

WANT TO ORDER PRINTED SELARID[®] BROCHURES FOR YOUR CLINIC?

EMAIL US NOW



Selarid[™]
(selamectin)
TOPICAL FOR CATS

Protect Your Feline Friends With Selarid[™]

SEE HOW SELARID MEASURES UP TO THE COMPETITION

	Selarid [™]	REVOLUTION [®]	ADVANTAGE MULTI [®]
PEST PROTECTION	HEARTWORM	✓	✓
	FLEAS	✓	✓
	ROUNDWORMS	✓	✓
	HOOKWORMS	✓	✓
	EAR MITES	✓	✓
SAFETY	YOUNGEST AGE	8 WEEKS	9 WEEKS
	LOWEST WEIGHT	NONE	2 LBS
	SEPARATION TIME	UNTIL DRY	30 MIN

DON'T LET ANYTHING STAND BETWEEN YOU AND YOUR PETS

Heartworm, fleas and other parasites can cause serious health issues for your cats. But with monthly applications of Selarid, you can have confidence that your cats are protected year-round. So keep the cuddles coming and give your cats the best with Selarid.

Selarid[™]
(selamectin)
TOPICAL FOR CATS



Heartworms and fleas aren't just dog problems – they're a great risk for indoor and outdoor cats as well. Prevent fleas and other parasites from taking hold in your cats with Selarid, a monthly prevention option that's as affordable as it is convenient.

Selarid contains the same active ingredient as the pioneer product, so it offers the same level of effectiveness at a reduced cost. It controls a variety of the most common pest threats including heartworm, fleas, roundworms, hookworms and ear mites. And with its non-greasy topical formula, it's hassle-free and easy to apply.

A RANGE THAT FITS YOUR NEEDS

Selarid[™] is available in several dosage strengths to accommodate cats of every size.

PET	WEIGHT	VOLUME
PUPPY/KITTEN	Up to 5 lbs	0.25 mL
SMALL/MEDIUM CAT	5.1-15 lbs	0.75 mL
LARGE CAT	15.1-22 lbs	1.0 mL

For cats weighing more than 22 lbs., use the appropriate combination of applicators.

¹ Nelson CT, McCall JW, Jones S, Moorhead A. Current Canine Guidelines for the Prevention, Diagnosis, and Management of Heartworm (Dirofilaria immitis) Infection in Dogs. Wilmington, DE: American Heartworm Society, 2018.

² American Heartworm Society. Feline heartworm facts [infographic].

³ Lappin MR, Elston T, Evans L, et al. 2019 AAEP Zoonoses Guidelines. Journal of Feline Medicine and Surgery 2019; 21 (11): 1008-1021.

IMPORTANT SAFETY INFORMATION: Do not use SELARID on sick, weak or underweight cats. Use only on cats 8 weeks and older. Side effects may include digestive upset and temporary hair loss at application site with possible inflammation. In people, SELARID may be irritating to skin and eyes. Wash hands after use. See Package Insert for full Prescribing Information.

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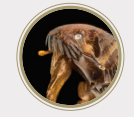


Year-Round Parasite Protection for Cats

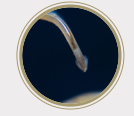
SELARID[™] FOR CATS PROTECTS AGAINST



Heartworm
(*Dirofilaria immitis*)



Fleas
(*Ctenocephalides felis*)



Roundworms
(*Toxocara cati*)



Hookworms
(*Ancylostoma tubaeforme*)



Ear mites
(*Otodectes cynotis*)



Selarid™ (selamectin)



DID YOU KNOW?

Selarid doesn't just treat parasites, it effectively breaks pests' life cycles to maintain protection.

THE FACTS



Heartworm infection has been diagnosed in all 50 states, although transmission risk varies considerably.¹



Cats are at risk of infection wherever dogs are considered at risk.



