PREVEXTO



SUPERHEROES WEAR COLLARS NOT CAPES

UP TO 8 MONTHS OF PROTECTION

Introducing **Prevexto™**: Long-lasting parasite protection with proven efficacy, providing a reliable and cost-effective solution for your clients.

*8 months for ticks, 7-8 months for adult fleas.

Virbac

WHY SHOULD YOU CHOOSE VIRBAC?

DEVELOPED BY EXPERTS. *VIRBAC DELIVERS TRUSTED SOLUTIONS FOR YOUR PRACTICE.*

All Virbac products are designed with you in mind and Prevexto™ is no exception.

Prevexto™ enriches our broad parasiticide portfolio, giving you the tools to be the ultimate sidekick. Because while superheroes wear collars, not capes, every hero needs a trusted partner in their corner to help protect them from the villains they can't always see.

As your partner in parasite prevention, we are committed to reinforcing your role in the fight against parasites whilst supporting your commercial success.

WORLD-CLASS EXPERTISE

Building on 50 years of parasitology expertise, Prevexto™ provides long-lasting protection against the daily threat of fleas, ticks and biting lice. It also offers essential defence against the risk of canine Babesiosis and Ehrlichiosis.

EXCLUSIVE SUPPORT

Beyond the product, Prevexto™ represents a long-term commitment to your practice success. We provide comprehensive technical support and a wide range of marketing resources to enhance client communication and drive practice sales.

MANUFACTURED IN EUROPE

Prevexto™ is manufactured in France to high-quality European GMP standards.

COMPREHENSIVE RANGE

Complete your parasite portfolio with the Prevexto™ and Milpro® partnership. From long-lasting vector-borne disease protection to gold-standard endoparasite control, we provide a comprehensive approach to parasite protection.

EXPERTS
IN PARASITE CONTROL





PARTNER WITH VIRBAC

PREVEXTO™: LONG-LASTING PROTECTION *WITH ALL THE BENEFITS THEY DESERVE*

- ✔ **Affordability** Providing a more cost-effective solution than the market leader or alternative flea & tick treatments.
- ✔ **Proven Efficacy** Kills fleas and both repels and kills ticks.
- ✔ **Vector-Borne Disease (VBD) Risk Reduction** Reduces the transmission risk of canine Babesiosis and Ehrlichiosis.
- ✔ **Increased Compliance** Up to 8 months of protection with a single collar, making parasite protection easier for your clients.
- ✔ **Target Species** Suitable for both cats and dogs. Ideal for multi-pet households.
- ✔ **Continuous Diffusion** Slow release of the molecules from the polymer matrix.
- ✔ **Head to Tail Protection** Active ingredients flumethrin and imidacloprid are distributed through the lipid layer.
- ✔ **Comfortable Collar** Non-greasy, soft and fits all breeds and sizes.
- ✔ **Safety Equipped** With a dual safety mechanism to prevent trapping or choking.
- ✔ **Perfect Partners** Combine Prevexto™ and Milpro® to provide complete parasite control.



REFERENCES

(1) AAHA, Katie Lever. Cost of care cited as reason pet owners skip vet visits. Published online in May 2025./ **(2)** Produkt + Markt, Global Pet Owner Study, 2024 / **(3)** Brakke Consulting, Survey, november 2024 / **(4)** Animal Health Europe. Trends in Parasite Control in Pets – Europe. Published online in March 2024 / **(5)** AAHA. The Importance of Year-Round Parasite Prevention for Pets. Published on line in November 2024 / **(6)** Taylor MA, Coop RL, Wall RL. Veterinary Parasitology, (pp. 212; 324). 4th Edition, 2015. Wiley Blackwell. ISBN: 9780470671627. / **(7)** European Centre for Disease Prevention and Control. Rhipicephalus sanguineus - current known distribution: January 2018. / **(8)** European Centre for Disease Prevention and Control. Dermacentor reticulatus- current known distribution: October 2023. / **(9)** European Centre for Disease Prevention and Control. Ixodes ricinus- current known distribution: October 2023. / **(10)** ESCCAP Guideline. Control of Ectoparasites in Dogs and Cats. 2015, 3rd edition./ **(11)** Zema L, Loreti G, Melocchi A, Maroni A, Gazzaniga A. Injection Molding and its application to drug delivery. J Control Release. 2012 May 10;159(3):324-31. doi: 10.1016/j.jconrel.2012.01.001./ **(12)** Rust MK. The Biology and Ecology of Cat Fleas and Advancements in Their Pest Management: A Review. Insects. 2017 Oct 27;8(4):118./

Prevexto™ medicated collar contains imidacloprid and flumethrin. NFA-VPS Further information is available from the product datasheet or from Virbac: Virbac Ltd, Woolpit Business Park, Windmill Avenue, Woolpit, Bury St Edmunds, Suffolk IP30 9UP. Tel: 01359 243243 Email: enquiries@virbac.co.uk www.virbac.co.uk Use medicines responsibly www.noah.co.uk/responsible. Prescription decisions are for the person issuing the prescription alone.

MEETING YOUR CHALLENGES

PREVEXTO™ IS THE OPPORTUNITY TO *BOOST PET PROTECTION, COMPLIANCE & SALES*

Research indicates that rising parasiticide costs are driving pet owners to seek cheaper options outside of clinics, resulting in less clinical guidance and in-clinic sales. [1]

At Virbac, we believe veterinary professionals should remain the primary advisers for parasite control. With a vet-led approach, Prevexto™ supports your expertise and allows your practice to play a key role in proactive parasite control.

