

Dogs are gonna dog

Advocate[™]
ULTRA CHEW

Introducing Australia's **first and only 'all-in-one'** chew that **kills tapeworms** too.

All-in-one protection had a gap.
Until now, there hasn't been an all-in-one chew that also directly **protects against tapeworms**.

Why this matters

Dogs' risk of tapeworm infection is increased by everyday activities e.g. outdoors and off-leash, sniffing and eating weird things, wildlife or farm contact, and raw diets. For these at-risk dogs, monthly tapeworm treatment is recommended¹. This also helps to protect your family from tapeworms and diseases that can pass from dogs to people.¹

Advocate Ultra Chew now closes the gap in one monthly chew.



Broadest
spectrum of protection*[^]

Convenience and peace
of mind for dog owners



The only all-in-one* that kills
tapeworms

Protects dogs and families against
dangerous zoonotic diseases



Fastest
speed of kill against ticks & fleas*²⁻⁶

Quickest relief for dogs
and confidence for owners

Advocate Ultra Chew
provides the broadest
parasite protection*[^]
in one single dose.



Ticks



Fleas



Demodex
mites



Heartworm



Intestinal
worms



**including
Tapeworms**

*Of all canine endectocides. ^Based on number of parasite species controlled.

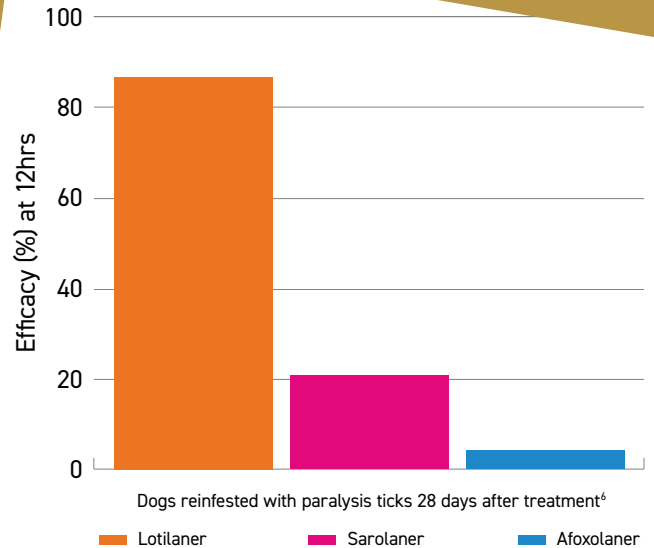
Advocate Ultra Chew has the Fastest Speed of Kill against fleas and ticks.*2-6

- ✓ Starts killing fleas within **2 hours**², and ticks⁷ within **4 hours**⁴
- ✓ Over 97% of fleas killed within **4 hours for 5 weeks**³
- ✓ **100% efficacy**[#] vs paralysis ticks for **11 weeks**^{7, 8}

As with any tick product, daily searching for paralysis ticks is recommended.

Advocate Ultra Chew provides superior peace of mind for dog owners. At the end of the month (day 28), 12 hours after dogs are reinfested with paralysis ticks, the efficacy of lotilaner is⁶:

- **4 times greater than sarolaner** (in Simparica[®] Trio)
- **24 times greater than afoxolaner** (in NexGard[®] Spectra)



N.B. All products exceeded 95% efficacy within 24 hours. APVMA requires >95% efficacy by 72 hours.

Advocate Ultra Chew is trusted, tested and well tolerated.

- ✓ Safe for puppies from 8 weeks of age and ≥2kg
- ✓ Safe in ivermectin-sensitive Collies⁹
- ✓ Safe in heartworm-positive dogs^{†10}
- ✓ Safe for use with other medications¹¹

Advocate Ultra Chew is gentle on dogs, strong on protection.

Easy to give monthly chew.



9 out of 10 dogs accepted Advocate Ultra Chew.^{†12}



Comes in a tasty, vegetable-based, **beef-flavoured chewable tablet** formulation.¹³

Meat **allergen-free**¹³ carefully crafted for sensitive dogs.

Give with or following food.

Advocate Ultra Chew improves convenience thanks to one monthly, easy-to-give chew.

Elanco

* *Ixodes ricinus*. [#] 72 h post-reinfestation. [†] It's recommended, in accordance with good veterinary practice, that all animals ≥ 6 months of age be tested for existing heartworm infections before beginning medication with Advocate Ultra Chew. [‡] Accepted from the bowl, hand or with food (n = 402 dogs).

¹ ESCCAP Guideline 01: Worm Control in Dogs and Cats. 7th Ed. 2025. ² Cavalleri, D. *et al.* (2017). *Parasit Vectors*. 10(1):521. ³ Cavalleri, D. *et al.* (2017). *Parasit Vectors*. 10(1):529. ⁴ Murphy, M. *et al.* (2017). *Parasit Vectors*. 10(1):541. ⁵ Reif, K. *et al.* (2024). *Parasit Vectors*. 17(1):313. ⁶ Lyons R. *et al.* (2025, Nov 6-7). Speed-of-kill comparison of isoxazolines in the combination endectocide products Credelio[™] PLUS (lotilaner), NexGard Spectra[®] (afoxolaner) and Simparica[®] Trio (sarolaner) against the Australian paralysis tick (*Ixodes holocyclus*) throughout one month. [Poster session] 1st Asia Pacific Veterinary Parasitology Congress, Kuala Lumpur, Malaysia. ⁷ Baker, K. *et al.* (2018) *Parasit Vectors*. 11(1):487. ⁸ Elanco data on file (NAH-15-044). ⁹ Riggs, K. *et al.* (2025). *Parasit Vectors*. 23;18(1):153. ¹⁰ Riggs, K. *et al.* (2025). *Parasit Vectors*. 18(1):138. ¹¹ Elanco data on file (ELA210601, ELA210612, ELA210759, ELA210049, ELA221321, ELA210486, ELA210487, ELA230799). ¹² Elanco data on file (ELA 210049 & ELA210612). ¹³ Elanco data on file (Credelio Quattro Excipients of Human or Animal Origin EU statement 2025). Read the product leaflet for full instructions. Advocate, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. © 2026 Elanco or its affiliates. NexGard Spectra[®] and Simparica[®] Trio are registered trademarks of Boehringer Ingelheim and Zoetis, respectively. For further information contact Elanco Australasia Pty Ltd (ABN 64 076 745 198): productsupportau@elancoah.com. PM-AU-26-0118.