



**Cats believe
everyone should
cater to them.
So do we.**

Effective flea and tick
control for cats.

EasySpot[®]
for Cats (fipronil) 

Elanco TM



Fleas and ticks: unwanted and dangerous

Fleas and ticks pose a year-round threat. Not only can these pests cause skin irritations that can make life miserable for your cat, they may also transmit diseases to both your cat and your family.^{1, 2}



Fleas



Ticks



Chewing Lice

¹CAPC, Fleas - Disease. <http://www.capcvet.org/capc-recommendations/fleas>. Accessed 22 Mar 2016.

²CAPC, Ticks - Disease. <http://www.capcvet.org/capc-recommendations/ticks>. Accessed 22 Mar 2016.

EasySpot® for Cats, brought to you by Elanco Animal Health, is an effective flea and tick control product to protect your cat, available exclusively through your veterinarian.

A topical medication applied to your cat's back in a single spot, EasySpot for Cats results in fast-acting and long-lasting control of fleas, ticks and chewing lice for 30 days.

Always read, understand and follow label and use directions.

Use EasySpot® for Cats for fast-acting, long-lasting protection



EasySpot for Cats is

- > Proven effective
- > Waterproof
- > Easy to apply
- > For use on cats and kittens 8 weeks of age and older and over 1.5 pounds

Always read, understand, and follow the label and use directions.



EasySpot® for Cats targets parasites that matter



Fleas

Can cause flea allergy dermatitis and facilitate transmission of bacteria and tapeworms.¹



Ticks

Can spread many serious diseases, including Lyme disease and Rocky Mountain spotted fever.²



Chewing Lice

Can cause hair loss, intense scratching and skin irritation in your cat.³

¹CAPC, Fleas - Disease. <http://www.capcvet.org/capc-recommendations/fleas>. Accessed 22 Mar 2016.

²CAPC, Ticks - Disease. <http://www.capcvet.org/capc-recommendations/ticks>. Accessed 22 Mar 2016.

³CAPC, Lice - Disease. <http://www.capcvet.org/capc-recommendations/lice>. Accessed 22 Mar 2016.

Epecially for cats

You celebrate the unique individuality of your cat. Don't settle for a flea and tick product that's made for dogs.

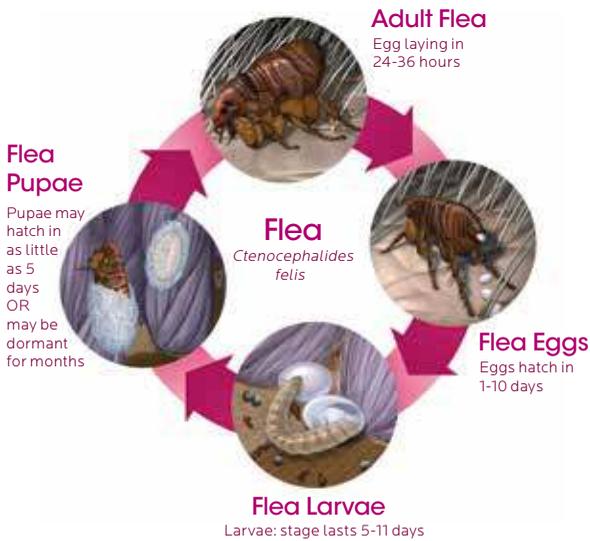
- > Cat-specific product helps avoid confusion in households with both cats and dogs.
- > One dose size helps ensure proper dosing of your cat.
- > Product package is designed for easy application.



Ask about EasySpot® for Cats, the treatment that provides long-lasting and effective flea and tick protection for your cat.



Flea Life Cycle



Thousands of fleas can quickly infest your home, biting and causing skin irritation to pets and humans alike.

