

## Simparica: Key Benefits



Persistent flea & tick killing activity for at least 35 days<sup>1</sup>



Kills fleas fast before they can lay eggs<sup>1</sup>



Only Simparica is indicated for 99% of ticks found in the UK<sup>1,5</sup>



Extended ectoparasite spectrum



Well tolerated in dogs from 8 weeks and 1.3kg<sup>1</sup>



Key component in your dermatology solution



Palatable tablet readily accepted with or without food



The only oral product licensed to treat *Demodex canis*, *Otodectes cynotis* and *Sarcoptes scabiei*<sup>1</sup>



For more information, please visit [www.simparica.co.uk](http://www.simparica.co.uk)

Simparica chewable tablets for dogs contains 5, 10, 20, 40 80 or 120mg sarolaner. Indicated for the treatment of flea & tick infestations and the treatment of sarcoptic mange. For information about side effects, precautions, warnings and contra-indications for this product, please refer to the product packaging and package leaflet. Simparica does not require any special storage conditions. Keep out of the sight and reach of children. For animal treatment only.

**References:**

1. Simparica SPC. 2. UK pet owner testing, November 4, 2015, prepared by the link group. 3. Six, R.H., Geurden, T., Packianathan, R., Colgan, S., Everett, W.R., Grace, S., Hodge, A., Mahabir, S.P., Myers, M.R., Sloomans, N., Davis, K. (2016) 'Evaluation of the effectiveness of a novel oral formulation of sarolaner (Simparica™) for the treatment and control of fleas on dogs' *Vet. Parasitol.* 222 pp.18-22 4. Six, R.H., Becskei, C., Carter, L., Gale, B., Young, D.R., Mahabir, S.P., Chapin, S. and Myers, M.R. (2016) 'Evaluation on the speed of kill, effects on reproduction, and effectiveness in a simulated infested-home environment of sarolaner (Simparica™) against fleas on dogs' *Vet. Parasitol.* 222 pp. 23-27 5. Calculated from the Health Protection Agency National Tick Recording Scheme, Bristol University tick ID, BADA UK and the Merck manual. 6. Tick distribution map for Ixodes ricinus, as recorded by the PHE Tick Recording Scheme, and the Biological Records Centre (BRC). Added/updated: 14 October 2013. 7. Tick distribution map for Dermacentor reticulatus, as recorded by the HPA Tick Recording Scheme, and the Biological Records Centre (BRC). Added/updated: 14 October 2013. 8. Tick distribution map for Ixodes hexagonus, as recorded by the PHE Tick Recording Scheme, and the Biological Records Centre (BRC). Added/updated: 14 October 2013. 9. Tick distribution map for Rhipicephalus sanguineus - [https://data.nbn.org.uk/Taxa/NBNSYS0000039964/Grid\\_Map](https://data.nbn.org.uk/Taxa/NBNSYS0000039964/Grid_Map). 10. Geurden, T., Becskei, C., Grace, S., Strube, C., Doherty, P., Liebenberg, J., Mahabir, S.P., Sloomans, N., Lloyd, A. and Six, R.H. (2016) 'Efficacy of a novel oral formulation of sarolaner (Simparica™) against four common tick species infesting dogs in Europe' *Vet. Parasitol.* 222 pp.33-36 11. Six, R.H., Geurden, T., Carter, L., Everett, W.R., McLoughlin, A., Mahabir, S.P., Myers, M.R. and Sloomans, N. (2016) 'Evaluation of the speed of kill of sarolaner (Simparica™) against induced infestations of three species of ticks (*Amblyomma maculatum*, *Ixodes scapularis*, *Ixodes ricinus*) on dogs' *Vet. Parasitol.* 222 pp. 37-42 12. Becskei, C., De Bock, F., Illambas, J., Cherni, J.A., Fourie, J. J., Lane, M., Mahabir, S.P., Six, R. H., (2016) 'Efficacy and safety of a novel oral isoxazoline, sarolaner (Simparica™), for the treatment of sarcoptic mange in dogs' *Vet. Parasitol.* 222 pp. 56-61 13. Becskei, C., Cuppens, O. and Mahabir, S. P. (2018), Efficacy and safety of sarolaner in the treatment of canine ear mite infestation caused by *Otodectes cynotis*: a non-inferiority study. *Vet Dermatol.* doi:10.1111/vde.12521 14. Zoetis Study A161C-XC-15-555 15. Zoetis Study A161C-XC-12-083 16. NexGard Spectra SPC. 17. Comfortis SPC. 18. Bravecto SPC. 19. Advocate SPC. 20. Frontline Combo SPC.

