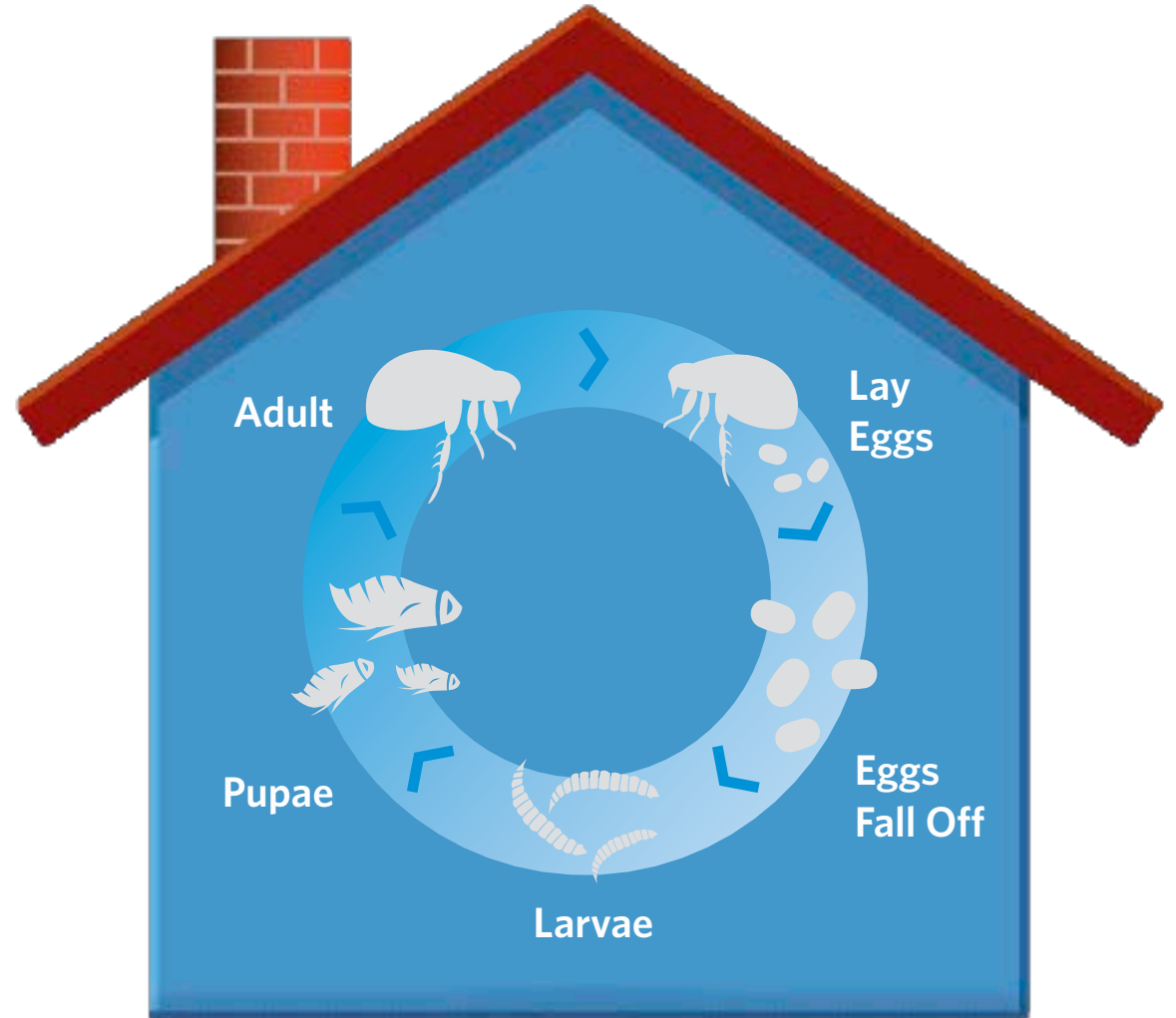




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**BRAVECTO<sup>®</sup>**

**BETTER AT FULFILLING  
A FULL YEAR  
OF PROTECTION**

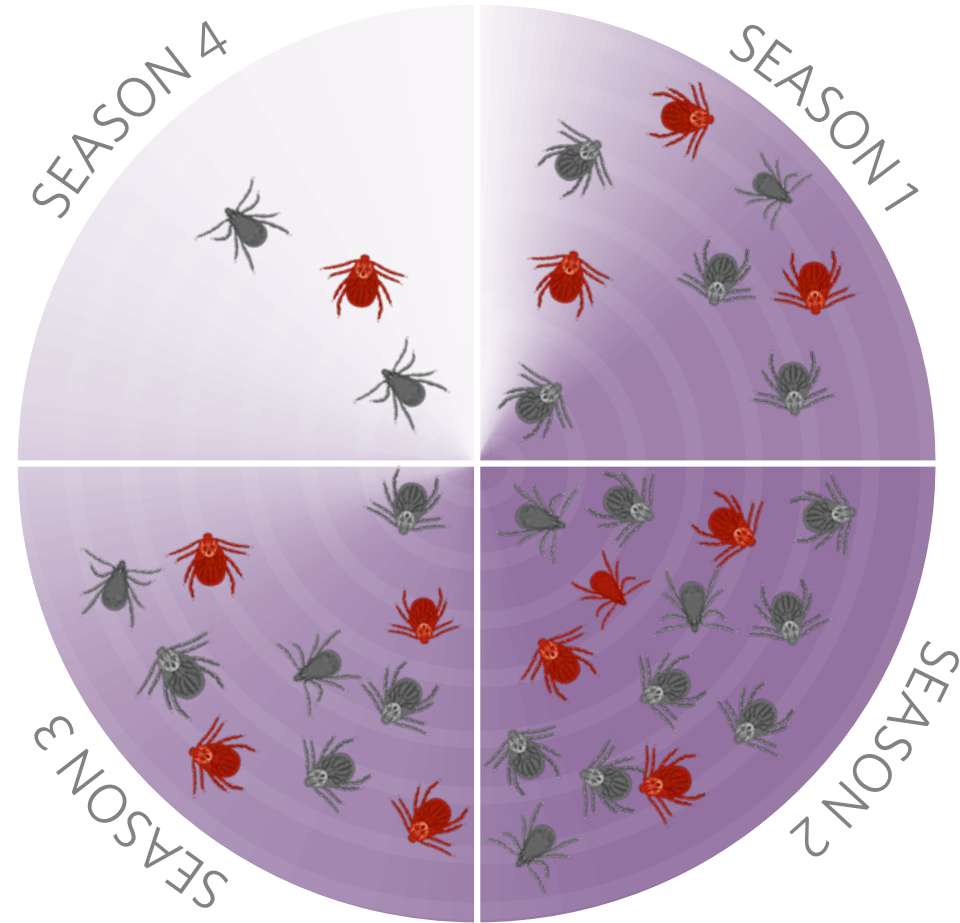


**of protection is easy  
with 4 convenient doses**



