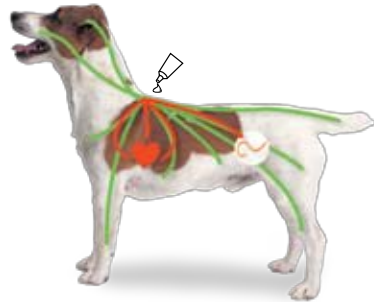


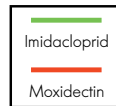
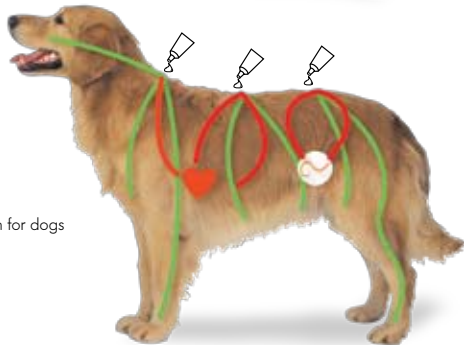
## Works from the outside in, to protect inside and out

Imidacloprid and Moxidectin are the well-known active ingredients in Advocate. Imidacloprid spreads over your pet to act against fleas and lice. Moxidectin is absorbed into your pet's bloodstream where it controls internal parasites and mites.

Application for dogs  
under 25kg



Application for dogs  
over 25kg



## Easy application makes protecting your pet simple

Advocate's twist-top tube makes application easy. All you need do is twist open the seal and squeeze it onto your pet's skin, as directed, once a month.

## Continues working on wet dogs

Advocate remains effective for a full month, even if your dog goes swimming, gets caught in the rain, or is bathed and shampooed during that time. Advocate can be applied as soon as your pet is dry after swimming or bathing.

## Wide safety margin for your pet and for you

Advocate is safe for use on puppies from 7 weeks and kittens from 9 weeks of age. Reassuringly, Advocate not only has a wide safety margin for cats and dogs, but also for their owners.

## Available from your vet now

Advocate is available from your local veterinarian. If you have any questions about Advocate or parasite control, talk to your vet, visit our website or call Bayer's Customer Information Line.



Customer Information Line

**1800 678 368 TOLL FREE**

From anywhere in Australia 9.00am to 4.00pm EST, Monday to Friday

[www.bayeranimal.com.au](http://www.bayeranimal.com.au)



1. Mehlhorn, H., Mencke, N and Hansen, O. (1999) Effects of imidacloprid on adult and larval stages of the cat flea *Ctenocephalides felis* after in vivo and in vitro application: a light-and electron microscopy study. *Parasitol. Res.* 85, 625-637
2. Cruthers, L. and Bock, E. (1997) Evaluation of how quickly imidacloprid kills fleas on dogs. *Suppl. Comp. Cont. Educ. Pract. Vet.* 19(5), 27.

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®Revolution is a registered trademark of Pfizer.

®Sentinel is a trademark and registered trademark of Novartis Inc., Basel, Switzerland.

# Advocate. The most complete all-in-one parasite protection for dogs and cats.





Katrina's dogs, Toby (right) and Archie, are protected by Advocate.

## Just one simple monthly application

Advocate kills more kinds of parasites in dogs and cats than any other all-in-one topical product. With one easy monthly application, Advocate eliminates fleas and flea larvae, heartworm, hookworm, roundworm and ear mites. Advocate for dogs also kills whipworm, mange mites and lice. By giving your pet the most complete parasite protection, Advocate gives you peace of mind.

### Fast, effective flea control

Fleas are one of the most common problems for dogs and cats, and they're more than just an annoyance. When fleas bite your pet, they suck out blood, causing intense irritation and itching. This can lead to Flea Allergy Dermatitis. Monthly use of Advocate gets fleas under control and keeps them under control.

Advocate:

- Stops fleas from feeding within 3-5 minutes<sup>1</sup>.
- Kills both adult and larval fleas within 20 minutes of contact<sup>1</sup>.
- Kills 98-100%<sup>1</sup> of fleas within 12 hours of first application<sup>2</sup>.
- Kills fleas that jump onto the pet later, within one hour<sup>1</sup>.
- Breaks the flea life cycle by killing flea larvae as well as adult fleas.
- Reduces the incidence of Flea Allergy Dermatitis.

### Prevent deadly Heartworm

Heartworms are transmitted by mosquitoes and are found throughout Australia. Heartworm infection is serious and can be fatal. With monthly use, Advocate prevents heartworm infection in both dogs and cats.

### Eliminate gastro-intestinal worms

Gastro-intestinal worms can affect dogs, cats and humans. Advocate is extremely effective – with up to 100% elimination of hookworms, whipworms and roundworms – after a single dose.

Advocate is the only product that kills adult, immature, and larval stages of hookworms and roundworms, preventing the establishment of new infections that can affect both your pets and your family.

### Treat and prevent Ear Mites

Ear mites are usually found in the external ear canal, causing intense irritation. Advocate is highly effective against ear mites as a single dose.

### Wipe out Sarcoptic Mange

Sarcoptic mange is a highly irritating and debilitating skin disease caused by sarcoptic mites. Advocate has been shown to eliminate 100% of sarcoptic mites (*Sarcoptes scabiei*) after a single dose.

### Treat and control Demodicosis

Demodetic mites can cause generalised demodetic mange, a potentially debilitating skin condition in dogs which results in widespread skin lesions. Advocate, applied at monthly intervals for two to four treatments, is highly effective in treating this potentially disfiguring condition.

### Get lice under control

Lice can cause severe itching in dogs, but Advocate controls these blood-sucking parasites.

DOG	Fleas	Heartworm	Roundworm	Hookworm	Whipworm	Tapeworm	Demodex	Sarcoptes	Ear Mites	Lice	TOTAL
Advocate®	1	1	2	3	1	–	1	1	1	2	13
Revolution®	1	1	–	–	–	–	–	1	1	–	4
Sentinel® Spectrum	1*	1	2	3**	1	3	–	–	–	–	11

Numbers refer to the number of species of parasite each product controls. \*Sentinel Spectrum does not kill adult fleas. \*\*Sentinel Spectrum only aids in the control of *U.stenocephala*.

CAT	Fleas	Heartworm	Roundworm	Hookworm	Ear Mites	TOTAL
Advocate®	1	1	2	3	1	8
Revolution®	1	1	1	1	1	5

Numbers refer to the number of species of parasite each product controls.

DOG + CAT	Roundworm Immature	Roundworm 4th Stage Larvae	Hookworm Immature	Hookworm 4th Stage Larvae
Advocate®	✓	✓	✓	✓
Revolution®	–	–	–	–
Sentinel® Spectrum	✓*	–	–	–

\**T.canis* only.



Katrina Warren, veterinarian, protects Milly with Advocate too.