



BROADLINE: Easy parasite control starts here

- BROADLINE:**
- **Provides** the simplicity of a single product solution
 - **Protects** cats against internal and external parasites
 - **Delivers** feline health and family protection in a single dose

Relax: BROADLINE means a healthy cat & a healthy home

Comprehensive studies and trials have proven both the safety of BROADLINE and its effectiveness. As a cat owner, this also delivers you peace of mind, knowing you are providing the best protection possible for your cat.

- BROADLINE:**
- **Relieves worry:** you know your cat has received the full spectrum of protection
 - **Is easy to use:** simple to administer, with the unique topical applicator also providing accurate and complete dosing
 - **Safe for kittens:** BROADLINE has a high margin of safety on adult cats, and is safe for use on kittens as young as 8 weeks of age

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Broadline®

The most comprehensive
parasite control for cats



Relaxed,
healthy,
protected.



BROADLINE: Ground-breaking, effective parasite protection

BROADLINE is the first complete flea and tick control product for cats that kills both roundworms and tapeworms, in one complete, easy-to-use topical application.

<p>Simplicity Easy to use applicator</p>	<p>Innovation A no-scratch, no-pill, complete de-wormer together with flea and tick control</p>	<p>Accuracy Clear applicator ensures complete & accurate dosing</p>
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Unique Topical Applicator

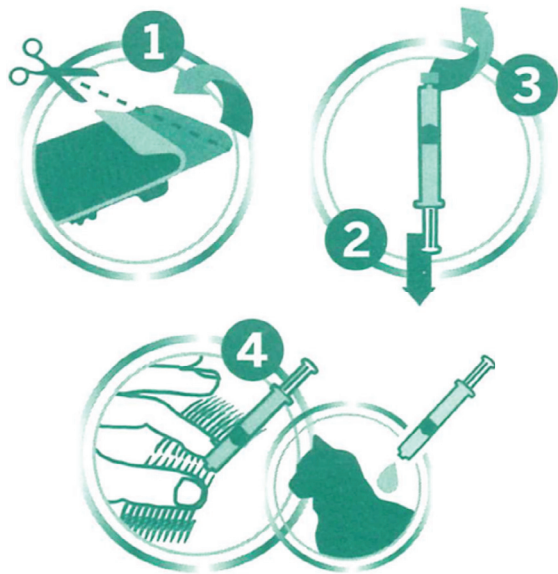
FLEAS	TICKS	BITING LICE	ROUNDWORMS	HOOKWORMS	TAPEWORMS	ENVIRONMENTAL CONTROL	FLEA ALLERGY DERMATITIS	WATER RESISTANCE	LONG LASTING EFFICACY	SAFETY

Minimum fuss, maximum protection

One of the distinct advantages of the new BROADLINE formulation is the unique topical applicator. It makes applying BROADLINE simple and effective and ensures completely accurate dosing.

Applying BROADLINE

To apply BROADLINE pull back the plunger slightly, remove cap, place the tip of the applicator on the skin. Apply the contents directly on the skin in one spot on the midline of the neck between the base of the skull and the shoulder blades.



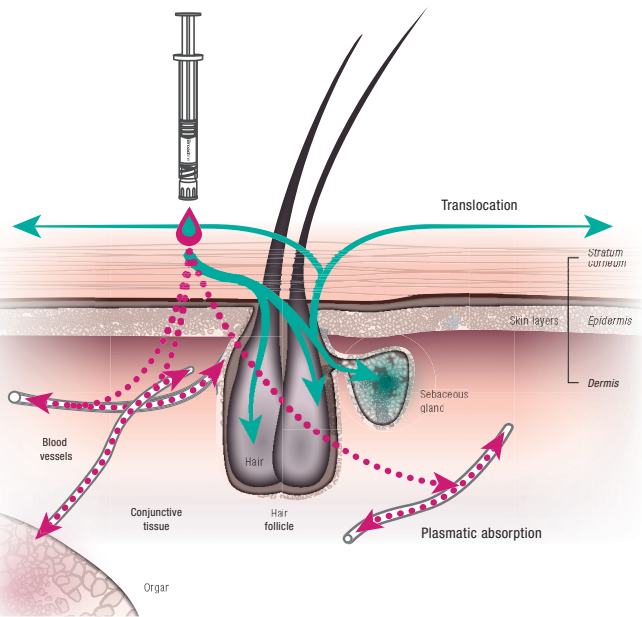
Your vet knows best!

BROADLINE can be used every time for routine flea control or as part of a regular deworming programme. For best advice on parasite control for your cat visit your veterinarian.

A new formulation, a new science

BROADLINE is a completely new formulation. Extensive scientific research and development has resulted in a unique and effective combination of four active ingredients. This means your cat is provided with the most comprehensive protection against both internal and external parasites.

How does BROADLINE work?



Systemic activity
Eprinomectin and Praziquantel

- Absorbed across the skin
- Distributed internally for effective control of worms

Topical activity
Fipronil and (S)-methoprene

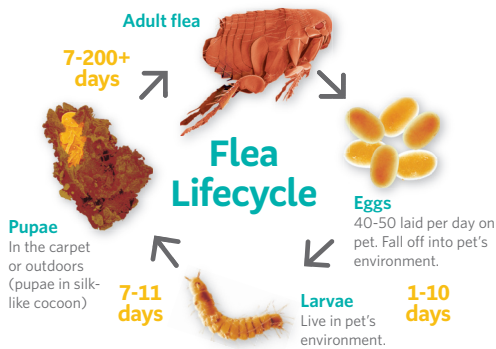
- Distributed on the skin
- Stored in the oils of the skin & haircoat for long-lasting effect against fleas & ticks

Maximum protection for your cat

The impact of breaking the flea life cycle

BROADLINE kills not only the adult fleas on your cat but contains an insect growth regulator to kill eggs and larvae, breaking the flea life cycle at every stage. This strategy of integrated flea control is highly effective and has a significant impact on flea populations by reducing the re-emergence of fleas in the home.

Adult fleas, the life cycle stage you see on your cat, make up just 5% of the total flea population. The other 95% is made up of eggs, larvae and pupae, which can be found rapidly developing in carpets, furniture and bedding around the home.



Killing internal worms



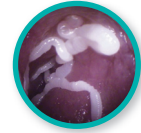
Roundworms

Roundworms are common, particularly in young cats, causing poor growth and diarrhoea. Eggs can survive for years in the environment. Roundworms are a zoonotic risk particularly for children.



Hookworms

Hookworms can cause anaemia or digestive upsets in your cat. Infection occurs through ingestion of larvae or penetration of the skin. Hookworms are also a zoonotic parasite for humans.



Tapeworms

Tapeworms are common in cats in New Zealand and are transmitted through the ingestion of infected fleas or rodents. Tapeworms are a potential zoonosis for children if they ingest infected fleas.

Unique combination, maximum effectiveness

Because of its unique combination of active ingredients, BROADLINE provides a broad spectrum of protection, delivering the most comprehensive parasite control on the market for cats.

No other product delivers flea and tick control and kills roundworms and tapeworms.

	Advocate®	Revolution®	BROADLINE®
Adult fleas	✓	✓	✓
Flea eggs	×	✓	✓
Flea larvae	✓	✓	✓
Ticks	×	×	✓
Lice	✓	×	✓
Hookworm	✓	×	✓
Roundworm	✓	✓	✓
Tapeworm	×	×	✓