# TICKS ARE NO LONGER JUST A SEASONAL PROBLEM<sup>23-25</sup>

They are thriving through seasons



# FEWER CHANCES OF FORGETTING

## Possible treatment gaps with 4-week treatment



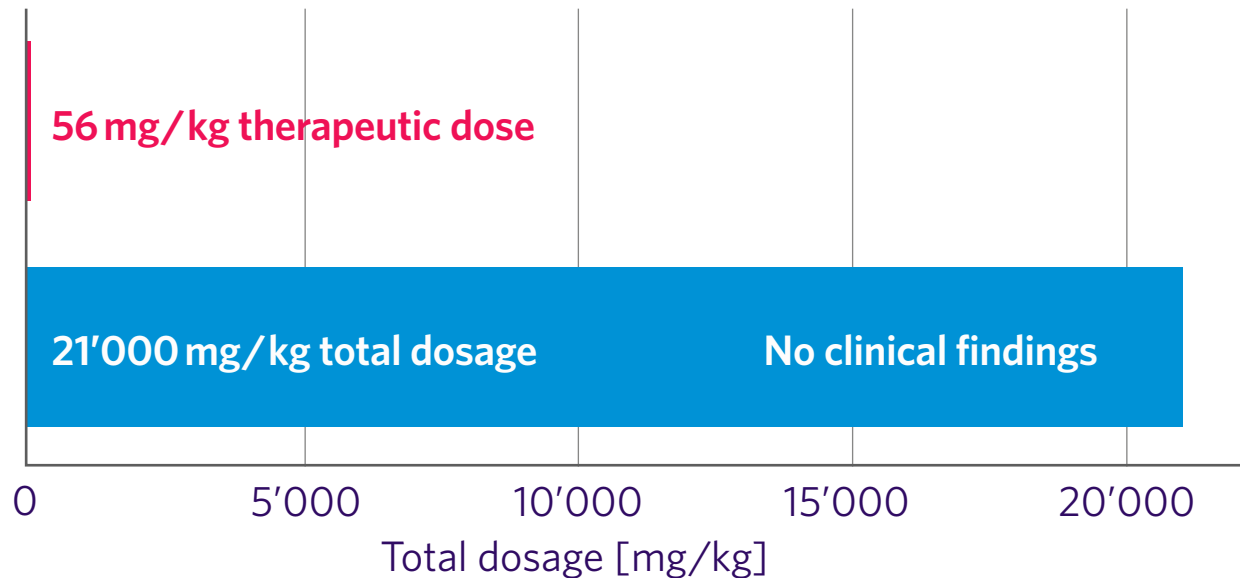
## Low probability of treatment gaps with BRAVECTO®





