Highly effective flea control they’ll both appreciate

Activyl® for Cats
Activyl® for Dogs
Activyl® Tick Plus for Dogs

Contact your Midwest Veterinary Supply Representative for more information!
To place your order: 1-800-643-9378 | www.midwestvetsupply.com
**Activyl® contains indoxacarb, a molecule with an innovative mode of action for flea control.**

**Activyl® is the first flea control product that works through bioactivation.**

How does bioactivation work?

1. **Application**
   Activyl® spreads through the natural oils on the pet’s skin.

2. **Contact and ingestion**
   When a flea lands, it takes up Activyl® (no blood meal necessary).

3. **Bioactivation**
   Enzymes inside the flea change indoxacarb into its highly insecticidal form.

4. **Flea-free**
   The flea is unable to feed, becomes paralyzed and dies.

**Indoxacarb in Activyl® is metabolized differently in insects vs mammals.**

High toxicity in insects but not in mammals.

**Activyl® breaks the flea life cycle.**

- Activyl® is adulticidal, larvicidal and inhibits flea development in the environment.
- No Insect Growth Regulator (IGR) required.

ACTIVYL® INHIBITED 95%-100% OF FLEA DEVELOPMENT IN THE ENVIRONMENT OF TREATED PETS FOR AT LEAST 35 DAYS POST-TREATMENT.  

95%-100% flea development inhibited for 35 days.

**Activyl® is proven highly effective in tests against multiple flea strains in both dogs and cats for 4 full weeks.**

Up to 100% efficacy in multiple flea strains

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Activyl® effectively controls fleas in the home environment and prevents re-infestation.

In field trials in the EU, with 33 veterinary clinics, dogs and cats – in their homes – quickly became flea-free with Activyl®.

UP TO 98.9% FLEA-FREE DOGS AND CATS AFTER 3 MONTHLY TREATMENTS.³, ⁵

<table>
<thead>
<tr>
<th>DOGS</th>
<th>CATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activyl®</td>
<td>98.9%</td>
</tr>
<tr>
<td>Fipronil</td>
<td>84.9%</td>
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</tbody>
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*Statistically significant difference.

Activyl® provides effective initial and persistent protection for a full month.³

**Initial Speed of Kill**

Kills 90% of fleas on pet within 12 hours of first application.³

**Persistent Speed of Kill**

Kills newly arriving fleas within 8-12 hours for a full month.³

Activyl® is waterproof and remains effective after shampooing.³, ⁶

**Activyl® safety studies.**

Activyl® demonstrated a good margin of safety when extensively tested in studies in dogs, cats, puppies and kittens.³

**Activyl® is approved for use on:**

- Dogs and puppies over 4 lb from 8 weeks of age.
- Cats and kittens over 2 lb from 8 weeks of age.
If you were a dog, what would you do about ticks and fleas?

Activyl® Tick Plus combines indoxacarb for effective flea control with permethrin for proven tick protection in dogs.

- Provides effective flea and tick protection for a full month.
- Approved for use in puppies over 4 lb from 8 weeks of age.
- Effectively controls fleas and ticks on dogs in the home environment.
- Remains effective after swimming and exposure to sunlight.
- Fragrance-free.

Activyl® Tick Plus safety studies.

Activyl® Tick Plus was extensively tested in safety studies in dogs and puppies at 1x, 3x and 5x the recommended dose.

No adverse effects even at 5x the recommended dose.
**Activyl®** Tick Plus reliably kills and repels 4 tick species which may transmit diseases.

**Tick efficacy:**
Kills > 96% of ticks even 30 days after application.\(^3\)

![Efficacy Graph]

New ticks applied on days -2, 7, 14, 21, 28 and 35. Tick count 48 hours post tick challenge.

- **American Dog Tick** (*D. variabilis*)
  - which may transmit Rocky Mountain spotted fever.\(^6\)
- **Brown Dog Tick** (*R. sanguineus*)
  - which may transmit ehrlichiosis, Rocky Mountain spotted fever, and babesiosis.\(^6\)
- **Deer Tick** (*I. scapularis*)
  - which may transmit Lyme disease and anaplasmosis.\(^6\)
- **Lone Star Tick** (*A. americanum*)
  - which may transmit ehrlichiosis, Rocky Mountain spotted fever, and tularemia.\(^6\)

**Tick repellency:**
Repels up to 99% of ticks.\(^3\)

![Repellency Graph]

*American Dog tick (*D. variabilis*).
Merck Animal Health Track & Trace™ System.
Developed to protect your patients and your business.

Track & Trace Technology

- Allows identification of single month and six month packs using unique ‘FINGERPRINT’ barcodes.
- Tracks Activyl® through all touchpoints in the distribution chain.
- Helps identify diverters, facilitates anti-diversion enforcement.

Why Track & Trace is important

- It’s our solid commitment to the improved wellbeing of pets.
- We believe that only veterinary professionals can provide the highest standard of care.
- It keeps our innovative ectoparasiticide in your professional hands to ensure optimum results.

New formulation and packaging for improved compliance:

- Easy-to-use snap-open applicator:
  Opens easily without scissors, leaving the other hand free to hold the pet.
- See-through applicator facilitates administration
- Single month presentations
  - Allow for exact dosing of growing puppies
  - Provide flexible dispensing options
- Six month presentations
  - Ensure long-term parasite control

Merck Animal Health and Activyl® Tick Plus provide more service to support your clients, your patients and your business:

- Puppy and Kitten Kits
- Merchandising Material
- Consumer Marketing
- Staff Program
- Satisfaction Guarantee
- Merck Animal Health Track & Trace™

Activyl® Tick Plus is EPA approved.

For further information:
us.activyl.com

References
2. Wing KD, Andaloro JT, McCann SF, Salgado VL. Indoxacarb and the sodium channel blockers: chemistry, physiology and biology in insects.