



## **Growing Up With Pets Fact File: *Novartis Animal Health Canada Inc.***

Novartis Animal Health Canada Inc. researches, develops and commercializes animal treatments that meet the needs of veterinarians, pet owners and farmers. This Canadian business is headquartered in Mississauga, Ontario, and is part of Novartis, a world leader in health care with core businesses in pharmaceuticals, consumer health, generics, eye care and animal health.

### **Growing Up With Pets**

- The program is the first of its kind to offer comprehensive information to consumers about lifestyle, health and parenting for families with pets.
- Respected veterinarians contributed expert advice to help educate consumers.
- Local veterinarians involved in Growing Up With Pets will offer materials in their clinics and are celebrating children-pet relationships with pictures and recognition. These veterinarians are participating in community outreach and, in-clinic activities and giveaways.

### **SENTINEL® Flavor Tabs®**

- Five-in-one internal parasite and flea product available through local veterinarians
- The product is indicated for use in puppies and dogs, four months of age or older, and two pounds of body weight and greater. Dogs more than 100 pounds are prescribed the appropriate combination of tablets.
- SENTINEL® (milbemycin oxime /lufenuron) Flavor Tabs® protects against five different parasites: heartworm, fleas, adult hookworm (*Ancylostoma caninum*), adult roundworm and whipworm
- Milbemycin oxime, one of the active ingredients in SENTINEL® Flavor Tabs®, is the active ingredient most veterinarians trust for their own pets.
- Tablets are formulated in four sizes with color-coded packages for oral administration to dogs and puppies. The recommended minimum dosage is 0.23 mg/lb (0.5 mg/kg) of milbemycin oxime and 4.55 mg/lb (10 mg/kg) of lufenuron.
- Milbemycin oxime is a macrocyclic anthelmintic that acts by interfering with invertebrate neurotransmission.
- Lufenuron, the other active ingredient, is an insect inhibitor that breaks the flea life cycle by preventing egg development.

Growing Up With Pets is sponsored by SENTINEL® (milbemycin oxime /lufenuron) Flavor Tabs®, which provides parasite protection in a formulation that is convenient and safe for use in households with children.

*Always test dogs for heartworm prior to using SENTINEL® Flavor Tabs®. A small percentage of treated dogs can experience digestive, neurological and skin side effects.*

