

PARTICULARS TO APPEAR ON THE OUTER PACKAGE {Cardboard box}

1. NAME OF THE VETERINARY MEDICINAL PRODUCT

Advantage 40 mg Spot-On Solution

2. STATEMENT OF ACTIVE SUBSTANCES

Each 0.4 ml pipette contains:
40 mg imidacloprid;

3. PACKAGE SIZE

1 pipettes
2 pipettes
4 pipettes
6 pipettes

4. TARGET SPECIES



Dogs < 4 kg



Cats < 4 kg



Pet rabbits < 4 kg

5. INDICATIONS

For the prevention and treatment of fleas on small cats and small dogs. Treatment of fleas on pet rabbits and for the treatment of biting lice (*Trichodectes canis*) on small dogs.



Flea



Louse (dogs)

6. ROUTES OF ADMINISTRATION

For external use only.
Spot-on use.

7. WITHDRAWAL PERIODS

Do not use on rabbits intended for human consumption.

8. EXPIRY DATE

Exp. {mm/yyyy}

9. SPECIAL STORAGE PRECAUTIONS

10. THE WORDS “READ THE PACKAGE LEAFLET BEFORE USE”

Read the package leaflet before every use for full instructions and user warnings.

(The ‘User Warnings’ text shown below is only required for packs of 2 pipettes or greater)

User Warnings

Store pipettes in the original packaging until ready to use.

This product can cause mucous membrane, skin and eye irritation.

Therefore, contact of the product with mouth, skin and eyes should be avoided.

This product contains benzyl alcohol and may cause skin sensitisation or transient skin reactions in rare cases (for example, irritation, tingling). People with a known hypersensitivity (allergy) to insecticides or alcohol should avoid contact with the product.

Do not smoke, drink or eat during application.

If contact with the skin occurs, wash hands with soap and water.

If the product gets into eyes, the eyes should be thoroughly rinsed with clean water.

If skin or eye irritation persists, or the product is accidentally swallowed, seek medical advice.

Do not stroke, groom or play with treated animals until the application site is dry. It is therefore recommended that animals are not treated during the day, but should be treated during the early evening, and that recently treated animals are not allowed to sleep with owners, especially children. Dispose of used pipettes immediately.

Wash hands after use.

11. THE WORDS “FOR ANIMAL TREATMENT ONLY”

For animal treatment only.

12. THE WORDS “KEEP OUT OF THE SIGHT AND REACH OF CHILDREN”

Keep out of the sight and reach of children.

13. NAME OF THE MARKETING AUTHORISATION HOLDER

Elanco GmbH

14. MARKETING AUTHORISATION NUMBERS

Vm 52127/5161

Vm 52127/3086

15. BATCH NUMBER

Lot {number}

16. OTHER INFORMATION

Do not use this product on

- Cats, rabbits, or dogs weighing 4 kg or over.
- Unweaned kittens or puppies of less than 8 weeks of age or rabbits of less than 10 weeks of age.
- In case of hypersensitivity to the active substance or to any of the excipients.

MINIMUM PARTICULARS TO APPEAR ON SMALL IMMEDIATE PACKAGING
UNITS {Tube label}

1. NAME OF THE VETERINARY MEDICINAL PRODUCT

Advantage



< 4 kg



< 4 kg



< 4 kg

2. QUANTITATIVE PARTICULARS OF THE ACTIVE SUBSTANCES

0.4 ml

3. BATCH NUMBER

Lot {number}

4. EXPIRY DATE

Exp. {mm/yyyy}

MINIMUM PARTICULARS TO APPEAR ON SMALL IMMEDIATE PACKAGING
UNITS {Blister*}

1. NAME OF THE VETERINARY MEDICINAL PRODUCT

Advantage



< 4 kg



< 4 kg



< 4 kg

2. QUANTITATIVE PARTICULARS OF THE ACTIVE SUBSTANCES

40 mg imidacloprid

3. BATCH NUMBER

Lot {number}

4. EXPIRY DATE

Exp. {mm/yyyy}

**NB: There is no blister foil for the single tube presentation*

PARTICULARS TO APPEAR ON THE PACKAGE LEAFLET:

PACKAGE LEAFLET

1. Name of the veterinary medicinal product

Advantage 40 mg Spot-on Solution for Small Cats, Small Dogs and Pet Rabbits

2. Composition

Each 0.4 ml tube contains 40 mg imidacloprid.