†For ticks (*I. ricinus*), the onset of efficacy is within 12 hours of attachment during the 28 day period after product administration.

Further information is also available from the Summary of Product Characteristics, or please contact Zoetis UK Ltd, Walton Oaks, Tadworth, Surrey KT20 7NS [POM-V] [www.zoetis.co.uk](http://www.zoetis.co.uk) Customer Support: 0845 300 8034 [POM] Use medicines responsibly ([www.noah.co.uk/responsible](http://www.noah.co.uk/responsible)) Date of preparation February 2018. AH068/18

zoetis

## NEW CLAIM:

The only oral product licensed to treat *Demodex canis*, *Otodectes cynotis* and *Sarcoptes scabiei*<sup>1</sup>

## ROCK-SOLID FLEA AND TICK PROTECTION FOR DOGS

SIMPARICA<sup>®</sup> (oral tablet) provides immediate and persistent protection from parasites in one convenient monthly dose.

- The only oral product licensed to treat *Demodex canis*, *Otodectes cynotis* and *Sarcoptes scabiei*<sup>1</sup>
- Kills fleas and ticks for at least 35 days minimising any protection gaps<sup>1</sup>
- Starts killing fleas from 3 hours and kills 95% within 8 hours<sup>1,4</sup>
- INDICATED for 99% of UK ticks and kills within 12 hours<sup>1,5†</sup>

The ideal solution for parasitic management in your dermatology cases



Adult fleas



Flea eggs



Ticks



Ear mites



Demodex



Sarcoptic mange

zoetis

# Not all parasiticides are created equally

Simparica® is a tasty chew for dogs that delivers new advances in flea, tick and mite control, helping to deliver improved client and patient satisfaction.

Simparica brings an innovative way to keep on top of fleas, by providing immediate killing activity from 3 hours<sup>4</sup> and persistent killing activity for at least 35 days<sup>1</sup>, acting beyond the monthly treatment period.

63% of pet owners confess to have given flea & tick treatment later than when it was due, with the median being 5 days late.<sup>2</sup> Simparica's extended duration of activity helps minimise the potential risk of protection gaps.

## When choosing an ectoparasiticide key areas to consider include:

-  ➤ **Action against the most prevalent species**
-  ➤ **Persistent killing activity**
-  ➤ **Immediate sustained killing activity**



# How does Simparica perform on fleas?

## Action against the most prevalent species

Simparica is effective against both *Ctenocephalides felis* and *Ctenocephalides canis* flea infestations in dogs.<sup>1</sup>

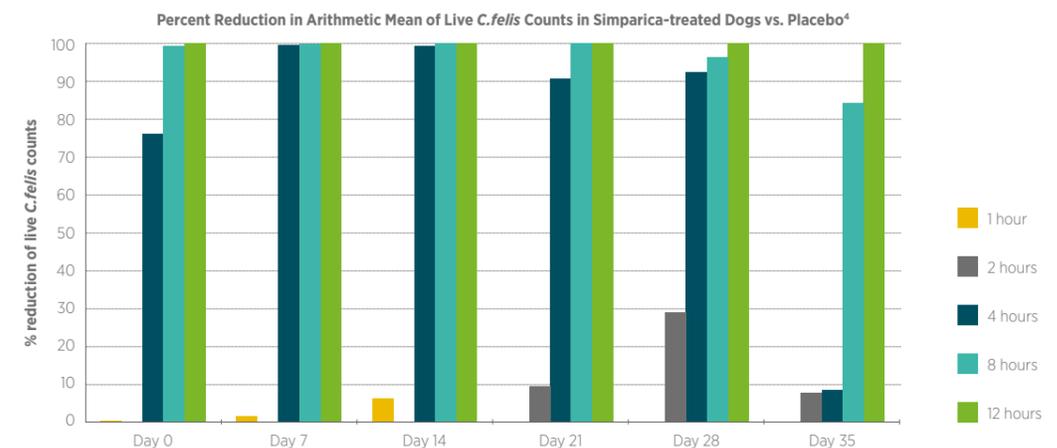
Simparica was shown to have 100% efficacy for 35 days against the laboratory **flea strain KS1**.<sup>3</sup> This strain has demonstrated reduced susceptibility to insecticides such as fipronil, imidacloprid and permethrin.<sup>3</sup>

