

BIG DATA, REAL WORLD RESULTS!

MORE THAN 100,000 CATS ACROSS TWO STUDIES



TWELVE-WEEK¹
PROTECTION



ADHERENCE TO VETERINARY RECOMMENDATIONS FOR ECTOPARASITICIDES PURCHASED BY CAT OWNERS²

OBJECTIVE

Evaluate whether 12-week retreatment intervals resulted in a different duration of coverage compared to monthly treatments for ectoparasiticide products.

RESULTS

Cat owners who purchased Bravecto protected their cats for up to 50% longer per year, compared to cats treated with monthly products. Cat owner compliance is better with the extended flea and tick protection of Bravecto.[®]

ANALYSIS OF GAPS IN FELINE ECTOPARASITICIDE PURCHASES FROM VETERINARY CLINICS³

OBJECTIVE

To estimate the number of gaps in the application of flea and tick medication that may not have been continuous (which can represent the periods when cats are not protected from ectoparasites) based on observing breaks in the purchase of product.

RESULTS

When cat owners purchase flea and tick medication, gaps between subsequent purchases reduce the proportion of time that continuous ectoparasite protection is provided. The extended duration protection of Bravecto[®] reduces the number of treatment applications needed, which reduces the chance of missed or delayed doses.

CONCLUSION



LONGER DURATION
FEWER GAPS BETWEEN DOSES =
MORE MONTHS OF PROTECTION!

BRAVECTO[®]

ASK YOUR MSD ANIMAL HEALTH REPRESENTATIVE ABOUT THE FULL PORTFOLIO OF BRAVECTO[®] PRODUCTS.

BRAVECTO[®]

References: 1. Bravecto[®] EPAR, Bravecto[®] Plus EPAR.
2. Lavan et al. Parasites Vectors (2020) 13:541.
3. Lavan et al. Parasites Vectors (2021) 14:264.

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