Excipients:

332.8 mg Benzyl alcohol (E1519), 0.4 mg Butylhydroxytoluene (E321)

Clear yellow to slightly brownish solution

3. Target species

Cats, dogs and pet rabbits.

4. Indications for use

Prevention and treatment of flea infestations and for the treatment of biting lice (*Trichodectes canis*) on dogs of less than 4 kg. For dogs of 4 kg body weight and greater see Dosage and administration Section.

Prevention and treatment of flea infestations on cats of less than 4 kg body weight. For cats of 4 kg body weight and greater see Dosage and administration Section.

Treatment of flea infestations on pet rabbits of less than 4 kg body weight. For rabbits of 4 kg body weight and greater see Dosage and administration Section.

Fleas are killed within one day following treatment. One treatment prevents further flea infestation on dogs for 4 weeks, on cats for 3-4 weeks, and on rabbits for one week.

5. Contraindications

Do not use this product on cats, rabbits, or dogs weighing 4 kg or over.

Do not treat unweaned kittens or puppies of less than 8 weeks of age or rabbits aged less than 10 weeks of age.

Do not use in case of hypersensitivity to the active substance or to any of the excipients.

6. Special warnings

Special warnings:

Re-infestation from emergence of new fleas in the environment may continue to occur for six weeks or longer after treatment is initiated. To aid reduction in environmental challenge, the additional use of a suitable environmental treatment against adult fleas and their developing stages is recommended. In order to reduce further the environmental challenge, it is recommended that all dogs, cats and rabbits in the household are treated, as necessary, with an appropriate product. If signs of fleas persist or appear, consult a veterinary surgeon or suitably qualified professional. Treatment of nursing bitches and queens controls flea infestations on both dam and offspring.

The veterinary medicinal product remains effective if the animal becomes wet, for example after exposure to heavy rain. However, re-treatment may become necessary, depending on the presence of fleas in the environment. In these cases do not treat more frequently than once weekly.

The possibility that other animals in the same household can be a source of re-infection with biting lice (dogs) should be considered, and these should be treated, as necessary, with an appropriate product.

Care should be taken to administer the product according to the package leaflet and avoid unnecessary use of antiparasiticides, such as flea treatments, as this may increase the risk of development of resistance and could ultimately result in ineffective therapy. The need for and frequency of re-treatment(s) should be based on professional advice (from a veterinarian or suitably qualified professional) and should take into account the local epidemiological situation and the animal's lifestyle.

Special precautions for safe use in the target species:

This veterinary medicinal product is for topical use and should not be administered orally.

Care should be taken to avoid the contents of the tube coming into contact with the eyes or mouth of the recipient animal.

Do not allow recently treated animals to groom each other.

Any collar should be removed prior to application of the veterinary medicinal product. Prior to re-fitting the collar, the treated area should be visually assessed to ensure it is dry.

Special precautions to be taken by the person administering the veterinary medicinal product to animals:

Keep stored tubes in the original packaging until ready to use. In order to prevent children from getting access to used tubes, dispose of used tubes immediately. People with known hypersensitivity to imidacloprid should avoid contact with the veterinary medicinal product.

This product contains benzyl alcohol and may cause sensitisation or transient skin reactions (e.g. irritation, tingling).

Avoid contact between the veterinary medicinal product and skin, eyes or mouth. Do not massage the application site.

If the veterinary medicinal product gets into eyes, flush thoroughly with water.

If skin or eye irritation persists or the veterinary medicinal product is accidentally swallowed, seek medical advice immediately and show the package leaflet or the label to the physician.

Do not eat, drink or smoke during application.

Wash hands thoroughly after use.

Wash off any skin contamination with soap and water.

After application, do not stroke or groom treated animals until the application site is dry (typically within an hour or so). It is therefore recommended that animals are not treated during the day, but should be treated during the early evening, and that recently treated animals are not allowed to sleep with owners, especially children.

Special precautions for the protection of the environment:

Imidacloprid is toxic to aquatic organisms. To avoid adverse effects on aquatic organisms, treated dogs should not be allowed to enter surface water for 48 hours after treatment.

Other precautions:

The solvent in this veterinary medicinal product may stain or damage certain materials including leather, fabrics, plastics and finished surfaces. Allow the application site to dry before permitting contact with such materials.

