

Dear Client,

As you may be aware, USA Today recently released an article claiming a link between Seresto flea collar and pet deaths. The information below is provided by Elanco, the manufacturer of Seresto:

- 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.
- As a globally marketed product, more than 80 regulatory authorities around the world, including the U.S. 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 a 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.

For additional information about Seresto, you can visit www.petbasics.com/our-products/seresto or call 1-800-255-6826.