



Felpreva®: a breakthrough spot-on to help ease complexity of feline parasiticide advice

The number of cats in the world is huge – 370 million at the last count in 2020.¹

In that same year it was reported that, across some European countries, cats now outnumber dogs by a sizable 30% in 2020, with Germany and France leading the list of cat owners.²

The pandemic has added to this rise in feline numbers with the increased demand for cats, often for companionship. This upward trend is being driven by younger people, many of whom have never owned a cat before.³

With an increased number of pet cats, more first-time owners and veterinarians busier than ever, the need for straightforward parasite prevention has never been greater.

The time challenge:

Parasite control is very rarely the sole reason for a cat consultation with the topic usually being addressed during visits for other purposes, such as vaccinations. However, parasite prevention discussions take time.

In a recent Europe-wide survey of 250 veterinary healthcare professionals, it was reported that 82% of respondents spend five minutes or less discussing parasite control in a consult but the majority (85%) would like more time to do this.⁴

The decision-making process for the veterinary team can be time-consuming and complex when selecting parasiticides to prescribe. Considerations include the lifestyle of the cat, needs of the owner, and the vast array of products that are available – each with its own duration of action and spectrum of cover.

Confusion reduces compliance:

Adding to this complexity is the fact that a combination of products is often needed to ensure adequate cover. Multiple products can lead to confusion and low compliance as cat owners struggle to understand which treatments are needed when. And in busy modern lives, it is not easy to remember and keep up with frequent applications. In fact, in a recent survey, the majority of cat owners (65%) said that they would prefer to treat their cats every three months, rather than monthly.⁵

Veterinary professionals believe there are key barriers to feline parasite control compliance:

Lack of owner understanding – 51%⁴

Multiple treatments needed for complete protection – 26%⁴

Difficult or time-consuming treatment administration – 35%⁴

Less than a third of veterinarians have time to discuss during the consult key parasite control issues such as treatment frequency and the importance of compliance⁴

“I see a lot of clients who think they’ve been treating their cat for all the major parasites but have no idea they haven’t been treating for tapeworms. It’s time consuming having to explain and schedule separate treatments. Having more than one treatment sometimes results in the owner never giving the second treatment at all.”

Dr Rosy Nye PGCert SAM BVetMed MRCVS, first opinion veterinarian

[Box out]

Tapeworms – a hole in feline parasite control

93% of cat owners say the range of parasites covered is one of the most important aspects of parasite treatment, with fleas (85%) and ticks (84%) being the priorities, closely followed by tapeworms and mites (both 72%)⁵

However, many spot-on products that prevent fleas, particularly the longer-lasting ones which owners tend to prefer,⁵ don’t cover tapeworms, increasing the risk of poor compliance, and leaving both feline and human health at risk.

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Feline parasite control products that offer broad-spectrum cover in combination with a longer duration of action, go a long way to address these issues. They enable veterinarians to make a straightforward, single-product recommendation that provides the reassurance that all major feline parasites are covered with the requirement for less frequent administration.

Felpreva® – the parasiticide breakthrough is now available

Felpreva® is an innovation in companion animal parasitology. It is the first three-monthly spot-on parasiticide for cats that covers tapeworms, in addition to other endoparasites (roundworms, lungworms and hookworm), and ectoparasites (fleas, ticks and mites) in a single dose. It is licensed for treatment of cats with, or at risk from, mixed parasitic infestations/infections.

This is thanks to Felpreva®’s unique formulation, combining three active ingredients: emodepside and praziquantel (known antiparasitic compounds, also found in the Profender® range) and tigolaner (a novel active ingredient).

Felpreva® is now available for veterinarians to prescribe in France, Germany, United Kingdom, Austria and Italy.

For more information please contact your local Vetoquinol representative.

References

¹ Pet Pedia. Available from: <https://petpedia.co/cat-statistics/#:~:text=The%20exact%20number%20is%20difficult,as%20strays%20and%20feral%20cats> [Accessed: 16th March 2022]

² Statista - Numbers of Cats in Europe. July 2021

³ BBC NEWS. Available from: <https://www.bbc.co.uk/news/business-56362987> [Accessed: 16th March 2022]

⁴ 'It's About Time' survey (data on file)

⁵ Study of 1416 cat owners in UK, Germany, France and Italy. Conducted by Sapio Research in August 2021 (data on file)