## Persistent killing activity

Simparica provides **persistent flea killing activity for at least 35 days**<sup>1</sup>, acting beyond the monthly treatment period, helping to minimise the potential risk of protection gaps.

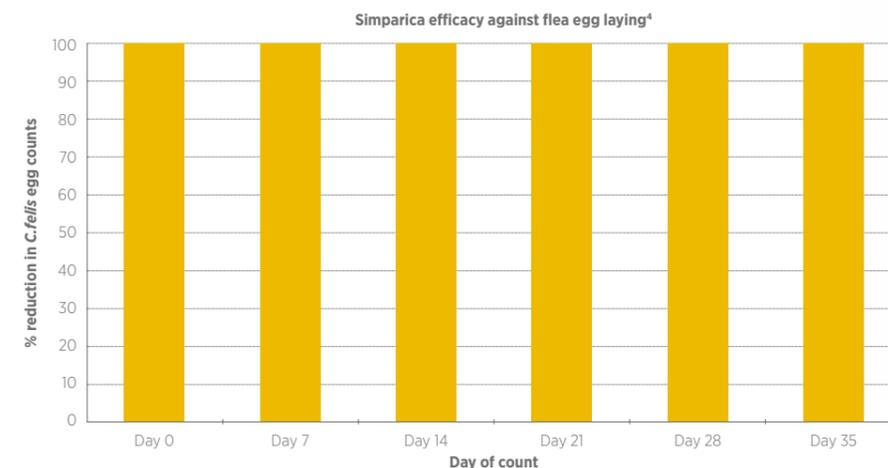
## Immediate and sustained killing activity

Simparica has been shown to start killing fleas within 3 hours<sup>4</sup> and **kills 95% of fleas within 8 hours** for 28 days after product administration.<sup>1</sup> Reducing flea feeding time is key in controlling the clinical signs of FAD.



## Prevents environmental flea egg contamination

The immediate and persistent flea killing activity of Simparica results in preventing environmental flea egg contamination<sup>1</sup>.



# How does Simparica perform on ticks?

## Action against the most prevalent species

A national government tick surveillance scheme found that *Ixodes ricinus* (71%), *Ixodes hexagonus* (27%), *Dermacentor reticulatus* (1%) and *Rhipicephalus sanguineus* (<1%) make up 99% of ticks that affect dogs in the UK.<sup>5</sup>



### *Ixodes ricinus*<sup>6\*</sup>

#### Hosts

Wild and domestic small-large mammals, birds and reptiles and amphibians

#### Habitat

Grassland, moorland, heathland and woodland. Found in suburban/urban areas

#### Disease transmission

Lyme disease and Anaplasmosis



### *Ixodes hexagonus*<sup>8\*</sup>

#### Hosts

Hedgehogs, foxes, ferrets, dogs, cats, rodents and occasionally birds

#### Habitat

On the host or in the nest. Present in suburban/urban areas

#### Disease transmission

Lyme disease and Anaplasmosis



### *Dermacentor reticulatus*<sup>7\*</sup>

#### Hosts

Domestic and wild animals, e.g. dogs, horses, cattle, foxes, hares and hedgehogs

#### Habitat

Grasslands, pastures and woodlands

#### Disease transmission

Babesiosis



### *Rhipicephalus sanguineus*<sup>9\*</sup>

#### Hosts

Dogs, cats and foxes but also recorded on cattle, rabbits, hares, hedgehogs and squirrels

