



**Whatever your dog brings home,  
it shouldn't be fleas and ticks**

Rely on the collar that kills and repels  
fleas and ticks for 8 continuous months.

seresto.com



## Seresto® simplifies flea and tick protection.

Seresto® is an easy-to-use, non-greasy collar for your dog or cat. It offers a continuous supply of two active ingredients that are released in low concentrations for effective 8-month protection against fleas and ticks.

### All the features you want in a flea and tick collar.



Easy to apply



Non-greasy

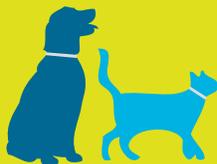


Odorless



Water-resistant\*

No need to remove the collar before swimming/bathing



No need to remember monthly applications

Available in three sizes

Large dog, small dog or cat

### Two active ingredients make Seresto® unique.

- **Imidacloprid** kills fleas through contact. Fleas do not have to bite your dog or cat to die.
- **Flumethrin** kills and repels ticks.

No other flea and tick product combines these two effective active ingredients.

\*Seresto® remains effective following a shampoo treatment, swimming, or after exposure to rain or sunlight. Under normal conditions, effectiveness lasts for 8 months. In order to maintain an 8-month duration, dogs must not be bathed more than once per month. For dogs that swim once a month or more, the control duration is reduced to five months for flea control and reduced to seven months for tick control.

### Sustained Release Technology provides 8 continuous months of protection.



Active ingredients are stored within collar



Active ingredients are released in low concentrations for 8 months and are distributed over pet's hair and skin surface



As active ingredients wear off over time, Seresto® continuously replenishes the skin with a new supply of active ingredients

### Designed with your pet in mind.

All Seresto® collars are designed with a ratchet-release mechanism. Seresto® Small Dog and Cat collars have an added predetermined breaking point to provide a 2-way release system.



Release mechanism

Predetermined breaking point

## How to apply Seresto®

Remove collar from protective bag immediately prior to use. Unroll collar and make sure that there are no remnants from the plastic connectors inside the collar.



Insert end of the collar through the buckle.



Adjust the collar around the animal's neck without tightening it too tight (as a guide, it should be possible to insert two fingers between the collar and the neck).



Pull excess collar through the loop(s) and cut off any excess length extending 1 inch (2 cm) beyond the loop(s).

Visit [seresto.com](http://seresto.com) to view the application video.

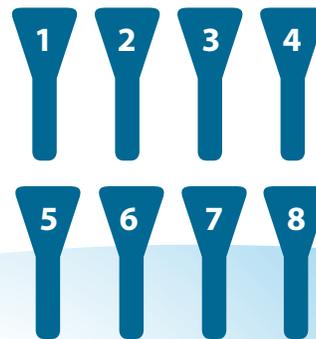


Seresto® comes with optional **reflector clips** that can be attached to the collar for added visibility at night.

## Why treat monthly when protection can last 8 continuous months?

Most flea and tick preventives are designed to be administered monthly – but remembering to use them every month can be a hassle. Seresto® is easy to apply to your dog or cat, and provides 8 months of continuous protection.

This adds up to effective protection in a convenient collar.



VS



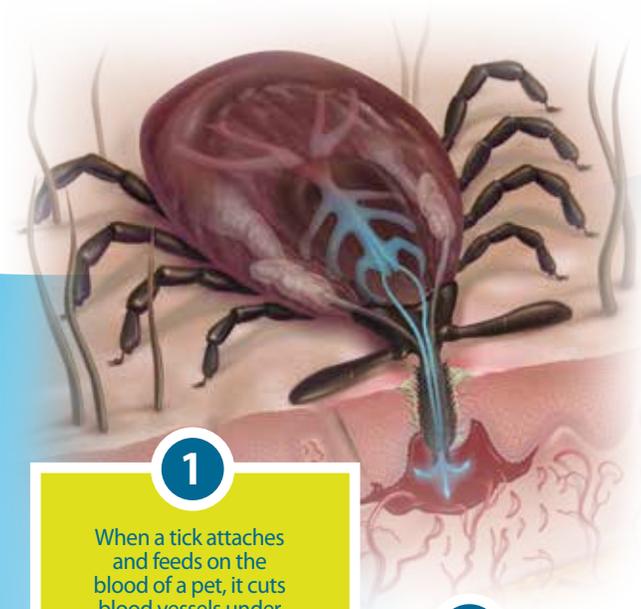
## Fleas and ticks are more than just a nuisance.

They can also transmit harmful diseases to dogs and cats. That's why providing protection against fleas and ticks is so important.

### How ticks attach and feed.

The mouth parts of a tick act like a tiny harpoon, ready to anchor into the dog's or cat's skin to begin feeding. This is when any number of diseases can enter the bloodstream and the real problems might begin.

If a tick is repelled, it cannot attach and transmit deadly diseases.



1

When a tick attaches and feeds on the blood of a pet, it cuts blood vessels under the skin, causing the blood to pool.

2

To keep the blood from clotting, a tick injects saliva containing blood thinners into the pool of blood to be able to suck the blood into its gut.

## How fleas create health risks.

Fleas can feed on your pet for hours, leading to serious health risks:

- **Skin problems** may start with flea bites, which can cause flea allergy dermatitis (FAD), an allergic reaction that can lead to severe itching, constant scratching and hair loss.
- **Tapeworms** can be caused by the ingestion of an infected flea.
- **Anemia** may occur with severe flea infestations.



"It's quick and easy to apply; works great at a good price."

Seresto® User, Grayson, KY

What some pet owners say about Seresto.®

"Love this product! So effective. Far exceeded my expectations."

Seresto® User, Nashville, TN

"I was so happy with this product! I will absolutely buy this product again and again! Thanks!"

Seresto® User, Millerstown, PA

Choose the Seresto® collar that's right for your pet.



**Small dogs**

7 weeks and older  
(up to 18 lbs)

**Large dogs**

7 weeks and older  
(above 18 lbs)

**Cats**

10 weeks and older

To learn more visit [seresto.com](http://seresto.com)



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