# SAFETY PROFILE BRAVECTO®

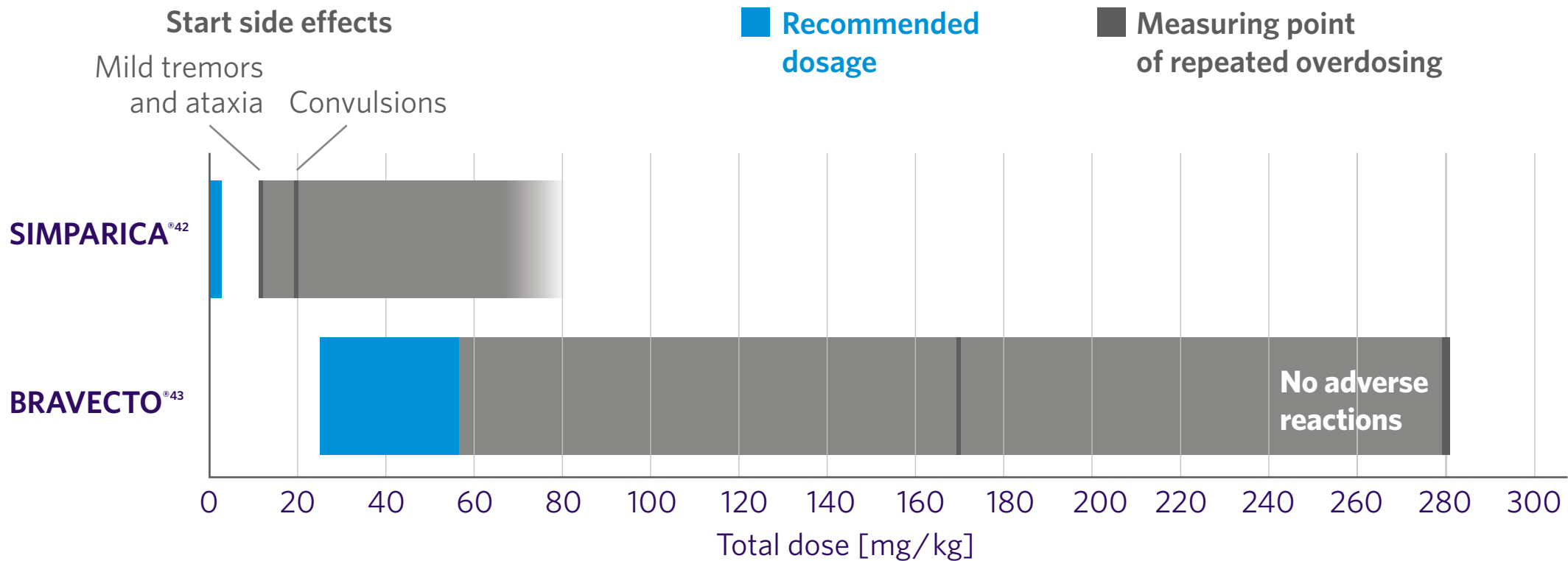
Please use provided argumentation. Disclaimer: This visualisation should only be used as a reaction to safety concerns from a specific customer during a personal discussion.



Visualization of the normal maximum Fluralaner dose for a 12 week treatment compared with a significant overdose over just 4 weeks in a safety study. The total administered dose - 375 times higher than therapeutic dose - did not result in any clinical findings.<sup>36</sup>

# SAFETY PROFILE BRAVECTO®

Please use provided argumentation. Disclaimer: Only use as a reaction to the «gentle treatment» argument of Zoetis to show that those active ingredients cannot be compared. Do not use without explanation.



All dogs recovered without treatment.

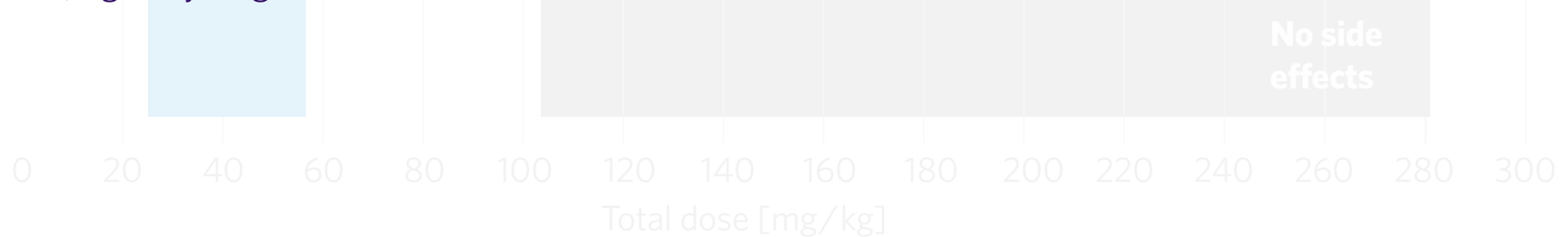
The study designs can be found in the appendix.

