



# GEORGIA VETERINARY MEDICAL ASSOCIATION

**Wednesday, June 15, 2022**

The GVMA would like to bring awareness to our members that recently a news broadcast was aired about a flea product implying EPA/FDA products are dangerous for pets and natural products are preferred by veterinarians. The GVMA believes veterinarians have the pet's best interests at heart and are always interested in products that help control fleas and ticks on pets and the safety profiles and studies that coincide with FDA and EPA approvals. It is important to share with clients that these FDA and EPA products are not only preventing fleas and ticks, but they are also preventing the transmission of zoonotic diseases including bartonellosis and Lyme's disease. With many flea and tick products available for pets, the GVMA recommends pet owners consult with their veterinarian to determine which product is best for their pet. Finally, prepare in advance for questions from your clients, brush up on the pharmacology of the products you recommend and have customer service numbers on hand to share with your clients if they have further questions.

- To report problems with EPA-approved pesticides, contact the [National Pesticide Information Center \(NPIC\)](#) at 1-800-858-7378.
- To report problems with FDA-approved drugs go to [How to Report An Adverse Drug Experience](#) or call 1-888-FDA-VETS. Additional reporting information is available on the FDA's [Report a Problem](#) page.
- Specifically from Elanco - We realize that customers may be reaching out to you and your staff with questions regarding the safety of Seresto as a result of this news coverage. Please feel free to utilize the talking points below to answer questions or reach out to your Elanco Sales Representative for additional information. For customers, additional information about Seresto can be found at [www.petbasics.com/our-products/seresto/](http://www.petbasics.com/our-products/seresto/).
  - Key Points:
    - There is no established link between death and exposure to the active ingredients contained in Seresto
    - Since its initial 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 illnesses that can impact their quality of life
    - As a globally marketed product, more than 80 regulatory authorities around the world, including the US EPA, rigorously reviewed the safety data collected over the course of Seresto's development prior to registration and/or approval, as appropriate. The safety and efficacy of Seresto are continuously monitored and scrutinized by global regulatory bodies as well as via internal processes
    - All adverse events, product related or not, are collected, evaluated and reported. It is critically important to understand that a report is not an indication of cause
    - Since its approval, 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. It is important to make sure the collar is not fitted too tightly around an animal's neck. We recommend the collar be snug while still being able to fit 2 to 3 fingers under it
    - It is important that consumers purchase collars from an authorized clinic or retailer to ensure the authenticity and integrity of the products they are buying