#### Habitat

Kennels and other sheltered places

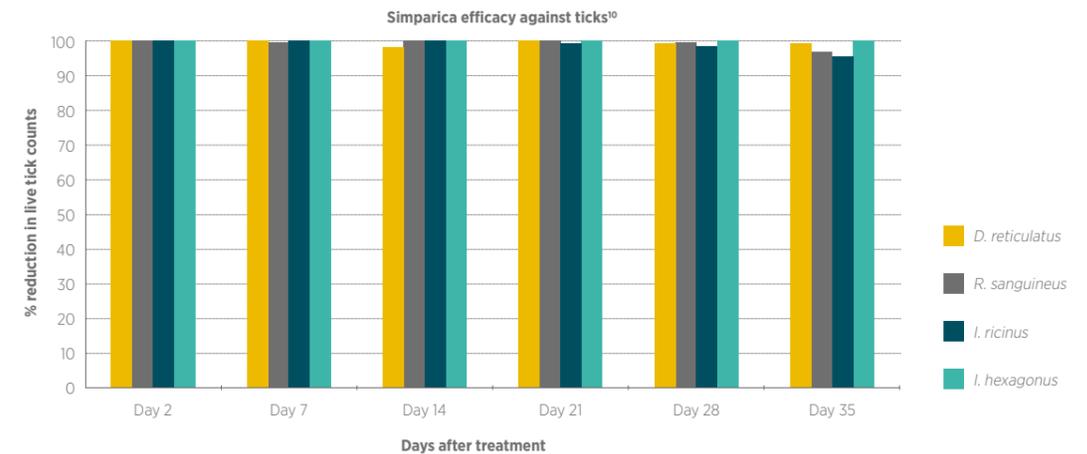
#### Disease transmission

Ehrlichia

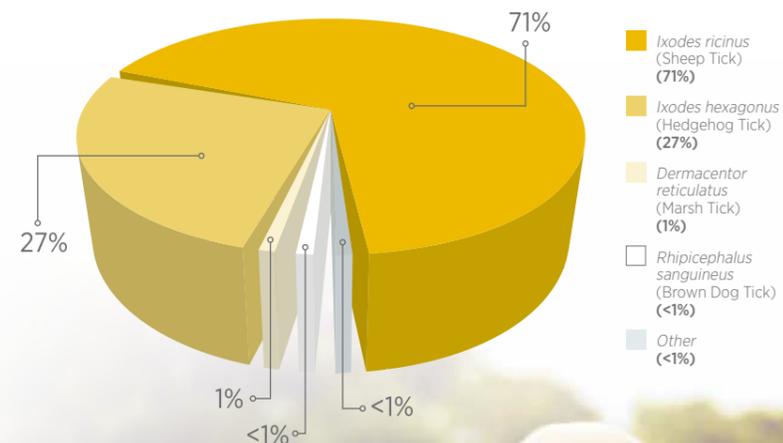


## Persistent killing activity

Simparica provides **persistent tick killing activity for at least 35 days**, acting beyond the monthly treatment period, helping to minimise the potential risk of protection gaps.



## Prevalence of ticks in the UK that affect dogs<sup>5</sup>



## Immediate and sustained killing activity

Simparica kills ticks (*I. ricinus*) within **12 hours** of attachment for 28 days after product administration.<sup>11</sup> Speed of kill is important in reducing the risk of transmission of tick-borne disease.

\* Areas with no records do not necessarily represent areas of absence of ticks, but simply that no records have been received from that location.