# SAFETY PROFILE BRAVECTO®

Please use provided argumentation. Disclaimer: Only use as a reaction to the «gentle treatment» argument of Zoetis to show that those active ingredients cannot be compared. Do not use without explanation.

**SIMPARICA®:** In a margin of safety study, the veterinary medicinal product was administered orally to 8 week old Beagle puppies at doses of 0, 1, 3, and 5 times the maximum exposure dose of 4 mg/kg at 28 day intervals for 10 doses. No adverse effects were observed at the maximum exposure dose of 4 mg/kg. In the overdose groups, transient and self-limiting neurological signs were observed in some animals: mild tremors at 3 times the maximum exposure dose and convulsions at 5 times the maximum exposure dose. All dogs recovered without treatment.<sup>42</sup>

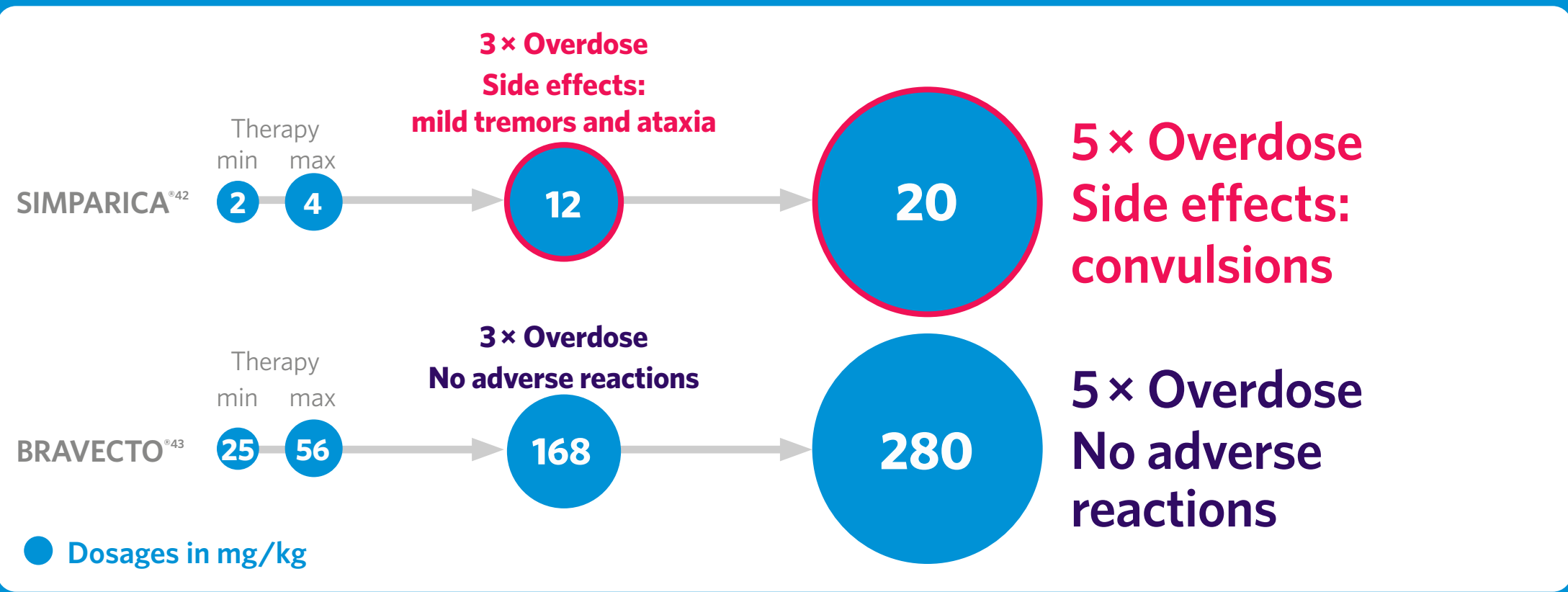
**BRAVECTO®:** No adverse reactions were observed following oral administration to puppies aged 8 – 9 weeks and weighing 2.0 – 3.6 kg treated with overdoses of up to 5 times the maximum recommended dose (56 mg, 168 mg and 280 mg fluralaner/kg bodyweight) on three occasions at shorter intervals than recommended (8-week intervals).<sup>43</sup>



All dogs recovered without treatment.

