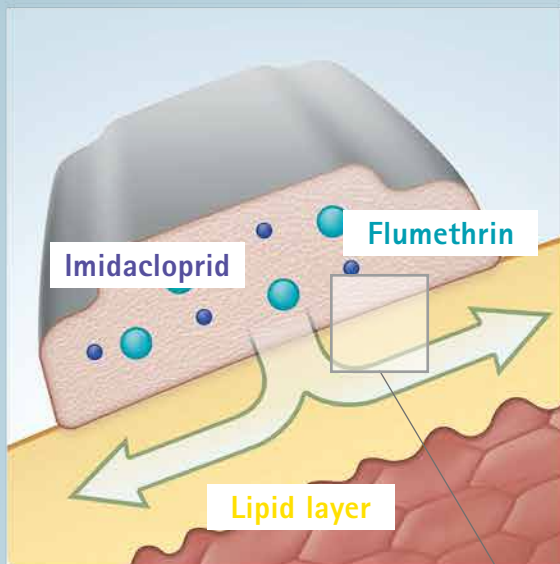


No chance for parasites

Small parasites, huge challenge: fleas and ticks can transmit dangerous infectious diseases to dogs which can also spread to humans. Bayer experts have developed a way of protecting companion animals: the Seresto™ collar is effective against fleas and ticks for up to eight months. Its repellent action reduces the risk of dogs becoming infected with disease pathogens transmitted by ticks.



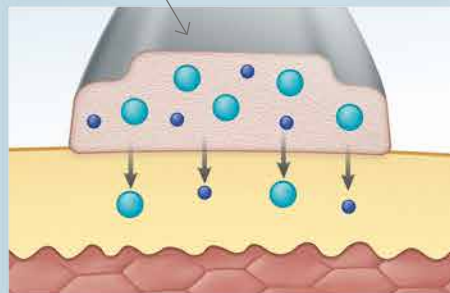
Strong combination

The collar's polymer matrix contains two active substances: **imidacloprid** is effective against fleas and **flumethrin** against ticks.

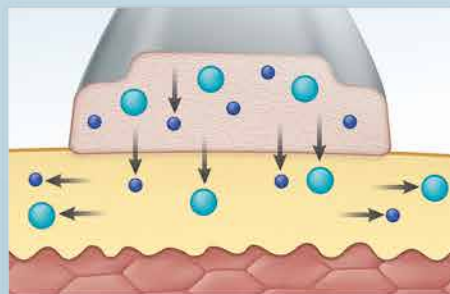


Active ingredients are distributed in the **lipid layer** of the dog's skin.

Small quantities of **imidacloprid** and **flumethrin** are released from the surface of the collar to the **lipid layer** on the dog's skin.



The active ingredients are distributed over the dog's entire body via this **lipid layer**. The collar continues to release new active ingredient molecules until the **lipid layer** of the skin and the fur are saturated with the substances. If the level of active substances in the **lipid layer** gets too low, the collar automatically releases the required amount again.



“Unpleasant for ticks and fleas”

Sebastian Kuzmierczyk, Global Brand Manager Seresto™, explains how the innovative matrix collar works.



Sebastian Kuzmierczyk



How does the collar help to prevent the transmission of disease pathogens?

The active ingredients make the dog's skin extremely unpleasant for ticks - when they touch the dog's skin, it feels like touching a hot stove plate, so they drop off. This is called the "hot foot effect". Both fleas and ticks die if they

come into contact with the active ingredients. As they don't need to bite, the risk of disease transmission is lower.