1 NEW PRICING EXPECTATIONS

Evidence shows a significant rise in cost-consciousness among pet owners, increasing demand for affordable solutions.[3] Prevexto™ is designed to meet this need.

2 KEY ADVANTAGES OF COLLARS

Collars play an essential role in the fight against parasites, offering a long-lasting solution and improving treatment compliance among pet owners.

3 INCREASING RISK FACTORS

UK vector-borne disease risk is now a year-round concern due to several factors, including a warmer climate. Extended *Ixodes ricinus* activity and a surge in pathogens from imported or travelled pets necessitate a shift to risk-based protection.

Spread of vector-borne disease

Distribution of 2 major ectoparasites in Europe: [6]-[10]

- **Fleas** *Ctenocephalides felis*
- **Ticks**
  - ***Ixodes ricinus*** vector of Borreliosis
  - ***Dermacentor reticulatus*** vector of Babesiosis
  - ***Rhipicephalus sanguineus*** vector of Babesiosis and Ehrlichiosis

ESCCAP
EUROPEAN SCIENTIFIC COUNSEL COMPANION ANIMAL PARASITES



Fleas
Ticks

Fleas and ticks remain a significant clinical concern across the UK, with fleas presenting a persistent, year-round threat to both feline and canine patients. Given the shift toward warmer, wetter climatic trends, tick activity has notably intensified and expanded. Consequently, maintaining a rigorous, year-round preventative protocol is essential to mitigate the risk of infestation and the transmission of associated vector-borne diseases.

PREVEXTO™ CAT & DOG COLLARS: *THE COST-EFFECTIVE SOLUTION WITH LONG-LASTING PROTECTION FROM FLEAS & TICKS.*



Prevexto™ delivers up to 8 months of continuous protection, without systemic absorption.

	Disease Risk Reduction	Ticks	Fleas	Compliance	Monthly Costs
	Babesiosis and Ehrlichiosis	Kills on contact	Kills on contact	Efficacy based on compliance	Vet List Price
Prevexto™ Flumethrin and Imidacloprid collars	7 Months	8 Months	7-8 Months	✓✓✓	£
Monthly spot-on	✓ Depends on product		1 month max	✓ Relies on pet owner	£££
Monthly tablets					~~££££~~
Annual injection	Partial	After blood meal No repellency	12 months	✓✓✓	~~£££££~~

CLINICAL BENEFITS

Long-lasting, user-friendly parasiticide protection

CHOOSE COMPREHENSIVE PROTECTION

- Kills fleas and both repels and kills ticks, using the trusted active ingredients imidacloprid and flumethrin.

CHOOSE VECTOR-BORNE DISEASE RISK REDUCTION

- Reduce the risk of canine Babesiosis and Ehrlichiosis.

CHOOSE PET OWNER COMPLIANCE

- Up to 8 months of protection with a single collar.
- Reduces the frequency of re-applications and encourages client compliance avoiding protection gaps.

CHOOSE EASE OF USE

- Suitable for both dogs and cats, a unified solution for risk-based parasite control.
- Ideal for multi-pet households.

COMMERCIAL BENEFITS

A cost-effective alternative for your parasiticide portfolio

Bridge the compliance gap with Prevexto™: an accessible entry point for consistent flea and tick protection that boosts front of house sales, while keeping your patients protected year-round.

PROFITABLE

- Part of Virbac's parasiticide offering (ectoparasiticides, endoparasiticides and home treatment solutions).

AFFORDABLE

- Ideal for cost-conscious pet owners or multi-pet households.

PRESCRIPTION VALUE

- Encourages pet owner compliance and loyalty.

CHOOSE PREVEXTO™:
HIGH QUALITY PARASITICIDE COLLAR BACKED WITH VIRBAC EXPERTISE.

50 YEARS OF PARASITICIDE EXPERTISE

Prevexto™ is one of the few parasiticide collars to include injection molding technology. This technology[11] is used for surgical instruments and drug delivery systems to ensure a high level of precision.



WATER RESISTANT

Prevexto™ remains effective if the pet becomes wet. However, for maximum duration of activity, clients should be advised to remove the collar before bathing or swimming.



CONTINUOUS DIFFUSION

Creates an invisible layer of uninterrupted protection on the skin of the pet, due to the slow release of the molecules from the polymer matrix.



HEAD-TO-TAIL PROTECTION

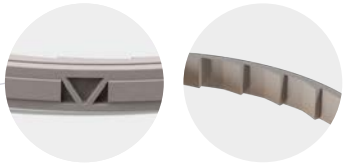
Active ingredients are distributed through the lipid layer on the pet's skin and coat, ensuring homogenous body coverage without systemic absorption.



COMFORTABLE

Our collar is designed for everyday use, it is non-greasy, soft and fits all breeds and sizes.



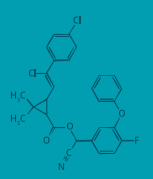


DUAL SAFETY MECHANISM

- Controlled expansion mechanism widens the collar if a pet gets trapped.
- «V» breakaway point (cats & small dogs) to prevent choking.
- Double security system for cats

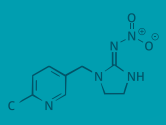
UP TO 8 MONTHS OF HEAD-TO-TAIL CONTINUOUS PROTECTION

THE COMBINED POWER OF *FLUMETHRIN AND IMIDACLOPRID*



FLUMETHRIN[6]

- Kills ticks on contact
- Prevents tick attachment and feeding
- No biting required



IMIDACLOPRID[12]

- Kills fleas and flea larvae
- Kills biting lice
- Acts on contact and by ingestion