

Experience the many layers of Advantage Multi[®] for Cats (imidacloprid + moxidectin)



CAUTION: Federal (U.S.A.) law restricts Advantage Multi[®] for Cats to use by or on the order of a licensed veterinarian.

Fleas don't have to bite to die

The imidacloprid in Advantage Multi® for Cats (imidacloprid + moxidectin) spreads across the skin and coat to kill fleas through contact

Prescription-only flea treatment stops biting fleas within 3-5 minutes^{*1-3}

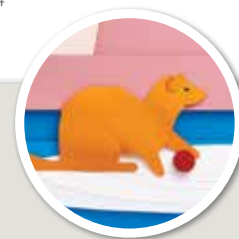
The only prescription flea control product that does not require fleas to bite and take a blood meal

A study showed >97% efficacy all month long⁴



Treats and controls ear mites – the #1 cause of otitis externa in cats.

Advantage Multi® for Cats is the only FDA-approved product indicated for ferrets for the treatment of fleas and prevention of heartworm disease.†



*Three in vivo experiments were conducted to evaluate the effect of Advantage® Topical Solution (imidacloprid) on fleas (*Ctenocephalides felis*). A total of seven (7) dogs were treated with Advantage® Topical Solution. Seven (7) days after application, areas on the dogs were shaved to allow visual observation. A petri dish was attached over each spot, and then infested with up to 100 fleas. In all replicates, the fleas stopped their feeding activity and started tetanic trembling movements within 3-5 minutes. In one hour, all fleas were dead.¹⁻³

†Advantage Multi® for Cats (imidacloprid + moxidectin) (0.4 mL) is indicated for ferrets that weigh at least 2 lbs.



Administering oral medications can sometimes be a struggle for cat owners

Advantage Multi® for Cats (imidacloprid + moxidectin) is a monthly transdermal solution that provides broad-spectrum protection against fleas, intestinal worms, heartworm disease and even ear mites.

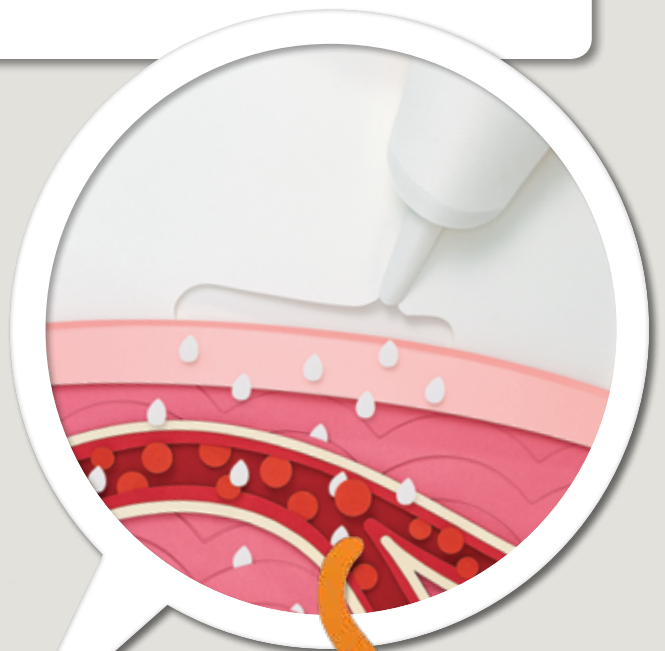
And because it's in an easy-to-apply, transdermal form, Advantage Multi® provides an additional layer of owner convenience and compliance.

The power of a transdermal formulation

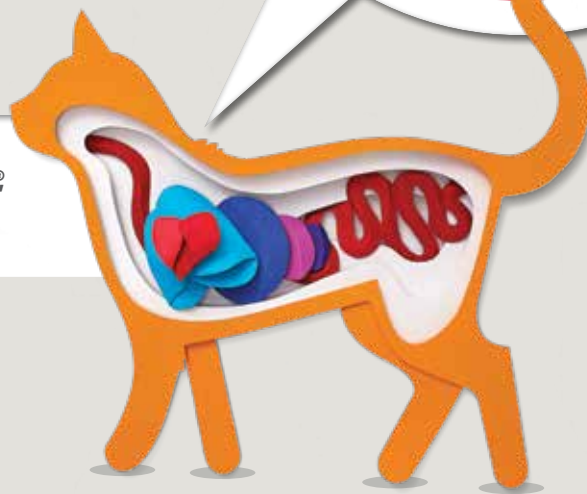
Advantage Multi® is a transdermal solution that gets the most out of each active ingredient.

