

# Catego™ for Cats

categocat.com

Media Contacts:

Lea-Ann Germinder, APR, Fellow PRSA  
917-334-8682 Cell  
[lgerminder@germinder.com](mailto:lgerminder@germinder.com)  
[@lgerminder](https://twitter.com/lgerminder)

Caitlyn O'Hare  
[caitlyn.ohare@germinder.com](mailto:caitlyn.ohare@germinder.com)  
212-367-2170

## **Ceva Introduces Catego™ For Cats** *A Powerful Flea and Tick Control Made Specifically for Cats*

**Lenexa, Kan. – November 2, 2016** – Ceva Animal Health LLC, the makers of the widely known and popular Feliway® behavior product line for cats, has introduced Catego™, the first fast-acting flea and tick topical parasiticide made specifically for cats containing the active ingredients Dinotefuran, Fipronil and Pyriproxyfen. Catego kills fleas within 6 hours, and on the day of application achieves a 97% efficacy within 3 hours<sup>1</sup>. Catego is twice as fast at killing fleas as Frontline Plus® and Advantage® II.

Catego™ kills fleas within 6 hours.<sup>2</sup>  
Frontline Plus® kills fleas within 12 hours.<sup>3</sup>  
Advantage® II kills fleas within 12 hours.<sup>4</sup>

“Ceva Animal Health is committed to introducing innovative new products for pets. We are especially pleased to expand our product offerings in the underserved feline market.” said Craig Wallace Chief Executive Officer, Ceva Animal Health.

Catego is suitable for all cats weighing more than 1.5 pounds and over 8 weeks of age. Catego is available in 3 dose and 6 dose cartons, with each dose lasting for one month. The patented applicator tip allows easy application down to the skin and minimizes the risk of skin abrasions.

Catego not only kills adult fleas by contact, it breaks the life cycle. Thus protecting against multiple stages of the flea cycle, and flea re-infestation.

Catego also tackles ticks head on, killing ticks in all stages of life through contact and before



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they have the chance to bite. Catego offers protection against various tick species including Brown dog ticks (*Rhipicephalus sanguineus*), American dog ticks (*Dermacentor variabilis*), Lone Star ticks (*Amblyomma americanum*), and Deer ticks (*Ixodes scapularis*). The ticks Catego kills may transmit:

- Lyme disease
- Cytauxzoonosis
- Haemobartonellosis
- Ehrlichiosis
- Babesiosis
- Anaplasmosis

“Catego’s unique formulation is an exciting introduction to help better protect cats from harmful pests. Through its efficacy and ease of application, Catego meets the unique needs of cats for flea and tick control and is sure to become the standard of care for controlling these pests on our beloved cats,” said Elizabeth Hodgkins, DVM, JD, Director, Veterinary Relations, Ceva Animal Health.

Catego will be available through MWI, Penn Vet Supply and First Vet Supply starting in late October. As a special promotion to introduce the product to veterinary clinics, Ceva is offering 6 free Feliway 20mL sprays for every carton of Catego ordered. For more information, veterinarians should contact their Ceva representative or call 1-800-999-0297.

1. Data on file.
2. Catego™ approved EPA Label.
3. Frontline Plus® website. <http://www.frontline.com/plus/Pages/About.aspx>. Accessed September 9, 2016.
4. Advantage® II website. <https://www.petbasics.com/cat-products/advantage-ii-for-cats/product-detail/>. Accessed September 9, 2016.

**About Ceva Animal Health, LLC:** Ceva Animal Health’s portfolio of companion animal products includes the Vectra® and Catego™ line of parasiticides, the pheromone products Adaptil® and Feliway®, Douxo® dermatology products, and TRP-Tri-COX®. The company’s North American headquarters is in Lenexa, Kansas. Visit [www.ceva.us](http://www.ceva.us)

**About Ceva Santé Animale S.A:** Ceva Santé Animale is a global veterinary health company focused on the research, development, production and marketing of pharmaceutical products and vaccines for pets, livestock, swine and poultry. Its headquarters is in Libourne, France. Visit [www.ceva.com](http://www.ceva.com)