Fleas have four life cycle stages: egg, larva, pupa and adult. Eggs can hatch in just 1 to 10 days.¹ Fleas take blood from your cat and can cause a number of problems:²

- > Fleas may cause your cat to be extremely uncomfortable causing them to scratch, chew, bite and experience fur loss or restlessness.²
- > Fleas are the source of flea allergy dermatitis (FAD), a common veterinary skin condition in which secondary infections can also develop.²
- > Severe infestations may cause anemia, iron-deficiency and in small cats, even death.²

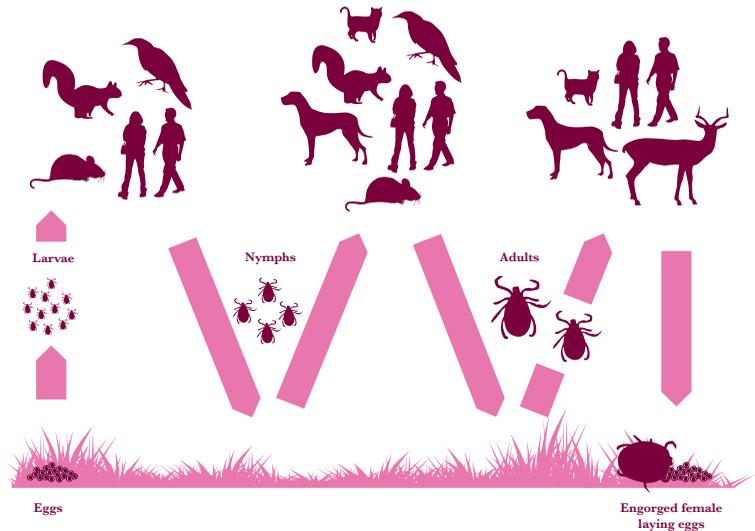
¹Blagburn, B. and Dryden, M. 2009. Biology, Treatment, and Control of Flea and Tick Infestations. *Vet Clin Small Anim* 39: 1173-1200

²CAPC, Fleas - Disease. <http://www.capcvet.org/capc-recommendations/fleas>. Accessed 22 Mar 2016.



Ticks can be a problem

Ticks have four life cycle stages: egg, larva, nymph and adult.¹ The complete life cycle can take from 3 months to 2 years or longer to complete.² Hard ticks are the most common types of ticks to infest cats.¹ There is a tick species active for at least part of the year in every region of the United States.¹



The life cycle can last from a few months to two years



Ticks can carry many serious diseases,¹ including

- > Lyme disease
- > Ehrlichiosis
- > Rocky Mountain spotted fever
- > Anaplasmosis
- > Babesiosis
- > Hepatozoonosis

¹CAPC, Ticks. <http://www.capcvet.org/capc-recommendations/ticks>. Accessed 22 March 2016

²Blagburn, B. and Dryden, M. 2009. Biology, Treatment, and Control of Flea and Tick Infestations. *Vet Clin Small Anim* 39: 1173–1200

¹CAPC, Ticks - Disease. <http://www.capcvet.org/capc-recommendations/ticks>. Accessed 22 Mar 2016.



EasySpot® for Cats is designed for convenience

The EasySpot for Cats tubes are easy to use.

- > Spout designed to hold the medication in the tube until ready to dispense.
- > Soft, collapsible reservoir helps the pet owner control application.



EasySpot®
for Cats (fipronil) 

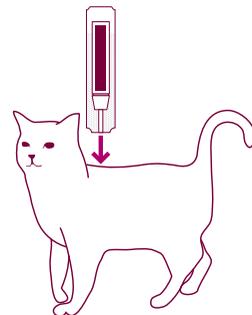
Application Instructions

How to Open:

1. Remove product tubes from the package.
2. Separate one tube from the others. Hold the tube with notched end pointing up and away from the face and body. Use scissors to cut off the narrow end at the notches along the line.

How to Apply:

1. Invert tube over cat and use open end to part cat's hair.
2. Squeeze tube firmly to apply all of the solution to the cat's skin as a spot to the cat's back between the shoulder blades.



Talk with your veterinarian today

Discover how EasySpot[®] for Cats can control fleas, ticks and chewing lice. Make the switch to effective, convenient, easy-to-use EasySpot for Cats.

EasySpot[®]
for Cats (fipronil) 

EasySpot for Cats, Elanco and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries or affiliates.

© 2016 Eli Lilly and Company, its subsidiaries or affiliates.
USCAFPAR00004

Elanco™