

**POISON**  
KEEP OUT OF REACH OF CHILDREN  
READ SAFETY DIRECTIONS  
FOR ANIMAL TREATMENT ONLY



**advocate®**

**For Dogs 10–25 kg**  
**For Dogs over 25 kg**

100 g/L IMIDACLOPRID  
25 g/L MOXIDECTIN

**FOR:**

- the treatment and prevention of fleas *Ctenocephalides* spp. Reduces the incidence of Flea Allergy Dermatitis. Larval flea stages are killed in the surroundings of ADVOCATE treated pets;
- the prevention of heartworm *Dirofilaria immitis* infection;

**FOR THE TREATMENT AND CONTROL OF:**

- roundworms *Toxocara canis*, *Toxascaris leonina*, kills larval (L), immature and adult worms;
  - hookworms *Ancylostoma caninum*, *Ancylostoma braziliense* (this hookworm is usually restricted to tropical areas in Australia), *Ancylostoma ceylanicum*, *Uncinaria stenocephala*, kills larval (L), immature and adult worms of all species;
  - whipworm *Trichuris vulpis*;
  - generalised demodicosis *Demodex canis*;
  - sarcoptic mange *Sarcoptes scabiei*;
  - ear mites *Otodectes cynotis*;
  - lice *Trichodectes canis*, *Linognathus setosus* for up to 6 weeks; in dogs and puppies.
- One application lasts for a month.

**DIRECTIONS FOR USE**

Consult a veterinarian before use.

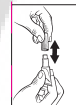
Treatment for heartworm should occur regularly at monthly intervals. For external application only.

DO NOT GIVE PRODUCT BY MOUTH.

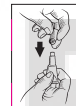
**DOSAGE**

For animals of this type	Use 1 TUBE from this pack colour
Dogs 10–25 kg	maroon
Dogs 25–40 kg	blue

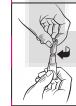
For very large dogs over 40 kg, apply 2 tubes of ADVOCATE for Dogs over 25 kg (blue) by dividing the dose between the shoulder blades, on the midline of the back between the hips, and at one point in between.



- Remove required tube(s) from the package.
- Hold tube upright and pull off the cap.





- Reverse the cap and push cap back on tube.



- Twist cap to break seal, then remove cap from tube.

5. Site of Application

Dogs under 25 kg 1 TUBE	Dogs 25–40 kg 1 TUBE
Apply between the shoulder blades	Apply by dividing the dose between the shoulder blades, on the midline of the back between the hips, and at one point in between
	

- The animal should be standing for easy application. Remove any collar prior to application and replace when product is dry. Part the hair until the skin is visible. Place the tip of the tube on the skin and squeeze the tube firmly twice to apply the solution directly on the skin. Avoid pet's eyes or mouth.
- Record treatment date and repeat monthly or as directed. ADVOCATE remains efficacious following shampoo treatment, swimming or exposure to rain. If washing animal during use of this product, use a soap-free shampoo.
- Occasionally hair loss may occur at the application site. This is usually a single occurrence and hair will grow back unevenly.

**GENERAL INSTRUCTIONS**

**FLEA CONTROL AND PREVENTION**

ADVOCATE has been shown to kill adult and larval fleas within 20 minutes of contact by absorption via the flea intersegmental membranes. Stops fleas from feeding in 3–5 minutes. Fleas are not required to bite the animal to receive a lethal dose.

The successive feeding activity of fleas on pets may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of pets with ADVOCATE rapidly kills fleas and reduces the incidence of this condition. ADVOCATE may be used as the only product for flea control as it breaks the life cycle and kills fleas emerging from the environment to reinfest the dog.

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More rapid resolution of heavy environmental infestations may be obtained by additional environmental control measures using a suitable registered product. It is recommended that all dogs in the same environment should be protected by ADVOCATE for Dogs and all cats with ADVOCATE for Cats.

**HEARTWORM PREVENTION**

Treatment with ADVOCATE should start one month before the first exposure to mosquitoes. ADVOCATE must be applied at one month intervals during the time of the year when mosquitoes (which carry and transmit the heartworm larvae) are present. In many areas of Australia continuous, year-round heartworm prevention is recommended. To establish a routine, it is recommended that the same day or date be used each month to administer ADVOCATE. When replacing another heartworm preventive product, the first treatment with ADVOCATE must be given within one month of the last dose of the previous product.