# SAFETY PROFILE BRAVECTO®

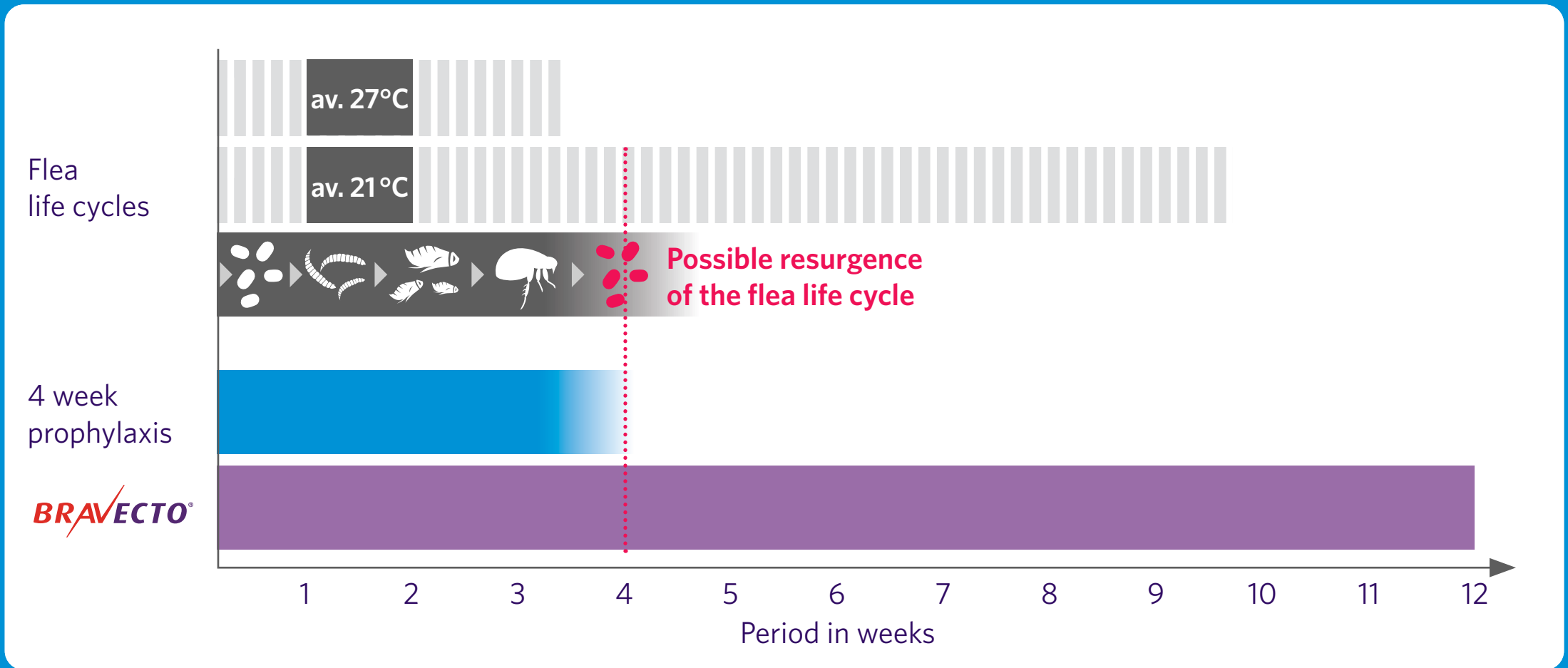
Please use provided argumentation. Disclaimer: Only use as a reaction to the «gentle treatment» argument of Zoetis to show that those active ingredients cannot be compared. Do not use without explanation.



