

# GIVE YOUR PATIENTS GOLD STANDARD PARASITE PROTECTION

## 1) What do dog owners want?<sup>1</sup>:



Comprehensive protection, offering the protection their dog needs



Safe to use, yet efficacious



Trustworthiness, so owners know they are doing the best by their dog

## 2) What is the clinic opportunity?



# 63%

of dog owners **leave a vet practice without purchasing a flea or tick product**<sup>2</sup>



The average Australian vet clinic has the potential to gain

# \$210K\* EVERY YEAR<sup>3</sup>

By having every dog in their practice on ProHeart® SR-12

## 3) The Zoetis solution:

Partner SR-12 with Simparica and Cazitel to offer your patients the gold standard protection they deserve:

**ProHeart<sup>®</sup> SR-12**  
INJECTION

Vet exclusive year-round heartworm protection with ProHeart® SR-12

**Simparica<sup>®</sup>**

Stop deadly paralysis ticks and flea infestations fast, whilst also treating mites and mange

**Cazitel<sup>®</sup>** 

Protects against 12 species of intestinal worms and controls shedding of *Giardia oocysts*

1. Brand health tracking research, May 2019.

2. Orchard flea and tick average data LTV 2.1 report (2018) n = 52. Assumes 150 dogs per month in clinic, 95 of which will not purchase flea and tick products

3. Aggregate reporting of Australian Practice Transactions for SR12 Users.. Study Number: 16SORPAR-01-01 (2018). Heartworm Surveillance Project.