



Elanco Australasia Pty Ltd
ABN 64 076 745 198

Level 3, 7 Eden Park Drive
Macquarie Park NSW 2113

www.elanco.com.au

01 November 2022

Product Update

SERESTO™

Now with 8 months paralysis tick and flea protection

Dear Customer,

This letter is to inform you of a claim extension for Seresto for Dogs. Seresto is now registered to **control paralysis ticks for 8 months**. Elanco has conducted two additional studies in Australia to extend the paralysis tick claim for dogs from 4 to 8 months. This extended claim was approved by the Australian Pesticides and Veterinary Medicines Authority (APVMA) on 26th July 2022.

The change means that both Seresto for Dogs and Seresto for Cats provide 8 months paralysis tick and flea control.

Seresto for Dogs also has a new claim for prevention of flea tapeworm infection through effective flea control.

This is in addition to the existing claims for dogs:

- Controls brown dog and bush ticks for 4 months
- Reduces transmission of tick-borne diseases, including deadly ehrlichiosis, for 4 months
- Controls flea allergy dermatitis
- Treats lice

With this change there will be some packaging updates that will make it easier to identify the new claims. This new packaging will begin to roll out mid-2023. As an interim measure, Seresto for Dogs will be over-stickered as shown in the images overleaf.



There will be no changes to the SKU codes or barcodes with this packaging update.

We understand there may be some questions surrounding these changes. Please refer to the FAQs attached with this letter.

If you have any further questions regarding Seresto or any Elanco products, please do not hesitate to contact your local Territory Manager or our Animal Health Consultancy Team:

Animal Health Consultants:

☎ 1800 995 709 (Mon – Fri AEST)

✉ productsupportau@elancoah.com

Lastly, we would like to thank you for your ongoing support.

Yours sincerely,

Elanco Australia

FAQ – SERESTO™ Now with 8 months paralysis tick and flea protection

Why has the claim for paralysis ticks changed from 4 months to 8 months?

Seresto for Dogs originally had a claim to control paralysis ticks (*I. holocyclus*), brown dog ticks (*Rhipicephalus sanguineus*) and bush ticks (*Haemaphysalis longicornis*) on dogs for 4 months. Two additional studies were recently conducted and demonstrated the sustained, high efficacy of Seresto against paralysis ticks on dogs from months 4 through to 8. Seresto is now registered to **control paralysis ticks on dogs for 8 months**.

Does Seresto control all ticks on dogs for 8 months?

The claims to control brown dog ticks (*Rhipicephalus sanguineus*) and bush ticks (*Haemaphysalis longicornis*) on dogs remain 4 months. The claims to reduce the transmission of tick-borne diseases (ehrlichiosis, anaplasmosis, babesiosis) also remain 4 months.

Have Seresto's claims for fleas changed?

The flea claims have not changed, with Seresto controlling fleas on dogs and flea larvae in their environment for 8 months. There is now an additional claim for Seresto to prevent flea tapeworm (*Dipylidium caninum*) infestation through effective flea control.

Does Seresto repel paralysis ticks?

Yes, Seresto has a claim to repel paralysis ticks for 4 months on dogs and 8 months on cats. Flumethrin has a well-recognised anti-feeding effect whereby upon contact with a Seresto-treated animal, ticks are rapidly affected and display a “hot-foot” effect, before being paralysed and dying.

Does the collar need to be applied 8 months before the expiry?

No. The Seresto collar can be stored (under recommended conditions) until the expiry date printed on the tin before it is applied to the animal. The shelf-life of a product is only relevant for the storage of the product, not for the subsequent treatment period.

The Seresto tin says 4 months, but I have seen a poster that says 8 months. Can I use this collar for 8 months?

Yes. Existing Seresto stock will be over stickered to highlight the extended claim for paralysis ticks. However, not all stock can be over stickered. The Seresto collar has not been changed or modified in any way to achieve the claim extension, therefore all existing stock effectively controls paralysis ticks for 8 months. However, if you are looking to control brown dog ticks, or tick-borne diseases such as ehrlichiosis, the collar should be changed every 4 months.

Where can the new Seresto labels be accessed?

Updated product labels can be found on the APVMA website. See Seresto for dogs and puppies up to 8 kg

<https://websvr.infopest.com.au/LabelRouter?LabelType=L&Mode=1&ProductCode=66209>

Seresto for dogs over 8 kg

<https://websvr.infopest.com.au/LabelRouter?LabelType=L&Mode=1&ProductCode=65875>

My tin has a sticker on it, is this legitimate or counterfeit?

Seresto for Dogs has been over stickered to highlight the extension of the paralysis tick claim from 4 to 8 months. Seresto for Dogs now controls paralysis ticks for 8 months. Seresto product with a sticker that looks like the image below is legitimate. Also look for the APVMA approval numbers on the back of the tin (APVMA No. 66209/133078 or 65875/133077). There are no additional stickers applied to the tin.



How long will the stickers be on the tins?

The stickers are a way to communicate the new claim as early as possible to all customers and will be used as an interim measure until new packaging is available. Elanco anticipates the updated tins will be available mid-2023.

When will new packaging with the 8 month paralysis tick control arrive?

As the Seresto product is still the same great quality you are used to purchasing, the transition to the new packaging for Dogs and Puppies up to 8kg & for Dogs over 8kg will be staggered over 2023. We anticipate all new packaging with updated claims will be available mid-2023.