# How does Simparica perform on mites?

## Simparica: The ONLY oral product licensed to treat sarcoptic mange, ear mite infestations and demodicosis<sup>1</sup>

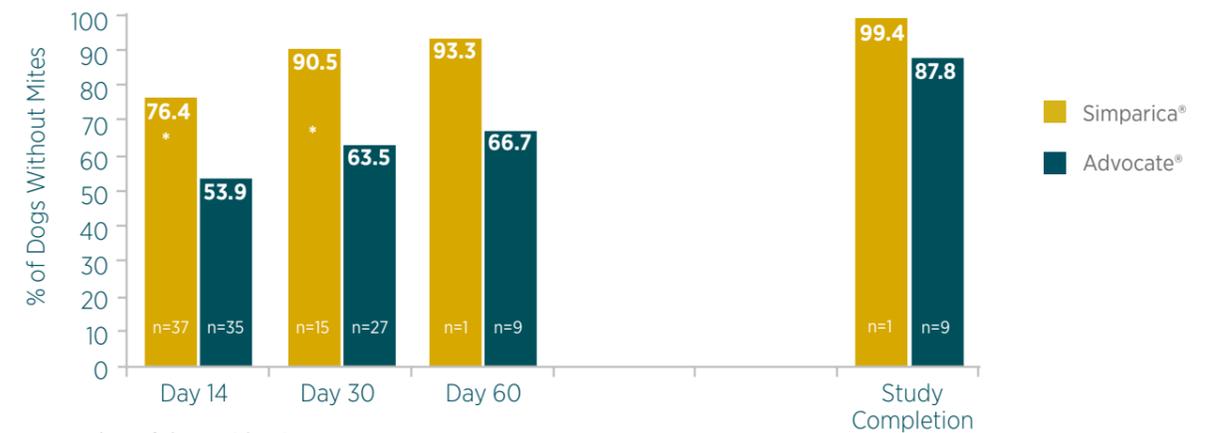
Dogs with natural infestations of *Sarcoptes scabiei* were given 2 monthly treatments of Simparica, as a result no mites were identified on skin scrapings in any of the dogs post treatment.<sup>12</sup>

Simparica aids in the resolution of clinical signs of sarcoptic mange.<sup>12</sup>

Dogs with *S.scabiei* treated with 2 monthly treatments of Simparica<sup>12</sup>

Clinical signs	% of dogs with clinical signs			
	Day 0	Day 14	Day 30	Day 60
PRURITUS	100%	80.1%	42.3%	2.0%
ERYTHEMA	96.2%	75.5%	38.5%	5.9%
PAPULES	94.3%	60.4%	30.8%	2.0%
SCALING/CRUSTING	100%	94.3%	51.9%	11.8%
ALOPECIA	100%	100%	88.5%	25.5%

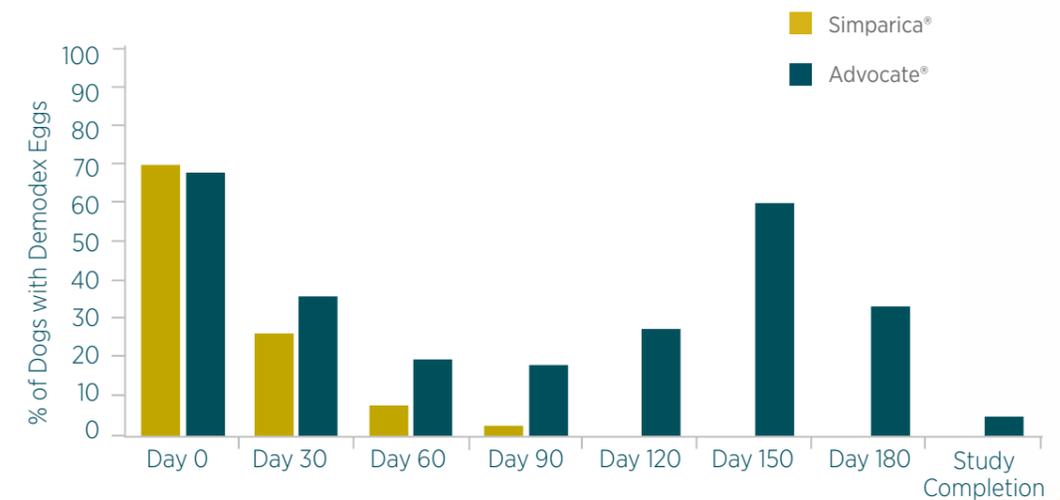
## Simparica: A single treatment with Simparica<sup>®</sup> is efficacious for the treatment of *Otodectes cynotis*<sup>13</sup>



n= number of dogs with mites  
\* Simparica<sup>®</sup> non-inferior vs Advocate<sup>®</sup> on day 14 and 30 (not evaluated on day 60 and at study completion)

