



TICKS AND FLEAS CAN TURN  
MY WORLD

UPSIDE  
DOWN

# 10 THINGS

I WANT YOU TO KNOW ABOUT  
TICKS AND FLEAS AND HOW  
CREDELIO™ CAN KEEP ME PROTECTED

  
**Credelio**™  
(lotilaner)  
GENTLE ON ME  
TOUGH ON TICKS AND FLEAS

# MY WORLD JUST ISN'T THE SAME WHEN I HAVE TICKS AND FLEAS

They make me itch, they hurt me, and they carry and can transmit gross, dangerous diseases. But sometimes, you may forget to look out for them. After all, they can be smaller than my paw nail. But even small things can be threatening.

## PROTECT ME WITH CREDELIO

Credelio (lotilaner) is a small and tasty<sup>1</sup> monthly chewable that acts fast<sup>2,3</sup> to protect puppies and dogs\* like me against ticks and fleas all month long.

\*Puppies and dogs 8 weeks of age and older and 1.4 kg and greater

## GENTLE ON ME

### CREDELIO IS SAFE FOR PUPPIES, HAS 100% ACCEPTANCE

- For dogs 8 weeks of age and older and 1.4 kg and greater<sup>4</sup>
- Small and tasty<sup>1</sup> chewable tablet



## IMPORTANT SAFETY INFORMATION

The safe use of Credelio in breeding, pregnant or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures. The label contains complete use information, including cautions, and warnings. Always read, understand and follow the label, and use directions.

# Credelio™

(lotilaner)

GENTLE ON ME  
TOUGH ON TICKS AND FLEAS

## FAST-ACTING<sup>2,3</sup>



**4 HOURS\***

Starts killing ticks and fleas in **4 hours\***

## TOUGH ON TICKS



**8 HOURS\***

Kills 98.7% of ticks in **8 hours<sup>3</sup>**

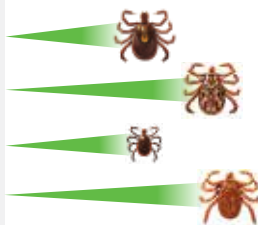
Credelio protects me against ticks of common concern when I'm out exploring my world<sup>4</sup>

Lone Star tick (*Amblyomma americanum*)

American dog tick (*Dermacentor variabilis*)

Deer tick or black-legged tick (*Ixodes scapularis*)

Brown dog tick (*Rhipicephalus sanguineus*)



## TOUGH ON FLEAS



**12 HOURS\***

Kills 100% of fleas in **12 hours<sup>2</sup>**

Credelio kills fleas before they can lay eggs to prevent new fleas from infesting my home and brings relief from the itch and skin irritation they can cause me<sup>2</sup>

Flea (*Ctenocephalides felis*)



\*On day of administration. Arithmetic mean.

# 1 TICKS ARE DANGEROUS

They can spread many diseases, like Lyme disease and babesiosis, some of which are **debilitating or even deadly to me—and you.**

# 2 TICKS WORK HARD

They find hosts through a process called questing. They climb up tall vegetation, wave their front legs back and forth and **when animals like me walk by, they grab hold, latch on and feed.**

# 3 TICKS ARE STRONG

Ticks insert their mouthparts into my skin, securing themselves onto me by secreting a glue-like substance.

**Never twist, jerk or crush a tick when trying to remove it from me.** This can result in its mouthparts being left in my skin and increases the risk of infection and disease transmission to me.

# 4 TICKS ARE ACTIVE

Ticks attach onto me to feed on my blood. **Sometimes they detach, search for a new location on me and reattach to feed again,** eventually settling on a single location for a large blood meal.

# 5 TICKS MAKE MY HOME THEIR HOME

*Rhipicephalus sanguineus* (more commonly known as the brown dog tick) is the only species of tick found worldwide wherever dogs like me are found. It's also the **only species that is adapted to live and reproduce indoors.**

TERRIBLE TICKS

1

## FLEAS USE ME TO SPREAD INFECTIONS

**They mate and produce eggs while they're on me.**

Once eggs are laid, they fall off me and into the environment. Within 6 days, eggs hatch into maggot-like larvae and feed on semi-digested blood (flea feces) dropped from adult fleas riding on me. This debris falls from me onto the couch, bed, carpet, car—anywhere I go.

2

## FLEAS ARE SNEAKY—AND LAZY

They sit facing a light source and wait for animals, including dogs like me and people like you, to walk by. Once they see a shadow blocking the light, **they jump onto a new host, like me.**

3

## FLEAS ARE VISIBLE

If I become infested, **look closely and you'll see them.**

The adult fleas will be visible crawling along my skin under my fur. Also, tiny white eggs and small black pellets of “flea dirt” (flea feces with semi-digested blood) can be seen in my fur.

