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Bayer Launches Advantus, the First FDA-Approved Soft Chew for Fleas Available Without a Prescription

Advantus provides retailers and veterinarians a safe, effective way to help dog owners conveniently treat fleas within one hour

Shawnee, Kan. (February 10, 2017) – Bayer announced today the launch of Advantus™ (imidacloprid), the first FDA-approved soft chew for fleas available without a prescription. From the makers of Advantage® II, Advantus is a safe and effective soft chew for dogs that provides fast knockdown of fleas by starting to kill fleas within one hour.

“We are pleased to announce the addition of Advantus™ to the Bayer portfolio of flea-treatment brands, such as Advantage® II, K9 Advantix® II and Seresto®,” says David Van Brunt, Vice President of Companion Animal Marketing for Bayer Animal Health U.S. “By partnering with veterinarians, retailers and animal shelters, we are demonstrating our commitment to providing effective, easy-to-use products that fit conveniently into dog owners’ busy lives.”

Advantus is ideal for dog owners who want a product that effectively kills fleas fast. Dog owners simply feed the savory soft chew to their dogs. Advantus is safe to give daily as needed. Advantus contains no animal proteins, so it may be suitable for dogs with animal protein (food) allergies.

Advantus will be sold through both retail outlets and veterinary clinics. Because Advantus starts killing fleas within one hour, veterinarians and animal shelters may use the product in-clinic or in-shelter for dogs that come in with a flea infestation. Advantus is available without a prescription, which allows retailers to serve dog owners interested in an oral flea treatment.

Advantus product overview:

- Indicated for the treatment of flea infestations on dogs and puppies 10 weeks of age and older and weighing four pounds or greater
- Available in two tablet strengths:
 - 7.5mg for Small Dogs (4 to 22 lbs)
 - 37.5mg for Large Dogs (23 to 110 lbs)
- 7-count and 30-count bottles
- A single dose kills adult fleas on a dog. If the dog becomes re-infested, you can safely repeat treatment as often as once per day.
- Contains no animal protein

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Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2015, the Group employed around 117,000 people and had sales of EUR 46.3 billion. Capital expenditures amounted to EUR 2.6 billion, R&D expenses to EUR 4.3 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on Oct. 6, 2015. For more information, go to www.bayer.com.

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Forward-Looking Statements

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This image will be attached to the press release.