



Best friends need protection from parasites — both inside and out

Parasite protection for both cats and dogs

Advocate® targets several parasites with one topical treatment each month

Containing two active ingredients, imidacloprid and moxidectin, Advocate provides protection against:

Fleas

Kills fleas on contact with your treated pet's skin and hair.

Flea larvae

Helps break the flea lifecycle, as larvae are killed through contact with your pet.

Worms

Advocate protects your cat or dog against roundworm and hookworm*, while also targeting whipworm in dogs and lungworm in cats.

Other external parasites

Advocate helps control other external parasites such as earmites. See table below for a full list of parasites covered.

No pills, no swallowing, no problem.

Advocate® is easy to use

Advocate for cats and for dogs comes in pre-measured application tubes that are applied once a month by parting the hair and applying to your pet's skin.



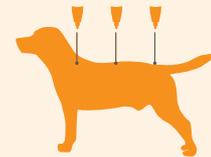
Part the hair on your pet's skin (where shown in the diagrams).



Cats: Apply to the skin at the back of the head.



Dogs less than 25kg: Apply to the skin between the shoulder blades.



Dogs over 25kg: Apply to the skin between the shoulder blades, between the hips and one point in between.

Advocate® for Kittens and Cats

Advocate for Cats is simple to use and is safe for use on kittens from **9 weeks** of age.

Applied topically once a month, protecting your cat against fleas and gastrointestinal worms has never been easier.

Advocate® for Puppies and Dogs

Advocate for Dogs is simple to use and is safe for use on puppies from **7 weeks** of age.

Applied topically once a month, protecting your dog against fleas and gastrointestinal worms has never been easier.

Advocate is also effective on dogs that swim regularly.

| | FLEA | FLEA LARVAE | ROUNDWORM | HOOKWORM* | EARMITE | LUNGWORM | WHIPWORM | SARCOPTES | DEMODEX† | LICE |
|---|------|-------------|-----------|-----------|---------|----------|----------|-----------|----------|------|
|  | ● | ● | ● | ● | ● | ● | | | | |
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Ensure you read the full instruction sheet prior to applying Advocate.

*Hookworm is not clinically significant in cats in New Zealand.
†Aids in the treatment and control of demodectic mange.



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