

Protect your patients from **fleas** & ticks for up to 12 weeks* with BRAVECTO®

BRAVECTO®
(FLURALANER)
CHEW OR TOPICAL SOLUTION



Feature:

One dose provides up to 12 weeks* of extended protection against fleas & ticks.

Benefit:

Fewer treatments per year make pet owner **adherence** easier.

Feature:

Available in a chew or topical solution for dogs, or topical solution for cats

Benefit:

Easy to **administer**

Feature:

Available by prescription only

Benefit:

Good for **patients**, **compliance** and your **practice**

*BRAVECTO kills fleas and prevents flea infestations. **BRAVECTO Chew and BRAVECTO Topical for Dogs** kills ticks (black-legged tick, American dog tick, and brown dog tick) for 12 weeks and also kills lone star ticks for 8 weeks. **BRAVECTO Topical for Cats** kills ticks (black-legged tick) for 12 weeks and American dog ticks for 8 weeks.

IMPORTANT SAFETY INFORMATION: BRAVECTO has not been shown to be effective for 12-weeks' duration in puppies or kittens less than 6 months of age. **BRAVECTO Chew:** The most common adverse reactions recorded in clinical trials were vomiting, decreased appetite, diarrhea, lethargy, polydipsia, and flatulence. BRAVECTO is not effective against lone star ticks beyond 8 weeks of dosing. **BRAVECTO Topical for Dogs:** The most common adverse reactions recorded in clinical trials were vomiting, hair loss, diarrhea, lethargy, decreased appetite, and moist dermatitis/rash. BRAVECTO is not effective against lone star ticks beyond 8 weeks of dosing. For topical use only. Avoid oral ingestion. Use caution in dogs with a history of seizures. Seizures have been reported in dogs receiving fluralaner, even in dogs without a history of seizures. **BRAVECTO Topical for Cats:** The most common adverse reactions recorded in clinical trials were vomiting, itching, diarrhea, hair loss, decreased appetite, lethargy, and scabs/ulcerated lesions. BRAVECTO is not effective against American dog ticks beyond 8 weeks of dosing. For topical use only. Avoid oral ingestion. The safety of BRAVECTO has not been established in breeding, pregnant and lactating cats. Use with caution in cats with a history of neurologic abnormalities. Neurologic abnormalities have been reported in cats receiving BRAVECTO, even in cats without a history of neurologic abnormalities.

**Sound
Byte**

See Prescribing Information on following XX page.

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Fewer doses help improve adherence



More convenient for pet owners

Four doses of BRAVECTO provide nearly a full year of flea and tick protection instead of having to treat 12 times with a monthly product.



Fewer potential gaps in protection¹⁻⁴

Fewer doses per year also means less chance of pet owners forgetting and missing one.



Available by prescription only

Administer the first dose in your clinic and rest assured your patient is protected for up to 12 weeks.*



¹BRAVECTO Chew for Dogs [prescribing information]. Madison, NJ: Merck Animal Health; 2014.

²BRAVECTO Topical Solution for Dogs [prescribing information]. Madison, NJ: Merck Animal Health; 2016.

³BRAVECTO Topical Solution for Cats [prescribing information]. Madison, NJ: Merck Animal Health; 2016.

⁴Rohdich N, et al. *Parasites & Vectors*. 2014;7:83.

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BRAVECTO at Bravetovets.com

Sound Byte

CHECK-OFF & ECHO NOTES

Start an Effective Team to Pet Owner Conversation

If engaging in an initial discussion, start with:

Ms. Jones, we need to think about year-round flea and tick protection. We have a solution your pet will love and it will be easy for you to remember.

STATE THE SOLUTION

Bravecto will provide your pet with 12-week* protection against fleas and ticks.

MAKE YOUR RECOMMENDATION

Mrs. Jones, I believe that Bravecto will provide your pet with the flea and tick protection they need. Do you have any questions?