



Elanco Animal Health
2500 Innovation Way
Greenfield, IN 46140 USA
www.elanco.com

Dear Valued Customer,

As you may be aware, recently the *USA Today* released an article claiming a link between Seresto® flea collars and pet deaths. The safety of Seresto, and all our products, is our number one priority at Elanco. As a globally marketed product, more than 80 regulatory authorities around the world, including the US EPA, rigorously reviewed the safety data collected over the course of Seresto's development prior to registration and/or approval, as appropriate. Further, the safety and efficacy of Seresto are continuously monitored and scrutinized by global regulatory bodies as well as via internal processes.

We realize that customers may be reaching out to you and your staff with questions regarding the safety of Seresto as a result of this news coverage. Please feel free to utilize the talking points below to answer questions or reach out to your Elanco Sales Representative for additional information. For customers, additional information about Seresto can be found at www.petbasics.com/our-products/seresto/.

Key Points:

- There is no established link between death and exposure to the active ingredients contained in Seresto
- Since its initial approval in 2012, more than 25 million Seresto collars have protected dogs and cats in the U.S. from fleas, ticks and the resulting tick-borne illnesses that can impact their quality of life
- As a globally marketed product, more than 80 regulatory authorities around the world, including the US EPA, rigorously reviewed the safety data collected over the course of Seresto's development prior to registration and/or approval, as appropriate. The safety and efficacy of Seresto are continuously monitored and scrutinized by global regulatory bodies as well as via internal processes
- All adverse events, product related or not, are collected, evaluated and reported. It is critically important to understand that a report is not an indication of cause
- Since its approval, the reporting rate for all incidents related to Seresto is less than 0.3% in the U.S. The majority of these incidents relate to non-serious effects such as temporary hair loss and mild skin irritation around the application site. It is important to make sure the collar is not fitted too tightly around an animal's neck. We recommend the collar be snug while still being able to fit 2 to 3 fingers under it
- It is important that consumers purchase collars from an authorized clinic or retailer to ensure the authenticity and integrity of the products they are buying

We take the health and well-being of pets very seriously. Thank you for all that you do to protect your customers and their pets. Please reach out with any questions.

Regards,

Dr. Sabine Bongaerts

Vice President, Elanco Regulatory Affairs and Pharmacovigilance

Your Name Here

Elanco Sales Representative