



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

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EPAR summary for the public

Advocate (*imidacloprid / moxidectin*)

An overview of Advocate and why it is authorised in the EU

What is Advocate and what is it used for?

Advocate is a medicine used on cats, ferrets and dogs suffering from, or at risk from, mixed parasitic infections (caused by several different types of parasites):

- for the treatment and prevention of flea infestations in cats, ferrets and dogs;
- as part of treatment strategies for flea allergy dermatitis (an allergic reaction to flea bites) in cats and dogs;
- for the treatment of ear mite infestations in cats and dogs;
- for the treatment of notoedric mange in cats;
- for the treatment of biting lice infestations in dogs;
- for the treatment of skin diseases in dogs caused by parasitic mites (sarcoptic mange and demodicosis);
- for the prevention of heartworm disease (infection with *Dirofilaria immitis*) in cats, ferrets and dogs;
- for the prevention and treatment of skin worm (infection with *Dirofilaria repens*) in dogs;
- for the prevention and treatment of lungworm in cats and dogs;
- for the prevention of spirocercosis (a worm infection affecting the gullet) in dogs;
- for the treatment of nasal worm in dogs;
- for the treatment of eye worm in cats and dogs;
- for the treatment of infections with certain gastrointestinal roundworms, hookworms and whipworms in cats and dogs.

It contains two active substances, imidacloprid and moxidectin.

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How is Advocate used?

Advocate is available as a spot-on solution in pre-filled pipettes (small plastic droppers), and comes in different strengths and pack sizes, depending on whether it is for use on cats, ferrets, or dogs, and on the size of the animal being treated. The medicine can only be obtained with a prescription. The content of a full pipette is applied onto the animal's skin, after parting the fur.

The dose and frequency of application depend on why Advocate is being used and whether it is used in cats, ferrets or dogs; the package leaflet includes detailed information on dosage and duration of treatment.

How does Advocate work?

Imidacloprid interferes with certain specific receptors (nicotinic acetylcholine receptors) in the nervous systems of lice and fleas, which results in their subsequent paralysis and death.

Moxidectin causes paralysis and death of parasites by interfering with the way signals are passed between nerve cells (neurotransmission) in the parasites' nervous system.

What benefits of Advocate have been shown in studies?

The effectiveness of Advocate against the specified parasites was investigated in laboratory studies in cats, ferrets and dogs. Subsequently, the efficacy was confirmed in several field studies in cats and dogs, conducted in different European geographical locations. Field studies involving heartworm in dogs were conducted both in the USA and Europe. Cats, ferrets and dogs from various breeds, age groups and weights were treated. The effectiveness of the product was measured by the number of live parasites or egg counts in the faeces at various times after treatment.

The results of the laboratory and field trials in cats, ferrets and dogs showed that Advocate is effective, when used as detailed in the package leaflet (see "What is Advocate and what is it used for?" above, or for more details see the package leaflet).

What are the risks associated with Advocate?

In both cats and dogs, the most common side effects are local reactions at the site of application, such as temporary itchiness, and on rare occasions, greasy fur and redness of the skin. Vomiting has also occurred rarely. These signs disappear without further treatment. If a cat or dog licks the application area, it might salivate for a short period and might show signs such as a lack of muscular coordination, shaking, abnormal breathing and/or vomiting.

Although no side effects have been confirmed in ferrets, similar side effects could occur rarely.

Dogs and cats weighing less than 1 kg and ferrets weighing less than 0.8 kg should only be treated after special consideration by the veterinarian.

Advocate should not be used in kittens under 9 weeks of age or in puppies under 7 weeks of age.

Advocate should not be used in dogs classified as Class 4 for heartworm disease.

Advocate comes in different strengths and different pipette sizes depending on whether it is for use on cats, ferrets or dogs. It is very important that the cat products should only be used for cats, and the dog products for dogs. Only the product called "Advocate spot-on solution for small cats and ferrets" should be used for ferrets. Advocate should not be used for any other animal species.

For the full list of restrictions, see the package leaflet.

What are the precautions for the person who gives the medicine or comes into contact with the animal?

Skin contact with the pipette contents should be avoided and animals should not be stroked or groomed until the application site is dry. When administering Advocate, the user should not smoke, eat or drink, and should wash their hands thoroughly after use. If accidental exposure occurs, the eyes should be rinsed with water or the skin washed with soap and water.

People with a known sensitivity to benzyl alcohol, imidacloprid or moxidectin should administer the product with caution.

The solvent in Advocate may stain or damage certain materials including leather, fabrics, plastics and finished surfaces, so contact between the product and such surfaces should be avoided.

Why is Advocate authorised in the EU?

The European Medicines Agency decided that Advocate's benefits are greater than its risks and it can be authorised for use in the EU.

Other information about Advocate

Advocate received a marketing authorisation valid throughout the EU on 2 April 2003.

Further information on Advocate can be found on the Agency's website:
ema.europa.eu/medicines/veterinary/EPAR/advocate.

This overview was last updated in June 2019.