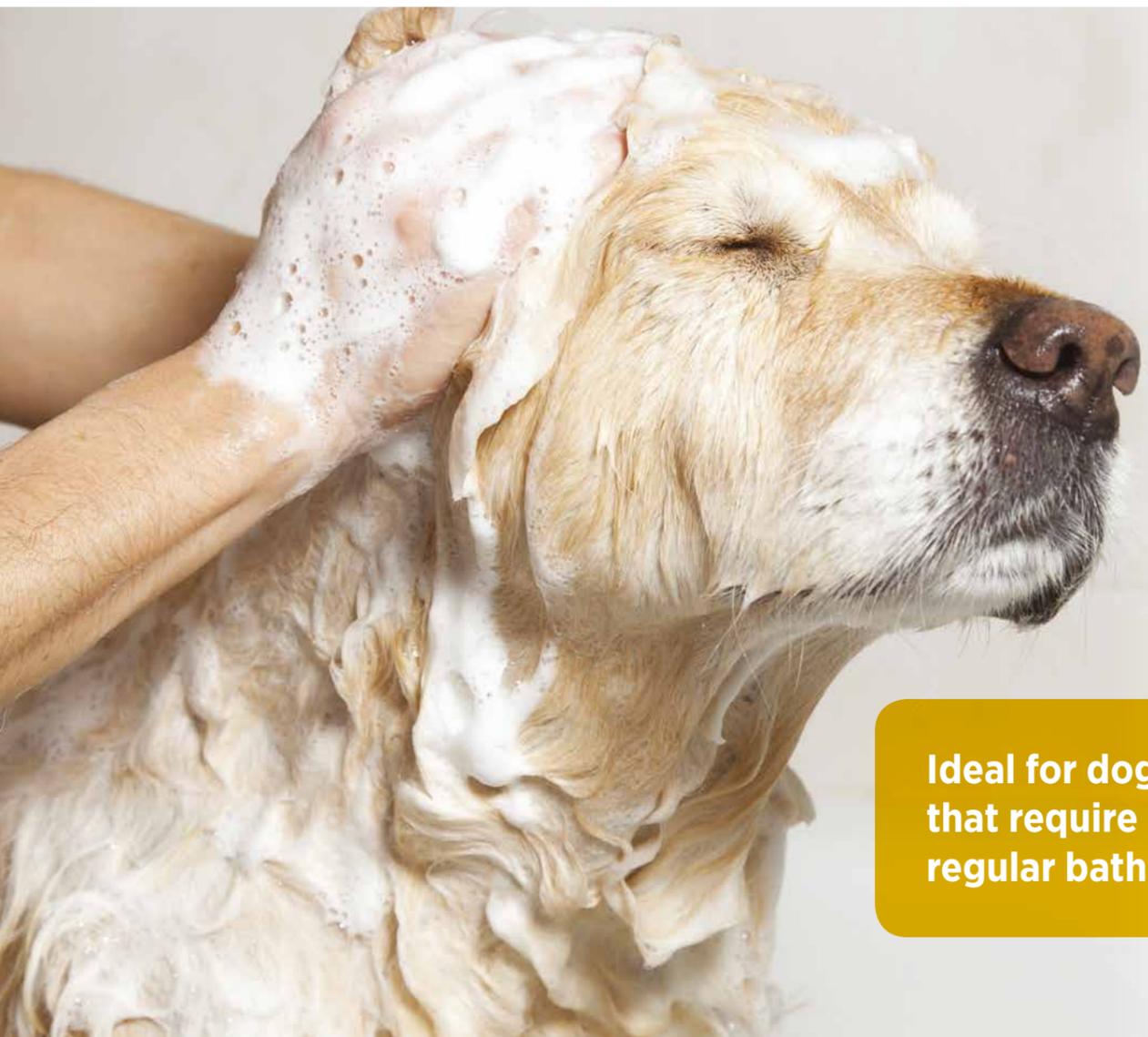
## Simparica: percentage of dogs with Demodex eggs in the skin scrapings<sup>14</sup>