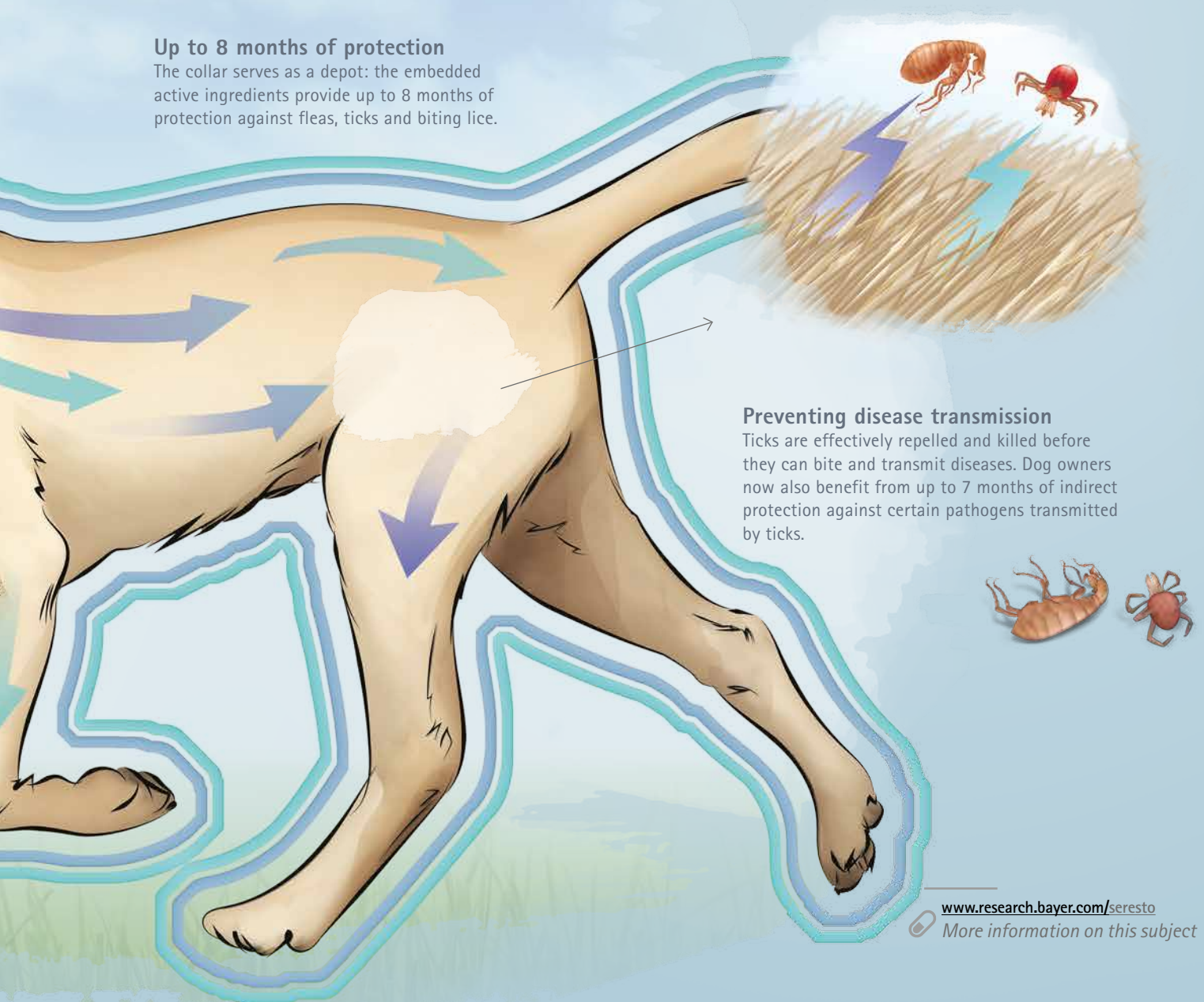
In how many countries is Seresto marketed?

Seresto is available in 57 countries in Europe, the United States, Asia and Africa.

Photo: private

Up to 8 months of protection

The collar serves as a depot: the embedded active ingredients provide up to 8 months of protection against fleas, ticks and biting lice.



Preventing disease transmission

Ticks are effectively repelled and killed before they can bite and transmit diseases. Dog owners now also benefit from up to 7 months of indirect protection against certain pathogens transmitted by ticks.



www.research.bayer.com/seresto
More information on this subject