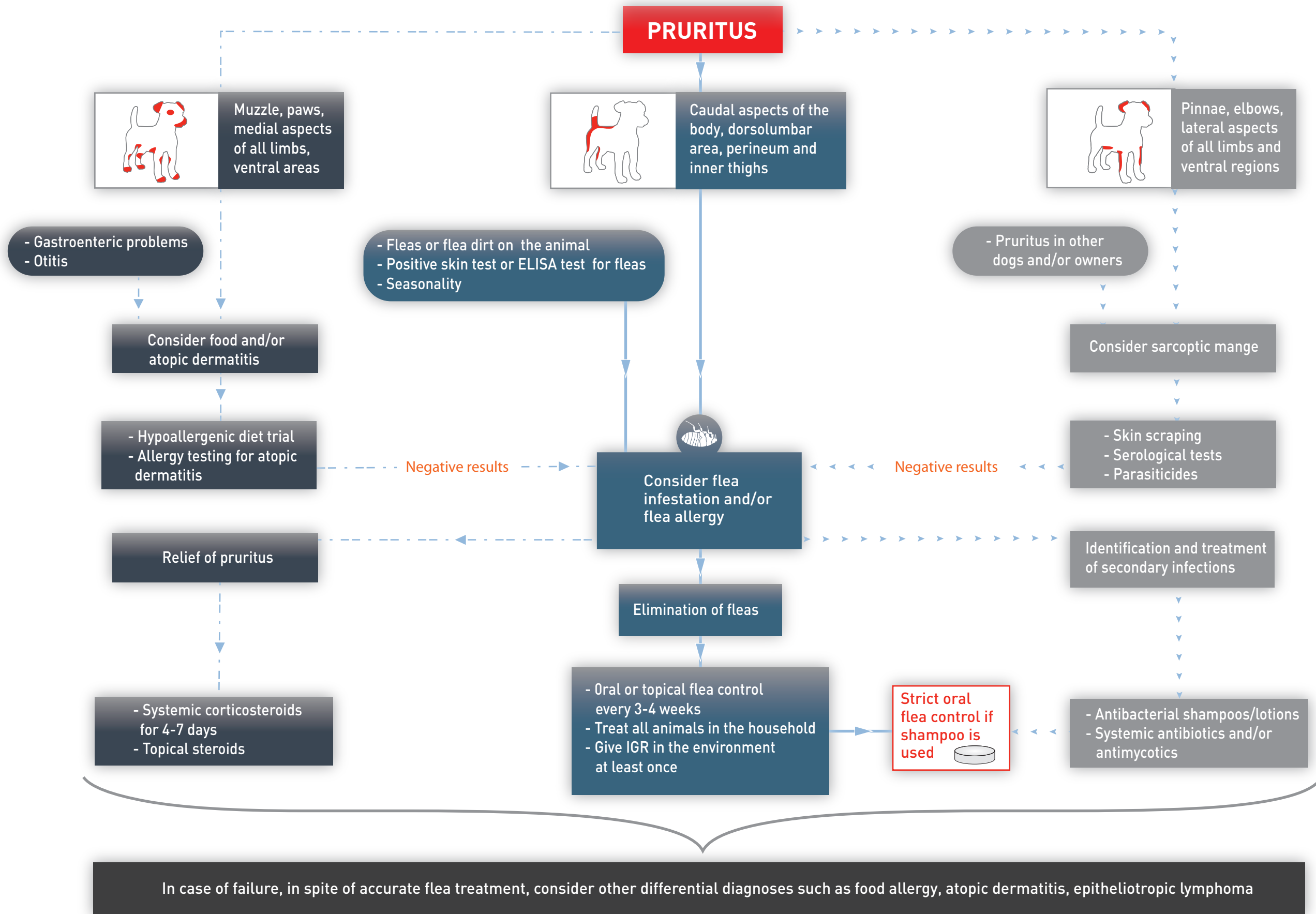


# Flea Allergy Dermatitis Algorithm



Introducing

**Comfortis**<sup>®</sup>  
(spinosad) chewable tablets for dogs



For **dogs** with **flea allergy dermatitis** issues. **Flea control** that **won't interfere** with **topical** treatments.

**Comfortis has been shown to be an effective aid in managing and reducing clinical signs of Flea Allergy Dermatitis (FAD)<sup>5</sup>**

Dogs with signs of flea allergy dermatitis (FAD) showed significant improvement as a direct result of eliminating fleas<sup>5</sup>

- Fleas feed within seconds to minutes once they find a host<sup>2,3</sup>
  - Fleas receive a lethal dose of systemic-acting pulicide more quickly than they are able to absorb a topical contact insecticide<sup>6</sup>
  - Majority of fleas will bite a topically treated animal<sup>2,3</sup>

Comfortis has a fast speed of kill and offers month-long flea control

- Repeated exposure to flea bites and flea salivary antigens causes FAD<sup>8</sup>
  - Comfortis starts killing fleas in 30 minutes and is 100% effective within four hours,<sup>9</sup> reducing animals' exposure to flea bites
  - Comfortis kills fleas before they can lay eggs<sup>7</sup>, preventing new infestations<sup>1</sup>
  - Comfortis is effective for up to four weeks<sup>4</sup>

Comfortis is a monthly oral tablet that works systemically. So it won't interfere with topical dermatology therapies

- The efficacy of topical flea products is often limited by the frequent use of shampoos<sup>8</sup>



**Flea Allergy Dermatitis (FAD) Algorithm**



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<sup>1</sup>Blagburn BL et al (2010) Veterinary Parasitology 168: 312-317 <sup>2</sup>Dryden M W (2007) Flea control issues: blood feeding, egg production and FAD, in Proceedings North American Veterinary Dermatology Forum, Hawaii, April 16-21 2007 <sup>3</sup>Dryden M W (2009) Veterinary Dermatology 20: 435-440 <sup>4</sup>Franc M (2009) Study T9CRF090008, Eli Lilly and Company <sup>5</sup>Hozak (2005) Study T9C180104, Eli Lilly and Company <sup>6</sup>McCoy C et al (2008) Veterinary Parasitology 156: 293-301 <sup>7</sup>Moran C (2005) Study T9CDIE0502 <sup>8</sup>Olivry T et al (2010) Vet Derm 21: 233-248 <sup>9</sup>Young DR (2004) Study T9C060330, Eli Lilly and Company

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