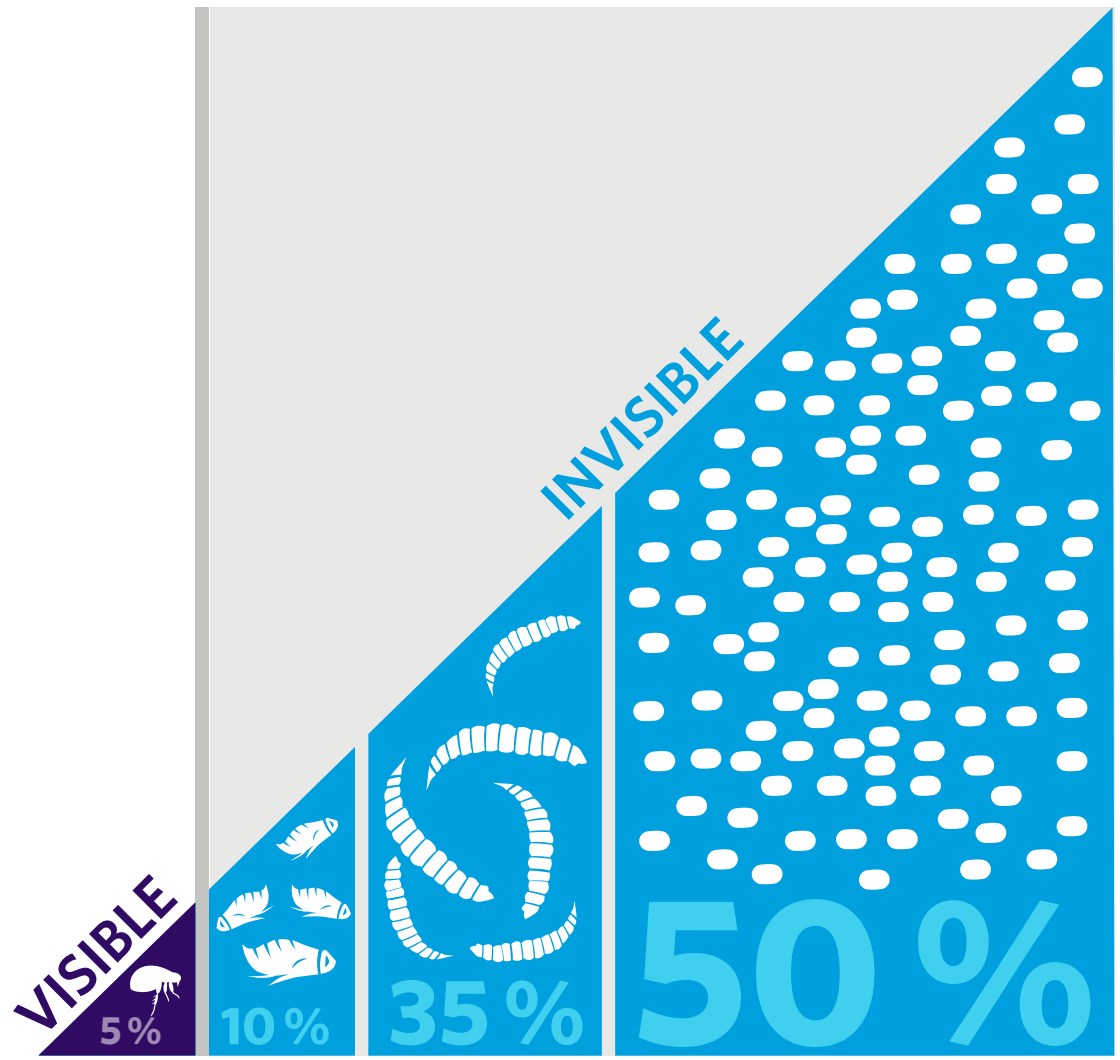
All dogs recovered without treatment.

The study designs can be found in the appendix.

