



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

Dear Valued Customer,

As you may be aware, *USA Today* recently released an article claiming a link between Seresto® Flea and Tick Collars and adverse events in pets, which prompted an Illinois legislator to request additional information about the claims and made a request to Elanco for a temporary recall.

All data and scientific evaluation used during the product registration process and through our robust pharmacovigilance review supports the safety profile and efficacy. Therefore, no market action such as a recall is warranted, nor has it been suggested by any regulatory agency. As a result, Elanco continues to stand behind the safety profile of Seresto. It remains available to consumers across the US and around the world as a trusted option for protection of pets from fleas and ticks which can negatively impact quality of life and, further, may act as vectors of dangerous disease.

Seresto is a globally marketed product. As such, more than 80 regulatory authorities around the world, including the U.S. Environmental Protection Agency, rigorously reviewed safety data collected over the course of its development. Further, the safety and efficacy of Seresto are continuously monitored by several regulatory authorities around the world as well as via internal processes.

Providing quality products for pets and the people who love them is our number one priority at Elanco Animal Health. We work tirelessly to ensure that pet owners and veterinarians have access to proven, regulated technology to repel and kill fleas and ticks that transmit disease and can impact a pet's quality of life. We are also working tirelessly to ensure consumers receive accurate information on Seresto, based on robust scientific data from trusted sources such as veterinarians.

We recognize this misleading article may cause customers to reach out to you and your staff with questions as a result of additional news coverage. Please feel free to use the information below to answer questions or contact your Elanco Sales Representative for additional information. For customers, they can find information about Seresto online at www.seresto.com.

Key Points:

- Seresto remains available to consumers across the U.S. and around the world for protection of pets from fleas and ticks, which can negatively impact their quality of life and, further, may act as vectors of dangerous disease. There is no recall of Seresto products, nor has one been asked for or suggested by any regulatory agency.
- Elanco continues to stand behind the safety profile of Seresto and there is no established link between death and exposure to the active ingredients contained in Seresto.



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- 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 by regulatory bodies globally as well as via internal processes.
- Since its initial U.S. registration in 2012, more than 25 million Seresto collars have protected dogs and cats from fleas and ticks that can transmit disease and that can impact their quality of life.
- 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 U.S. incidents related to Seresto is less than 0.3%. The significant majority of these incidents relate to non-serious effects, such as dermatologic application site issues. It is important to make sure the collar is not fitted too tightly around the 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 and know you do too. Please feel free to reach out to you Elanco representative with any additional questions.

Regards,
Elanco Animal Health

To learn more, visit serestofacts.info

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