Pregnancy and lactation:

No reproductive toxic effects have been observed in rats and no primary embryotoxic or teratogenic toxic effects have been observed during the studies on rats and rabbits. Studies on pregnant and lactating bitches, queens and does together with their offspring are limited. Evidence so far suggests that no adverse effects are to be expected in these animals.

Interaction with other medicinal products and other forms of interaction:

No incompatibility has been observed between this veterinary medicinal product at twice the recommended dose and the following commonly used veterinary products: lufenuron, febantel, pyrantel and praziquantel (dogs) and lufenuron, pyrantel and praziquantel (cats). The compatibility of the product was also demonstrated with a wide range of routine treatments under field conditions including vaccination.

Overdose:

In cats, no adverse clinical signs were produced using doses of five times the therapeutic level weekly for eight consecutive weeks.

In dogs, no adverse clinical signs were produced by individual doses of up to 200 mg/kg body weight (five to eight times the therapeutic dose), daily treatments at 100 mg/kg body weight for five consecutive days or weekly treatments at five times the maximum dose rate for eight consecutive weeks.

In rabbits, no adverse clinical signs were seen using doses of up to 45 mg/kg body weight (4 times the therapeutic level) weekly for 4 consecutive weeks.

In rare cases of overdose or licking of treated fur, nervous system disorders (such as twitching, tremors, ataxia, mydriasis, miosis, lethargy) can occur in cats.

Poisoning following inadvertent oral uptake in animals is unlikely. In this event, treatment should be symptomatic under veterinary medical attention. There is no known specific antidote but administration of activated charcoal may be beneficial.

7. Adverse events

Dogs.

Very rare (<1 animal / 10,000 animals treated, including isolated reports):

Agitation (hyperactivity)

Diarrhoea, Hypersalivation (drooling) ¹ , Vomiting

Disorientation, Neurological disorders (e.g. Depression (lethargy), Incoordination, Tremor)

Application site reaction (e.g. Hair loss, Itching, Reddening of the skin, Skin lesion)

¹May occur if the dog licks the application site immediately after treatment due to the bitter taste. This is not a sign of intoxication and disappears within some minutes without treatment.

Cats and pet rabbits.

Very rare (<1 animal / 10,000 animals treated, including isolated reports):

Agitation (hyperactivity)

Diarrhoea ¹ , Hypersalivation (drooling) ² , Vomiting ³
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Neurological disorders (e.g. Depression (lethargy), Incoordination, Tremor)

Application site reaction (e.g. Hair loss, Itching, Reddening of the skin, Skin lesion)

¹May occur after oral ingestion.

²May occur if the cat licks the application site immediately after treatment due to the bitter taste. This is not a sign of intoxication and disappears within some minutes without treatment.

³May occur after oral ingestion, in cats.

Reporting adverse events is important. It allows continuous safety monitoring of a product. If you notice any side effects, even those not already listed in this package leaflet, or you think that the medicine has not worked, please contact, in the first instance, your veterinarian. You can also report any adverse events to the marketing authorisation holder using the contact details at the end of this leaflet, or via your national reporting system at:

Website: <https://www.gov.uk/report-veterinary-medicine-problem/animal-reacts-medicine>

e-mail: adverse.events@vmd.gov.uk

8. Dosage for each species, routes and method of administration

Dosage and administration

Spot-on use.

This product is for external use only and should not be administered orally. Underdosing could result in ineffective use and may favour resistance development. To ensure correct dosage, body weight should be determined as accurately as possible.

Dosage and treatment schedule

Cat/Dog	Product	Number of Tubes	mg/kg bw
Less than 4 kg body weight	Advantage 40 mg Spot- On Solution for Small Cats, Small Dogs and Pet Rabbits	1 x 0.4 ml	Minimum of 10
Cats of 4 kg body weight and greater receive 1 tube Advantage 80 mg Spot-On Solution for Large Cats & Pet Rabbits Dogs of 4 kg body weight and greater receive the appropriate Advantage for Dogs product.			

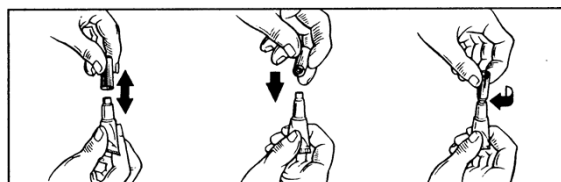
Rabbit	Product	Number of Tubes	mg/kg bw
Adult (greater than 10 weeks) less than 4 kg body weight	Advantage 40 mg Spot- On Solution for Small Cats, Small Dogs and Pet Rabbits	1 x 0.4 ml	Minimum of 10
Rabbits of 4 kg body weight and greater should receive 1 tube Advantage 80 mg Spot-On Solution for Large Cats & Pet Rabbits			

If signs of disease persist or appear, consult a veterinary surgeon.