**WORM CONTROL**

ADVOCATE treats and controls the major gastrointestinal nematodes of dogs but does not control tapeworms. In order to control tapeworms use DRONTAL® or DRONCIT® as appropriate. Dogs can become reinfested with worms but regular use of ADVOCATE will remove them. If worm problems persist, consult a veterinarian.

**TREATMENT AND CONTROL OF GENERALISED DEMODICOSIS**

ADVOCATE has been shown to be highly effective in the treatment of generalised demodicosis when administered at monthly intervals for 2 to 4 treatments. In a laboratory study performed on dogs naturally infested with *Demodex canis*, treatment with ADVOCATE resulted in a decrease in the occurrence of erythema, casts, scales, crusts and alopecia and a significant reduction (97.84%) in mite numbers found on skin scrapings. In a field study, all dogs enrolled in the study were 100% cured of *Demodex* mites.

**TREATMENT AND CONTROL OF SARCOPTIC MANGE**

ADVOCATE has been shown to eliminate 100% of sarcoptic mites (*Sarcoptes scabiei*) after a single dose. A second dose of ADVOCATE a month later will result in continued improvement of the clinical signs associated with sarcoptic mange. Monthly application of ADVOCATE will control any subsequent sarcoptic mite infestation.

**TREATMENT AND CONTROL OF EAR MITES**

For the treatment of ear mites (*Otodectes cynotis*), ADVOCATE is highly efficacious as a single dose. Monthly application of ADVOCATE will control any subsequent ear mite infestation. To maximise efficacy, thorough cleaning of the ear canal is recommended with a product that is registered for that purpose or as directed by a veterinarian.

**PUPPIES**

Puppies may be treated with ADVOCATE from 7 weeks of age. If puppies younger than 7 weeks require flea control, they may be safely treated with ADVANTAGE® for Dogs. For control of roundworms and hookworms puppies require worming at 2, 4, and 8 weeks of age. When worming puppies prior to commencing ADVOCATE, use a specific worming agent such as DRONTAL®. Once treatment with ADVOCATE every month is commenced worms will be continuously controlled.

**PREGNANCY AND LACTATION**

No primary embryo-toxic, teratogenic or reproductive toxic effects have been observed with imidacloprid or moxidectin in laboratory species. Evidence suggests that no adverse effects are to be expected in pregnant and lactating dogs. However, the safety of ADVOCATE has not been established during pregnancy and lactation.

**PRECAUTIONS**

Do NOT apply to cats.

Use with caution in sick, debilitated or underweight animals. ADVOCATE may be safely applied to heartworm infected dogs therefore there is no absolute requirement for a heartworm test before commencing treatment. However a diagnostic test for heartworm prior to commencement of treatment is recommended to ensure the optimum health of dogs. ADVOCATE has no strong chemical smell. The liquid vehicle in ADVOCATE may discolour or damage certain surfaces and fabrics e.g. polished floorboards, leather. Exclude the animal from contact with such surfaces until the product dries on the animal's coat.

NOT TO BE USED FOR ANY PURPOSE, OR IN ANY MANNER, CONTRARY TO THIS LABEL UNLESS AUTHORISED UNDER APPROPRIATE LEGISLATION.

**SAFETY DIRECTIONS**

Harmful if swallowed. Will damage the eyes. Repeated exposure may cause allergic disorders. Avoid contact with the eyes. If product in eyes, wash it out immediately with water. Wash hands after use.

**FIRST AID**

If poisoning occurs, contact a doctor or Poisons Information Centre. Phone Australia 131 126.

**DISPOSAL**

Dispose of used tubes and packaging by wrapping in paper and placing in garbage.

**PRESENTATION**

ADVOCATE® for	Pack Colour	Contents	APVMA Approval No:
Dogs 10–25 kg	maroon	2.5 mL	55322/57543
Dogs over 25 kg	blue	4.0 mL	55323/57544

**STORAGE**

Store below 25 °C (Air Conditioning).

**LIMITATION OF LIABILITY**

Failure to use the product strictly as directed may be illegal, prove dangerous or render the product ineffective. Notwithstanding anything else contained on this label, and subject to any rights you have under the Australian Consumer Law and any other applicable law, Bayer Australia Limited's liability is limited to replacing this product or supplying equivalent product or paying the cost of replacing this product, at its discretion.

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**BAYER AUSTRALIA LIMITED**

875 Pacific Highway  
Pymble NSW 2073  
ACN 000 138 714

**Bayer**