



BRAVECTO[®] **PLUS**

*(fluralaner and
moxidectin topical
solution) for Cats*

 **FEATURE #1:**

Lasts 2 times longer
than monthly products

 **FEATURE #2:**

Extended duration

 **FEATURE #3:**

Broad-Spectrum Coverage

 **BENEFIT #1:**

Fewer treatments mean
less stress on cat, less
stress on pet owner

 **BENEFIT #2:**

Extended duration
can help increase
compliance¹⁻³

 **BENEFIT #3:**

Better protection for cats
2-month flea and tick protection
2-month prevention of heartworm disease
2-month treatment of roundworm and hookworm

Sound
Byte

REFERENCES: 1. Lavan RP, et al. *Parasit Vectors*. 2017;10(1):284. 2. Lavan RP, et al. *Parasit Vectors*. 2018;11(1):581. 3. Brakke Consulting. The US Flea Control and Heartworm Markets. 2018:6-7

BravoVets.com/Plus

BRAVECTO PLUS

(fluralaner and moxidectin topical solution) for Cats

The **FIRST** and **ONLY** topical to deliver flea and tick protection, heartworm prevention, and treatment of roundworm and hookworm for **2 months**.

Extended Duration **PLUS** Broad Spectrum



2-month flea and tick protection

2-month broad-spectrum coverage



2x THE DURATION OF MONTHLY PRODUCTS



IMPORTANT SAFETY INFORMATION: The most commonly reported adverse reactions include vomiting, hair loss, itching, diarrhea, lethargy, dry skin, elevated ALT, and hypersalivation. BRAVECTO PLUS has not been shown to be effective for 2 months duration in kittens less than 6 months of age. For topical use only. Avoid oral ingestion. The safety of BRAVECTO PLUS has not been established in breeding, pregnant and lactating cats. Fluralaner is a member of the isoxazoline class. This class has been associated with neurologic adverse reactions including tremors, ataxia, and seizures. Neurologic adverse reactions have been reported in cats receiving isoxazoline class drugs, even in cats without a history of neurologic disorders. Use with caution in cats with a history of neurologic disorders. Use with caution in cats that are heartworm positive. The effectiveness of BRAVECTO PLUS to prevent heartworm disease after bathing or water immersion has not been evaluated.



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Sound Byte

CHECK-OFF & ECHO NOTES

First, always ask if a Merck Animal Health representative has been in contact recently:

Doctor, have you recently been introduced to BRAVECTO® PLUS (fluralaner and moxidectin topical solution) for Cats?

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.

CONFIDENCE

BRAVECTO® PLUS is the **FIRST** and **ONLY** topical to deliver flea and tick protection, heartworm prevention, and treatment of roundworm and hookworm for 2 months.

INVITATION (neutral)

Let's take a look at some basic information about BRAVECTO® PLUS

CUSTOMER'S DECISION

...so you can decide whether BRAVECTO® PLUS is a solution you'll consider for extended-duration, broad-spectrum protection of cats.