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FINE PRINT

Bayer HealthCare's Seresto® voted best new flea and tick control product for dogs in the 2014 Better Homes and Gardens Best New Product Awards¹

PR Newswire

SHAWNEE, Kan., Feb. 28, 2014

SHAWNEE, Kan., Feb. 28, 2014 /PRNewswire/ -- Americans cast their votes in a leading consumer-voted awards program in North America and Bayer HealthCare's Seresto® was selected as this year's best new flea and tick control product for dogs. Seresto®, winner of a 2014 *Better Homes and Gardens* Best New Product Award,¹ provides dog or cat owners with the performance they expect from a monthly flea and tick topical in an easy-to-use convenient collar that protects for eight months with only one application. The consumer study was conducted by BrandSpark International.

(Photo: <http://photos.prnewswire.com/prnh/20140228/NY74152-c>)(Logo: <http://photos.prnewswire.com/prnh/20140228/NY74152-a>)(Logo: <http://photos.prnewswire.com/prnh/20140228/NY74152-b>)

Seresto® features a sustained release technology that gives cats or dogs eight months of uninterrupted protection against fleas and ticks, making it different from other collars and monthly topicals. Flumethrin and imidacloprid, the collar's active ingredients, are continuously replenished over the animal's skin and hair in low concentrations for eight months. Seresto® kills fleas within 24 hours and ticks within 48 hours after initial application. Reinfesting fleas are killed within two hours and reinfesting ticks are killed in as quickly as six hours on dogs.

"When Seresto® was first introduced, pet owners recognized the benefits of using an effective, long-lasting flea and tick treatment alternative that reduces the hassle of remembering to use monthly topical or oral treatments," said Ian Spinks, president and general manager, Bayer HealthCare LLC Animal Health Division. "Then and now, Seresto® provides pet owners with the efficacy they need in the convenience of a collar. Bayer is honored to accept the 2014 *Better Homes and Gardens* Best New Product Award for flea and tick control in the dog category for Seresto®."

Flea and tick infestations can be serious

While year-round protection against fleas and ticks is recommended by many veterinarians, pet owners may simply forget to apply monthly treatments, or only apply them during months when these parasites are likely to be prevalent. Noncompliance can put their pets at a greater risk for an infestation.

According to the U.S. Food and Drug Administration, flea bites can be dangerous to some pets, potentially causing flea allergy dermatitis.² As a result, a pet's constant scratching to rid itself of fleas can cause permanent hair loss and other skin problems. In addition, a pet can get tapeworms if it eats an infected flea. Fleas feasting on a pet's blood can lead to anemia and, in rare cases, death.

"Protecting your dog or cat year-round against fleas and ticks is part of responsible pet ownership and Seresto® can help you provide your cat or dog with eight months of protection against these parasites," said Cristiano von Simson, DVM, MBA, director, Veterinary Technical Services, Bayer HealthCare LLC Animal Health Division. "With Seresto® being effective for eight months, it suits today's busy lifestyles well."

"With new products introduced each year, it can be challenging for consumers to choose the right options for themselves and their families," said Robert Levy, president and CEO of BrandSpark International and founder of the Best New Product Awards. "The *Better Homes & Gardens* Best New Product Awards has been designed to help shoppers sort through new products and can give them confidence that the product they select—like Bayer's Seresto® flea and tick control—has been endorsed by consumers like them."

The design of Seresto® includes a ratchet-release system and, on the small dog and cat collars, a pre-determined breaking point. This is important, so that in the unlikely event of a cat or a dog being trapped, the pet's own strength is sufficient to allow for a quick release.

Seresto® is available in veterinary clinics, pet specialty stores and participating online pet retailers. Each collar comes with three optional reflectors for added visibility at night. Seresto® is available for cats, for small dogs up to 18 pounds, and for large dogs above 18 pounds.

About Seresto®

For more information on Seresto®, visit <http://www.bayerdvm.com/show.aspx/productdetail/seresto-for-dogs>

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. Bayer HealthCare, a subgroup of Bayer AG with annual sales of EUR 18.6 billion (2012), is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. Bayer HealthCare's aim is to discover, develop, manufacture and market products that will improve human and animal health worldwide. Bayer HealthCare has a global workforce of 54,900 employees (Dec. 31, 2012) and is represented in more than 100 countries. More information at www.healthcare.bayer.com

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¹ Based on a survey of 2,485 consumers using a proprietary methodology developed by BrandSpark International using Consumer Appeal and Purchase Intent against two competitive products. Highest score determines the winner, not necessarily statistical significance. Categories are not necessarily reflective of the total market. For more information, visit <http://www.BestNewProductAwards.com>.

² U.S. Food and Drug Administration, *Taking the bite out of fleas and ticks*, <http://www.fda.gov/AnimalVeterinary/NewsEvents/FDAVeterinarianNewsletter/ucm130778.htm>. Accessed February 9, 2013.

SOURCE Bayer HealthCare LLC Animal Health Division

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