In case of biting lice (*Trichodectes canis*) infection in dogs, a veterinary examination 30 days after treatment is recommended as some animals may require a second treatment.

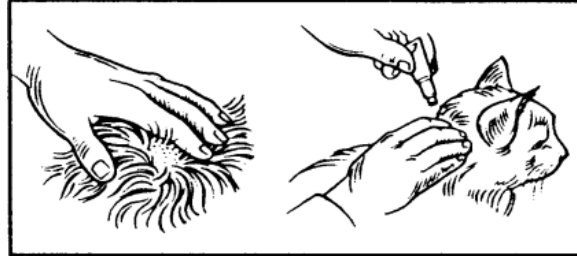
9. Advice on correct administration

Remove one tube from the package. Hold tube in an upright position, twist and pull off the cap. Use reversed cap to twist and remove seal from tube.



Administration to the Cat

Part the hair on the cat's neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze firmly several times to empty the contents directly onto the skin.



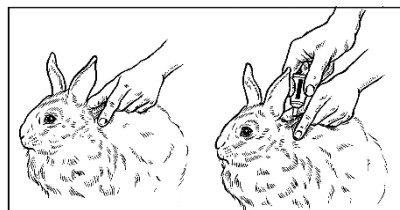
Administration to the Dog

With the dog in the standing position, part the coat between the shoulder blades until the skin is visible. Place the tip of the tube on the skin and squeeze firmly several times to empty the contents directly onto the skin.



Administration to the rabbit

Part the hair on the rabbit's neck at the base of the skull until the skin is visible. Place the tip of the tube on the skin and squeeze firmly several times to empty the contents directly onto the skin.



All Species

Correct application will minimise the opportunity for the animal to lick off the product. Do not rub in. Apply only to undamaged skin. Do not allow recently treated animals to groom each other.

10. Withdrawal periods

Do not use on rabbits intended for human consumption.

11. Special storage precautions

Keep out of the sight and reach of children.

This veterinary medicinal product does not require any special storage conditions.

Do not use this veterinary medicinal product after the expiry date which is stated on the carton and tube after Exp. The expiry date refers to the last day of that month

12. Special precautions for disposal

Medicines should not be disposed of via wastewater.

This veterinary medicinal product should not enter water courses as imidacloprid may be dangerous for fish and other aquatic organisms. Do not contaminate ponds, waterways or ditches with the product or empty containers.

Use take-back schemes for the disposal of any unused veterinary medicinal product or waste materials derived thereof in accordance with local requirements and with any applicable national collection systems. These measures should help to protect the environment.

Ask your veterinary surgeon or pharmacist how to dispose of medicines no longer required.

13. Classification of veterinary medicinal products

Veterinary medicinal product not subject to prescription.

14. MARKETING AUTHORISATION NUMBERS AND PACK SIZES

Vm 52127/5161

Vm 52127/3086

Pack sizes Cardboard box containing 1 unit dose tube (without a blister) or 2, 3, 4 or 6 unit dose tubes in a blister sheet. Each unit dose pipette contains 0.4 ml of solution.

Not all pack sizes may be marketed.

15. PID LINK (Do not print heading)

[The following statement must be included where reference to the European Union Product Database is included on the product information. This statement is relevant to both UK(GB) and UK(NI) products:]

Find more product information by searching for the 'Product Information Database' on www.gov.uk.

16. Contact details

Marketing authorisation holder and contact details to report suspected adverse reactions:

Elanco GmbH
Heinz-Lohmann Strasse 4
Groden
27472 Cuxhaven
Germany

+44 3308221732

PV.GBR@elancoah.com

PV.XXI@elancoah.com

Manufacturer responsible for batch release:

KVP Pharma + Veterinär Produkte GmbH, Projensdorfer Str. 324, D-24106 Kiel,
Germany.

17. Other information

In further studies, in addition to the adulticide flea efficacy of imidacloprid, a larvicidal flea efficacy in the surroundings of the treated pet has been demonstrated. Larval stages in the pet's surroundings are killed following contact with a treated animal.

AVM- GSL

Gavin Hall
Approved: 21 November 2025