4

## FLEAS ACT FAST

Females begin laying eggs 24 to 36 hours after their first blood meal and can lay around 2,000 eggs during their lifetime.<sup>5</sup> A few fleas may not be spotted right away, but numbers can rapidly increase as the thousands of eggs develop in the environment. Considering this high volume, **it's important to kill fleas before they can lay eggs.**

5

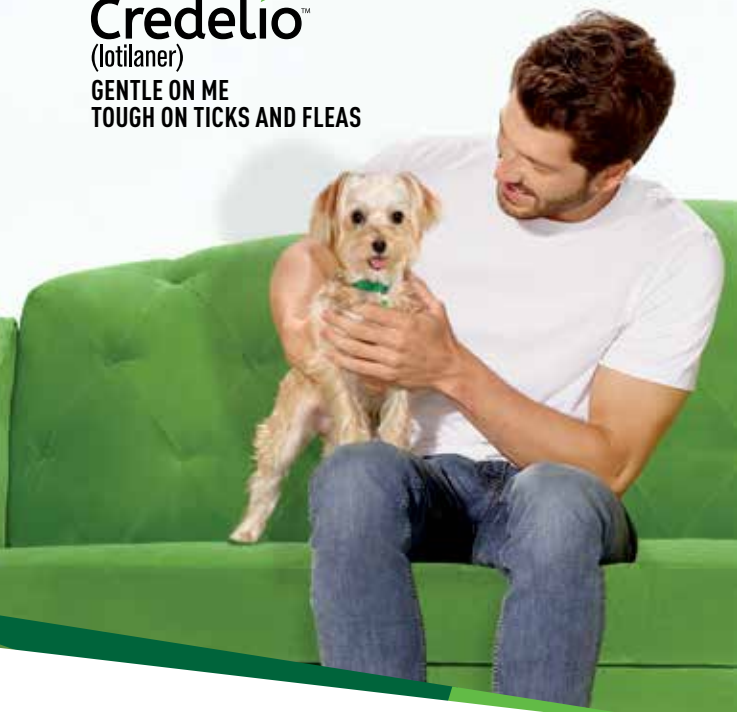
## FLEAS HOLD THEIR GROUND

**Once an adult flea lands on me, it plans to stay on me.**

Fleas don't search for new hosts once they have one. Usually, if a flea jumps onto me, it's coming from a contaminated environment.

# FRIGHTENING FLEAS

**Credelio™**  
(lotilaner)  
**GENTLE ON ME**  
**TOUGH ON TICKS AND FLEAS**



## GENTLE BY DESIGN

**CREDELIO'S EXTRA PURIFICATION PROCESS  
OFFERS 3 BENEFITS:**



Less potential for side effects<sup>7</sup>



Less strain on the dog's system<sup>6</sup>



Better efficacy with the same  
dose of medication<sup>6</sup>

Credelio's extra purification process keeps only what is needed – lotilaner – and removes the rest. The final product, a small, tasty<sup>1</sup> chewable that is gentle by design, provides tough tick and flea protection that's gentle on dogs.



# PROTECT ME WITH



**Credelio**<sup>™</sup>  
(lotilaner)

**Talk to my veterinarian about tough  
tick and flea protection that is gentle on me.**

## INDICATIONS

Credelio is indicated for the treatment and prevention of flea infestations (*Ctenocephalides felis*) and the treatment and control of tick infestations [*Amblyomma americanum* (Lone Star tick), *Dermacentor variabilis* (American dog tick), *Ixodes scapularis* (black-legged or deer tick) and *Rhipicephalus sanguineus* (brown dog tick)] for 1 month in dogs and puppies.

## IMPORTANT SAFETY INFORMATION

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1. Karadzovska D. et al (2017) Parasites & Vectors. A randomized, controlled field study to assess the efficacy and safety of lotilaner flavored chewable tablets (Credelio<sup>™</sup>) in eliminating fleas in client-owned dogs in the USA; 10:528.
2. Cavalleri D. et al (2017) Parasites & Vectors. Assessment of the speed of flea kill of lotilaner (Credelio<sup>™</sup>) throughout the month following oral administration to dogs; 10:529.
3. Murphy M. et al (2017) Parasites & Vectors. Laboratory evaluation of the speed of kill of lotilaner (Credelio<sup>™</sup>) against *Ixodes ricinus* ticks on dogs; 10:541.
4. Credelio Canadian product label.
5. Rust M. et al (1997) Annual Review of Entomology. The biology, ecology, and management of the cat flea; 42:451-473.
6. Toutain, C, Seewald W, Jung M. The intravenous and oral pharmacokinetics of lotilaner in dogs. Parasites and Vectors. 2017;10:522.
7. Development of New Stereoisomeric Drugs.pdf <https://www.fda.gov/drugs/guidancecomplianceregulatoryinformation/guidances/ucm122883.htm>. Accessed 03/11/2019.

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