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Bayer Animal Health launches all-in-one parasiticide

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For the first time in Indian market, Bayer Animal Health has introduced Advocate, a most comprehensive endectocide for dogs and cats. Advocate offers vets and pet owners the most complete parasite solution in a unique, easy to use topical formulation.

First launched in Australia in 2004, Advocate has greatly enhanced a growing segment in endo and ecto-parasite protection and treatment, and is a top-performer in core markets in which it has been introduced.

Advocate offers prevention and treatment for an array of endo- and ectoparasites prevalent in India, including flea infestation (Ctenocephalidesfelis) and intestinal nematodes, such as hookworm, roundworm and whipworm. It is also effective in the treatment of various life stages of gastrointestinal nematodes. Furthermore, it acts against ear mite infestation (Otodectescynotis), sarcoptic mange and demodicosis (both in dogs) and can be used as a heartworm preventative (L3 and L4 larvae of Dirofilariaimmitis) medication in dogs and cats.

Mr Rajesh Aggarwal, Country group head, Southern Asia for Animal Health says, "One of the many challenges we face in veterinary medicine is developing products that are effective against a range of parasites - including the most difficult ones to treat - that are also well tolerated by the animal under treatment. Then, thinking about how best we can promote compliance, particularly with pet owners, by making our products easy to administer."

"Advocate is an important achievement, the result of our scientific rigour and deep understanding of animal health, in particular parasites. This broad spectrum endo-ectoparasiticide can be used not only to treat pets already infected with some of the most common parasites, but also as a preventative measure. It is the sort of product small animal practices should have to hand due to its scope as well as its suitability as a lifelong treatment for cats and dogs."

Advocate combines imidacloprid (10 percent) and moxidectin (1 percent in cats and 2.5 percent in dogs) in a topical formulation licensed for use on dogs from seven weeks of age and cats from nine weeks of age, with a minimum body weight of 1kg in each species. It is available in 4.0 ml, 2.5 ml (both for dogs) and 0.8 ml (for cats) single pipette packs, the varying pipette sizes are for differing pet weights. The parasitic treatment is applied directly to the skin and on the back of the animal to minimise the opportunity for the product to be licked off.