In Simparica<sup>®</sup> treated dogs, no Demodex eggs were found after 90 days



## Simparica: A comprehensive ectoparasite solution in dermatology

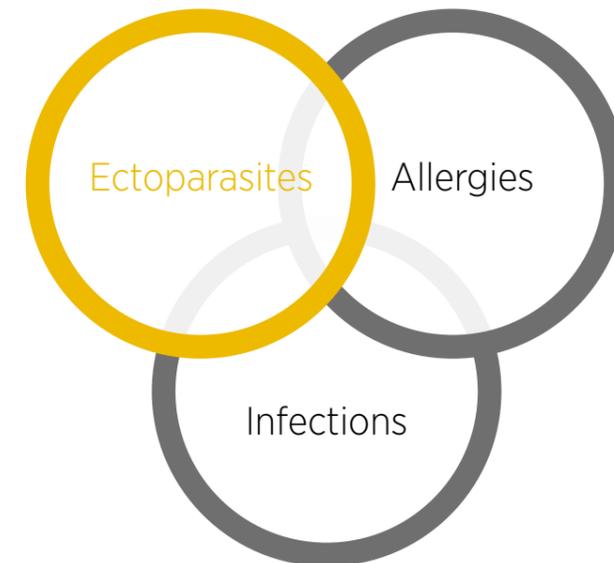
- Provides **immediate and persistent** flea and tick killing activity for at least 35 days, acting beyond the monthly treatment period<sup>1</sup>, helping to minimise the potential risk of protection gaps
- Kills fleas fast, from 3 hours<sup>4</sup> before they can lay eggs, preventing environmental flea egg contamination<sup>1</sup>
- Can be used as part of a treatment strategy for the control of Flea Allergy Dermatitis (FAD)<sup>1</sup>
- **NEW CLAIM** - The only oral product licensed to treat *Demodex canis*, *Otodectes cynotis* and *Sarcoptes scabiei*<sup>1</sup>
- Systemic action provides an ideal solution for dogs that require regular bathing



**Ideal for dogs that require regular bathing**

## Part of a comprehensive range of Zoetis dermatological solutions

**Simparica**  
(sarolaner) chewable tablets



**apoquel**  
oclacitinib

**CYTOPOINT**  
lokivetmab

convenia

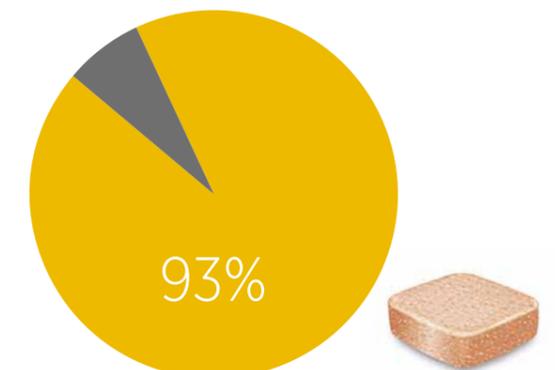
**Synulox**<sup>TM</sup>

Simparica contains sarolaner. **POM-V** Apoquel contains oclacitinib, a Janus Kinase (JAK) inhibitor. **POM-V** Stronghold contains selamectin. **POM-V**  
Convenia contains cefovecin sodium. **POM-V** Synulox contains amoxicillin and clavulanic acid. **POM-V**

## Simplicity and satisfaction in a savoury bite

- Simparica is a tasty, hard chewable tablet readily accepted by dogs
- Can be given with or without food<sup>1</sup>
- In European field studies Simparica was highly palatable with 93% of doses voluntarily consumed by client owned dogs within 1 minute of being offered