Moxidectin quickly absorbs through the skin into the subcutaneous fat and bloodstream, disseminating throughout the body

Imidacloprid spreads over the skin and coat, where it resides in the waterproof lipid layer, hair follicles and sebaceous (oil) glands



After just four doses of Advantage Multi®, cats achieve steady-state serum levels.⁵



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Kills multiple life stages of intestinal parasites

Broad-spectrum IP coverage

Most intestinal parasiticides only cover adult worms.*

Advantage Multi® for Cats goes broad and deep to protect cats from multiple life stages of the most common IPs.



Hookworms

- A. tubaeforme* L4
- A. tubaeforme* immature adults
- A. tubaeforme* adults



Roundworms

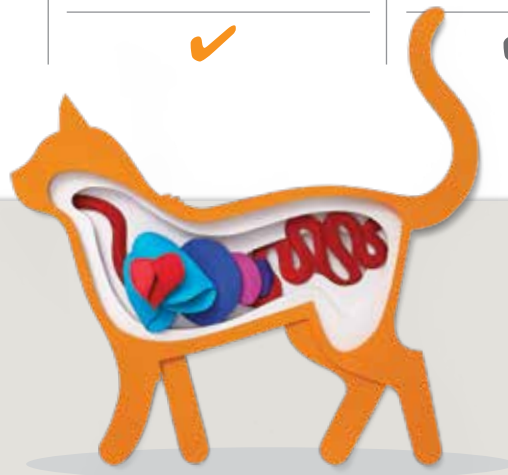
- T. cati* L4
- T. cati* adults

advantage multi®
for cats
(imidacloprid + moxidectin)

Revolution®

Revolution®
Plus

✓		
✓		
✓	✓	✓
✓		
✓	✓	✓



Based on label comparisons for intestinal parasites.

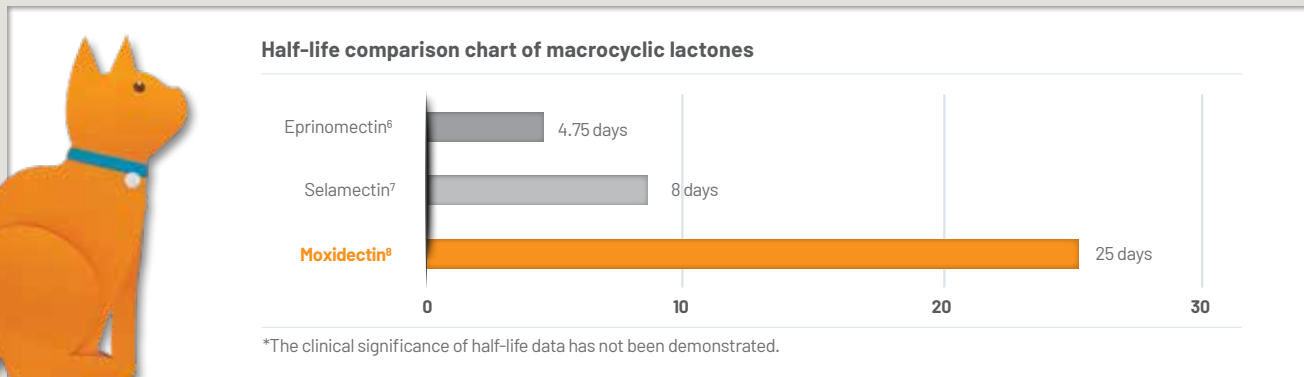
*Based on label comparisons.

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Unique heartworm prevention for a unique disease

Transdermal moxidectin has an extended half-life*

When applied transdermally, moxidectin concentrates in the fatty tissue, slowly releasing into the bloodstream, resulting in a long half-life.



