Sound
Functions
a) The Patented Bayer Polymer Matrix enables Seresto® to provide a continuous release of two active ingredients for 8 months.
b) The combination of imidacloprid and flumethrin kills and repels ticks, is effective against adult fleas and flea larvae, and aids in the treatment and control of Sarcoptic mange on dogs.

Features
a) Provides the performance you expect from a flea & tick preventive in an easy-to-use collar
b) Seresto® is non-greasy and odorless
c) Available in three sizes: large dog, small dog and cat
d) Break-away feature on small dog and cat collars

Benefits
a) Easy and Effective: Easy-to-use collar kills and repels fleas and ticks for 8 continuous months.
b) Kills through Contact: If a tick is repelled, it cannot attach and transmit disease-causing organisms.
c) Client Compliance: No need to remember monthly applications, which may help to address compliance issues.
d) Economical: Compare to other monthly preventives for an effective alternative for price conscious clients. Minimizes product inventory.
With Seresto®, a single application kills and repels fleas and ticks for 8 months.

DOG
- Kills and repels fleas
- Kills and repels ticks
- Flea larvae
- Kills lice
- Aids in the treatment and control of sarcoptic mange

CAT
- Kills and repels fleas
- Kills and repels ticks
- Flea larvae

Mode of Action
Sustained Release Technology

Active ingredients are stored within collar
Active ingredients are released in low concentrations and are distributed over pet’s hair and skin surface for 8 months
As active ingredients wear off over time, Seresto® continuously replenishes the skin with a new supply of active ingredients

Check-Off (Qualify)
Identify if a Bayer representative has recently discussed Seresto®:
Doctor, have you been introduced to Seresto®, the sustained-release 8 month flea/tick collar from Bayer?
If YES, confirm benefits.
If NO, then detail as the primary contact.

Sound Byte
CHECK-OFF & ECHO NOTES

Confidence
Doctor, I am sure Seresto® from Bayer will provide you with a viable alternative for those clients seeking something different from monthly topical and oral treatments. Its 8-month continuous protection helps you address compliance concerns while meeting the clinic’s standards for effective flea and tick protection. Plus, it’s an easy-to-use, non-greasy, odorless collar.

Invitation to neutral
Let’s review some of the key features and functions of Seresto®…

It’s the customer’s decision
…then you can determine if you wish to order Seresto® to recommend for your clients’ dogs or cats seeking an alternative to Topicals and Orals.