Only 5% of cats are on year-round heartworm prevention.²



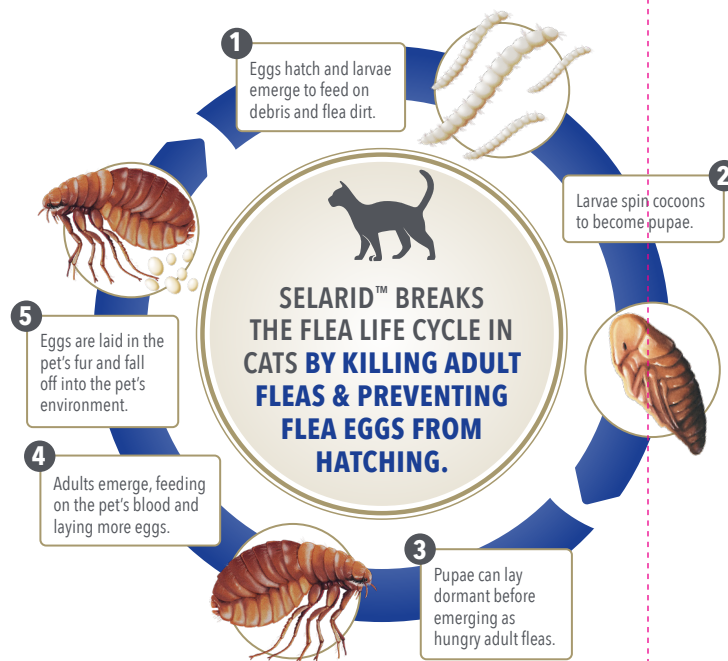
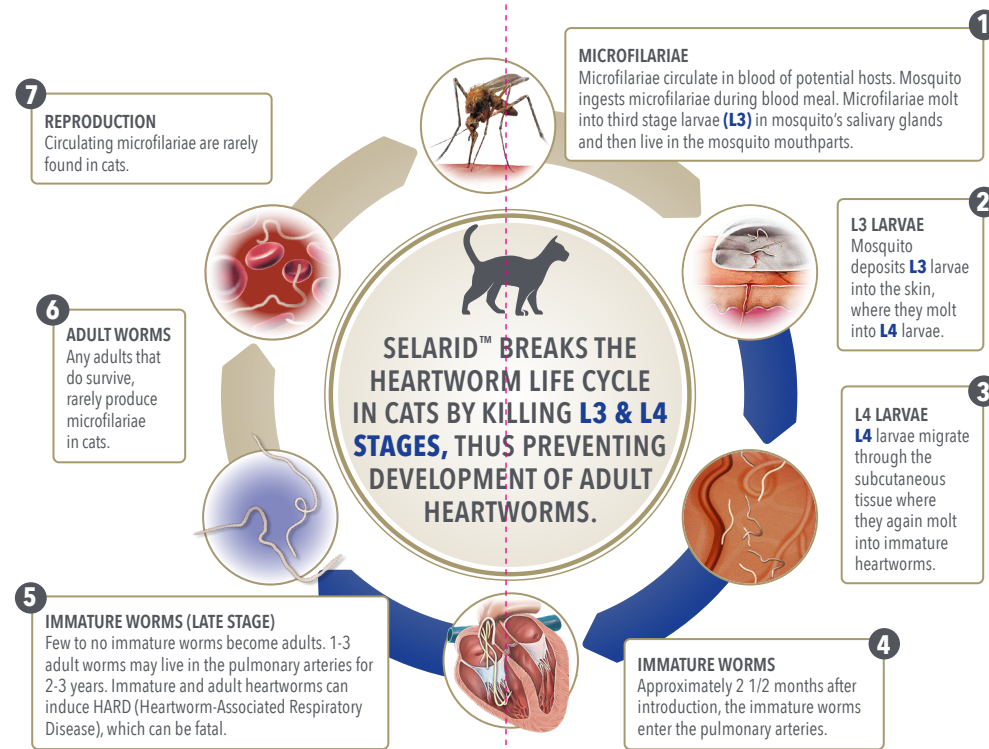
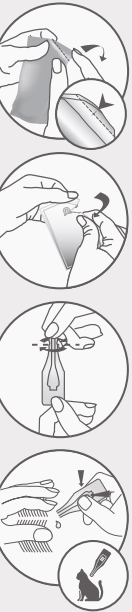
Since fleas commonly live in the human environment, preventative measures are critical during all seasons for both indoor and outdoor cats, according to the CAPC.³



SELARID™ FREQUENTLY ASKED QUESTIONS

How is Selarid applied?

- Remove the applicator from the outer pouch using scissors or fold along diagonal line to expose nick; tear back at nick.
- Hold the applicator upright. Tap the narrow part of the applicator to ensure the contents remain within the main body of the applicator. Twist or snap back the tip.
- Part the hair on the back of the animal at the base of the neck, in front of the shoulder blades, until the skin is visible.
- Apply the tip of the Selarid applicator directly to the skin. Squeeze the applicator firmly 3–4 times in one spot until empty. Keep applicator compressed on the final squeeze to avoid drawing liquid back into the applicator. Avoid contact between Selarid and your fingers.
- While keeping applicator squeezed, drag it away from liquid and lift up to remove.
- Ensure applicator is empty.
- Note: Do not massage Selarid into the skin, apply when the haircoat is wet, or apply to broken skin.**



Ear mites
(*Otodectes cynotis*)

- Live predominantly in the ear canal of cats
- Reproduce and complete their life cycle within the ear canal
- Most common in kittens, particularly if they spend time outdoors
- Cause intense itching of the ear that commonly results in scratching, twitching of the ears and shaking of the head
- Cause irritation that commonly results in debris within the ear canal

Can I give my pet a bath after applying Selarid?

Yes. Bathing or shampooing the cat 2 or more hours after treatment will not reduce the effectiveness of Selarid against fleas. Bathing or shampooing the cat 24 hours after treatment will not reduce the effectiveness of Selarid against heartworm.

Is Selarid also available for dogs?

Yes. Selarid may also be used in dogs and comes in a variety of dosage strengths to accommodate various sizes of dogs. Ask your vet for more details about Selarid for dogs.