**GREAT-TASTING PROTECTION:**  
Voluntary full consumption within one minute<sup>15</sup>



**Simparica**  
(sarolaner) chewable tablets



## Simparica: The range



Bodyweight (kg)	Tablet strength (mg sarolaner)	Number of tablets to be administered
1.3 - 2.5	5	One
> 2.5 - 5	10	One
> 5 - 10	20	One
> 10 - 20	40	One
> 20 - 40	80	One
> 40 - 60	120	One

## Simparica: Well tolerated in dogs

	Safety information <sup>1</sup>
<b>Age</b>	Can be used in dogs from 8 weeks of age
<b>Weight</b>	Can be used in dogs from 1.3kg of bodyweight
<b>Adverse Events</b>	In very rare (less than 1 animal in 10,000 animals treated, including isolated reports) cases adverse reactions associated with mild and transient gastrointestinal effects such as vomiting and diarrhoea may occur. In very rare cases transient neurological disorders such as tremor, ataxia or convulsion may occur. These signs typically resolve without treatment.
<b>Margin of Safety</b>	In one overdose laboratory study, transient and self-limiting neurological signs were observed in some animals: mild tremors at 3 times the maximum exposure dose and convulsions at 5 times the maximum exposure dose. All dogs recovered without treatment.
<b>Breeds</b>	Simparica is well tolerated in Collies with a deficient multidrug-resistance-protein 1 following single oral administration at 5 times the recommended dose.
<b>Concurrent medication</b>	Simparica may be used in combination with other routine veterinary medications, including milbemycin oxime, moxidectin and pyrantel pamoate (in these studies efficacy was not investigated).

The safety profile of Simparica was extensively studied in both laboratory and field studies, performed worldwide. These studies overall involved more than 3000 doses of Simparica administered to over 1500 dogs.

## Not all parasiticides are created equally

	% of ticks affecting dogs <sup>5</sup>	Orals				Topicals	
		3 treatment pack Simparica <sup>1</sup>	3 treatment pack NexGard Spectra <sup>16</sup>	3 treatment pack Comfortis <sup>17</sup>	1 treatment pack Bravecto <sup>18</sup>	3 treatment pack Advocate <sup>19</sup>	3 treatment pack Frontline Combo <sup>20</sup>
<b>Fleas</b>							
<i>C. felis</i>		105 days	105 days	84 days	84 days	84 days	168 days
<i>C. canis</i>		105 days	105 days	-	-	-	168 days
<b>Prevents flea egg production</b>		Yes	Yes	Yes	Yes	-	Yes
<b>Onset of effect</b>		Within 8 hrs <sup>†</sup>	Within 24 hrs	Within 0.5 hrs	Within 8 hrs	Within 24 hrs	Within 24 hrs
<b>Ticks</b>							
<i>I. ricinus</i>	71%	105 days	84 days	-	84 days	-	84 days
<i>I. hexagonus</i>	27%	105 days	-	-	-	-	-
<i>D. reticulatus</i>	1%	105 days	84 days	-	84 days	-	84 days
<i>R. sanguineus</i>	<1%	105 days	84 days	-	56 days	-	84 days
<b>Onset of effect</b>		Within 12 hrs <sup>†</sup>	Within 48 hrs	-	Within 12 hrs <sup>^</sup>	-	Within 48 hrs
<b>Mites</b>							
<i>S. scabiei</i>		Yes	-	-	-	Yes	-
<i>D. canis</i>		Yes	-	-	-	Yes	-
<i>O. cynotis</i>		Yes	-	-	-	Yes	-
<b>Age at first use</b>		8 weeks	8 weeks	14 weeks	8 weeks	7 weeks	8 weeks
<b>Minimum weight</b>		1.3kg	2kg	1.3kg	2kg	1kg	2kg

<sup>†</sup> for 28 days after product administration  
<sup>\*</sup> for 28 days after product administration (*I. ricinus*)  
<sup>^</sup> for *I. ricinus*