# OUTLASTS THE FLEA LIFE CYCLE<sup>1</sup>

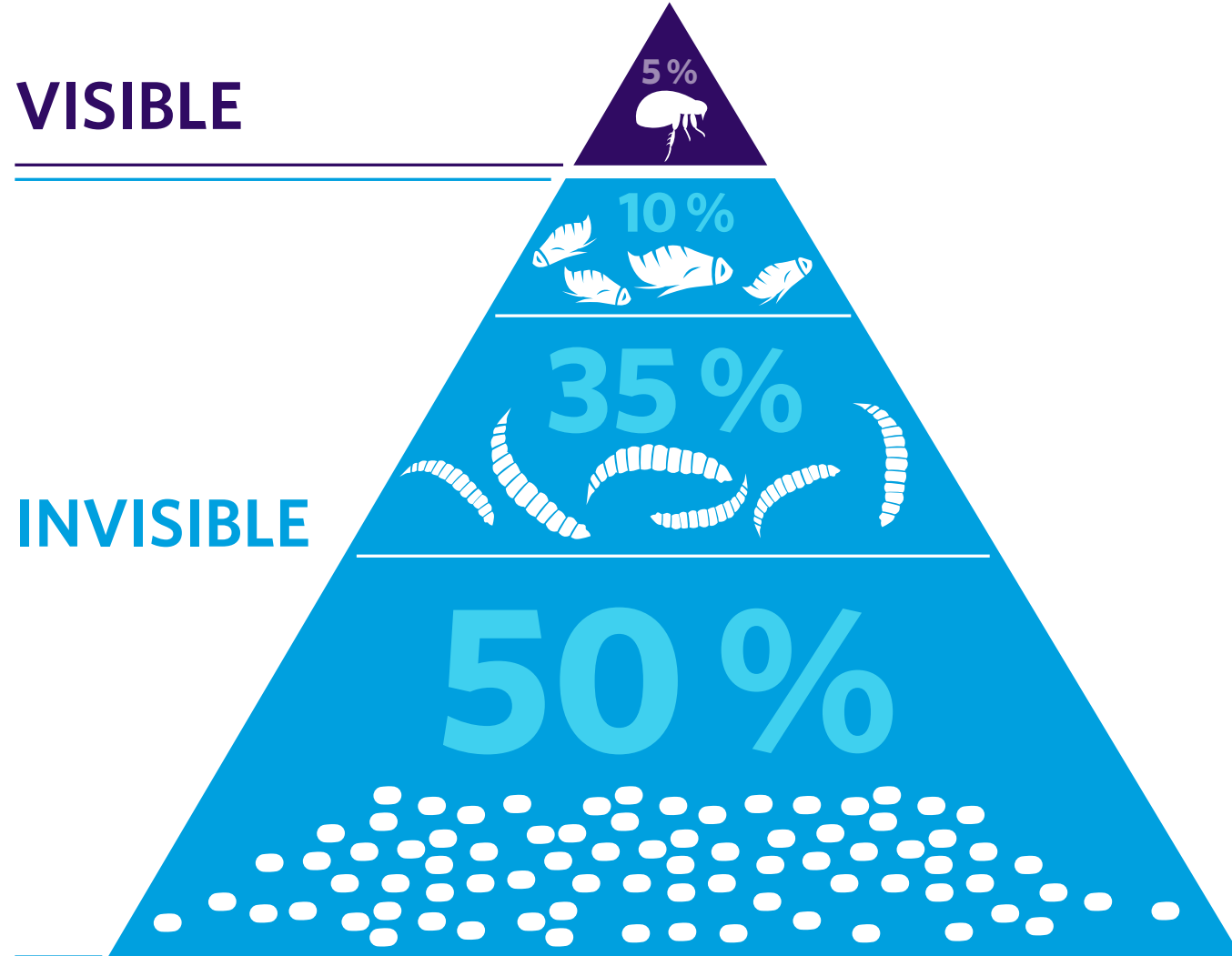


Examples of mean flea life-cycle duration under varying circumstances.



