

To Our Valued Clients,

As you may be aware, USA Today recently released an article regarding Seresto® collars and pet deaths. We wanted to take a moment to address any concerns you may have as we take the safety of the products we recommend to our patients very seriously.

It is important to understand that a report is not an indication of cause. Since its 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 diseases that can seriously affect our pet's lives.

There is no established link between death and exposure to the active ingredients contained in Seresto®. 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. Unlike oral flea/tick preventatives, Seresto® is not absorbed systemically. Should your pet have a dermatological reaction, the collar can be removed and the pet can be bathed to remove the active ingredients they may be reacting to.

It is also imperative that consumers purchase Seresto® collars from an authorized clinic or retailer to ensure the authenticity and integrity of the collar. Unfortunately, Seresto® collars are one of the most counterfeited pet products on the market. These fake collars are being sold on Amazon, E-Bay, Facebook Marketplace and large online pharmacies to name a few. Most of the pets that have had serious reactions are due to counterfeit collars.

We have included 2 photos showing what to look for to determine authenticity if you decide to order a Seresto® collar from somewhere other than our clinic or our online pharmacy. We strongly urge you to not order from these companies as there is no guarantee you are getting a genuine Seresto® collar. Elanco also offers a \$15 rebate for the purchase of the collar at an authorized retailer, such as our hospital.

We are here should you have questions and concerns. Please feel free to reach out to us at 609-465-9006. You may also visit [www.petbasics.com/our-products/seresto/](http://www.petbasics.com/our-products/seresto/) for additional information. We plan to continue to monitor for any further information regarding this matter.

Thank you for trusting us with your pets and their health!

Dr. Marks and the staff of South Paw Animal Hospital