Indoor-only cats are still at risk for heartworm disease

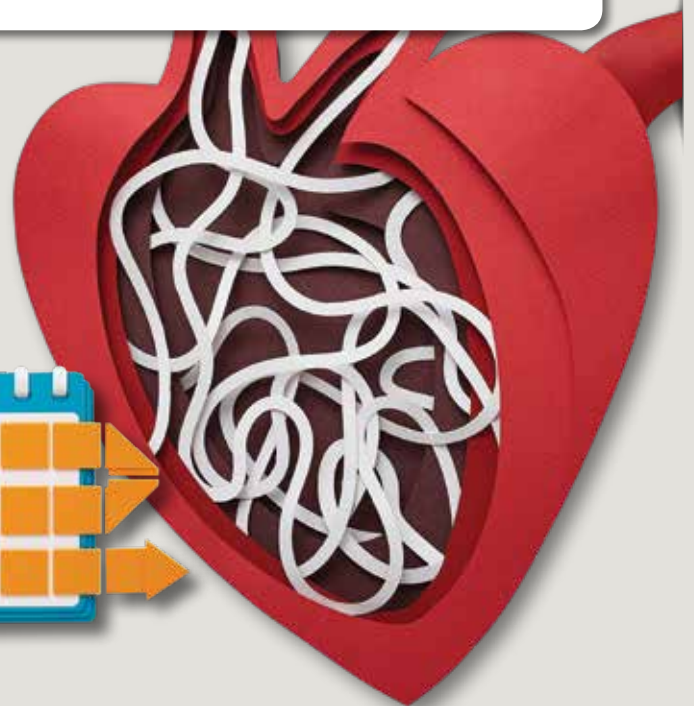


In a study of 50 cases, 27% of cats with heartworm disease were found to be indoor-only cats⁹

Backward and forward[†] protection

Like all heartworm prevention products, Advantage Multi[®] works backward to kill heartworm larvae after an infection has already been established in the cat from the previous month.

It also works forward[†] to prevent the establishment of an infection by killing newly acquired heartworm larvae all day, every day, for the next month.¹⁰



[†]Forward protection from heartworm infection means that after a single dose of Advantage Multi[®], blood levels of moxidectin are continuously at or above the concentration required to kill newly acquired heartworm larvae and are maintained between continued monthly administration of these products.

advantage multi®

for cats

(imidacloprid + moxidectin)

Protect your feline patients from fleas, ear mites, intestinal worms* and heartworm disease with the many layers of Advantage Multi® for Cats

(imidacloprid + moxidectin)



advantage multi®
for cats
(imidacloprid + moxidectin)

Cat 5
2–5 lbs.

Cat 9
5.1–9 lbs.

Cat 18
9.1–18 lbs.

**Order today. Contact your Bayer Sales Representative
or Customer Service at (800) 633-3796.**

*Treats and controls hookworms and roundworms in cats.

¹ Mehlhorn H, Hansen O, Mencke N. (2001). Comparative study on the effects of three insecticides (fipronil, imidacloprid, selamectin) on developmental stages of the cat flea (*Ctenocephalides felis* Bouché 1835): a light and electron microscopic analysis of *in vivo* and *in vitro* experiments. *Parasitol Res.* 87(3):198–207.

² Mehlhorn H. (2000). Mode of action of imidacloprid and comparison with other insecticides (i.e., fipronil and selamectin) during *in vivo* and *in vitro* experiments. *Suppl Compend Contin Educ Pract Vet.* 22(4A):4–8.

³ Mehlhorn H, Mencke N, Hansen O. (1999). Effects of imidacloprid on adult and larval stages of the flea *Ctenocephalides felis* after *in vivo* and *in vitro* applications: a light- and electron-microscopy study. *Parasitol Res.* 85(8–9):625–637.

⁴ Freedom of Information Summary, NADA: 141–254.

⁵ Little S, Hostetler J, Thomas J, et al. (2015). Moxidectin steady state prior to inoculation protects cats from subsequent, repeated infection with *Dirofilaria immitis*. *Parasit Vectors.* 8:107. DOI:10.1186/s13071-015-0710-z.

⁶ Kvaternicka V, Kellermann M, Knaus M, et al. (2014). Pharmacokinetics and metabolism of eprinomectin in cats when administered in a novel topical combination of fipronil, (S)-methoprene, eprinomectin and praziquantel. *Vet Parasitol.* 202:2–9.

⁷ Sarasola P, Jermigan AD, Walker DK, et al. (2002). Pharmacokinetics of selamectin following intravenous, oral and topical administration in cats and dogs. *J Vet Pharmacol Therap.* 25(4):265–272.

⁸ Data on file. Bayer, Shawnee Mission, KS.

⁹ Atkins CE, DeFrancesco TC, Coates JR, et al. (2000). Heartworm infection in cats: 50 cases (1985–1997). *J Am Vet Med Assoc.* 217(3):355–358.

¹⁰ Bowman DD, Ohmes CM, Bradford M, et al. (2018). Efficacy of Advantage Multi® for Cats for the prevention of heartworm disease and infection all month long. In: *Proceedings. American Association of Veterinary Parasitologists. 63rd Annual Meeting. July 14–17, 2018. Denver, CO.*



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