# BRAVECTO<sup>®</sup> KILLS FLEAS

even the ones you don't see



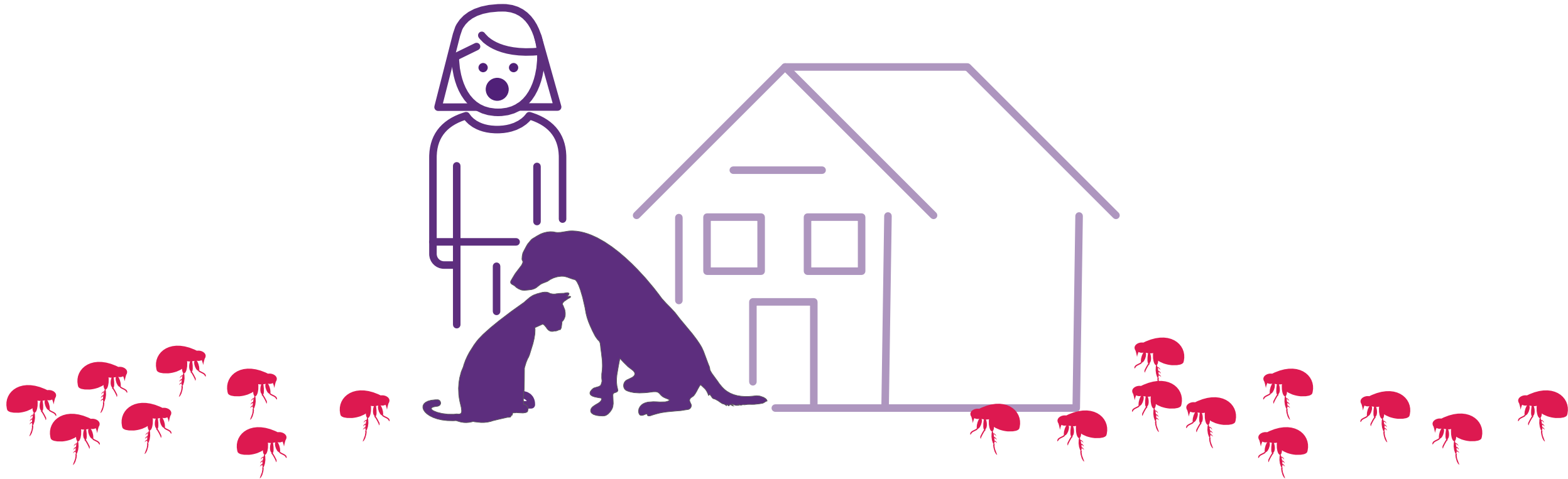
# BRAVECTO<sup>®</sup> KILLS FLEAS

**even the ones you don't see**



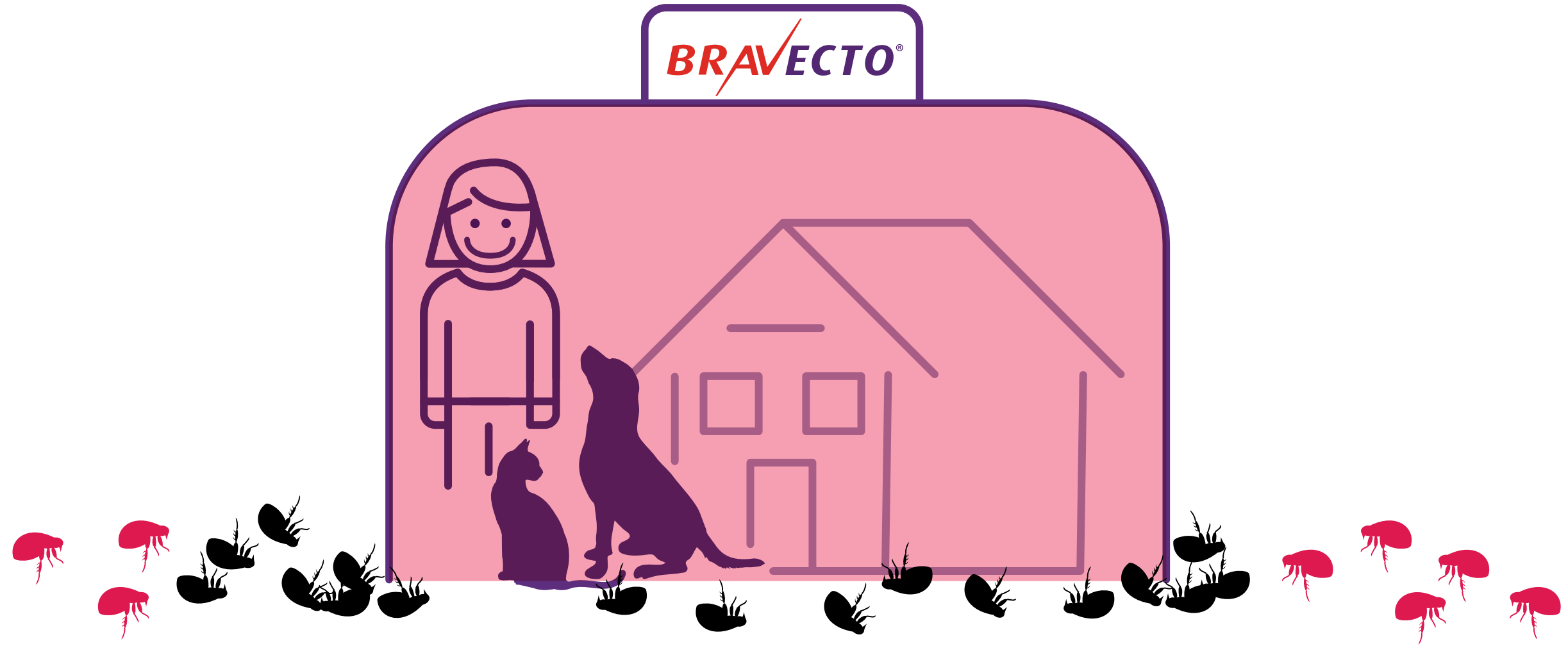


# JUST ONE DOSE TO MAINTAIN A FLEA-FREE HOME





# JUST ONE DOSE TO MAINTAIN A FLEA-FREE HOME



# BRAVECTO<sup>®</sup> IS THE ONLY REGISTERED ISOXAZOLINE FOR ALL THESE CATS AND DOGS



**CATS**  
from 11 weeks  
and 1,2 kg



**DOGS**  
from 8 weeks  
and 2 kg, for  
pregnant and  
lactating dogs

“The scientific literature contains convincing data showing that BRAVECTO® (fluralaner) offers a unique combination of long lasting efficacy and safety for dogs and cats and provides multiple benefits for pet owners of pets by helping them to prevent dangerous parasite skin infestations with fleas, ticks and mites.”<sup>34</sup>

“BRAVECTO® – as an ectoparasiticide of the isoxazoline class is the only isoxazoline one with published safety in dogs at up to 30 times the dose (...) and with published safety in dogs treated every day for a year!”<sup>44</sup>

“BRAVECTO® is a great choice for treating dogs that present with ticks<sup>8</sup>:

- ✓ Few ticks on treated dogs
- ✓ Fast onset of activity
- ✓ Quickly reaches
- ✓ 100 % efficacy

“Oral administration of fluralaner at the highest recommended treatment dose (56 mg/kg) at 8-week intervals is well tolerated and has a safety margin of more than five in healthy dogs eight weeks of age or older and weighing at least 2 kg.”<sup>35</sup>