**First ever oral lice treatment for sheep now available (FULL LENGTH)**

Flexolt*®* is the first ever oral lice treatment for sheep, giving producers the ultimate flexibility when it comes to treating their flock. The world-first product can be used on both sheep and lambs\*, with any length of wool, revolutionising how and when producers can administer a sheep lice treatment.

Flexoltcontains a novel active ingredient that works systemically from the inside out. Lice control is, therefore, not affected by length of wool. This means producers have the flexibility to treat off-shears, short and long wool sheep and lambs with a single, oral dose.

As part of the development of Flexolt, 15 field trials across Australia were undertaken to prove that the productis effective across different sheep operations, locations and wool lengths. As well as delivering excellent lice control performance, Flexolthas a high safety margin and farm friendly withholding periods, giving producers full confidence in switching to Flexolt this season.

Shearing is a very busy period for producers, with labour and time in short supply. Flexolt offers producers a choice in their annual lice treatment program – treat at shearing or find another time. It means producers are no longer bound to shearing for effective lice control. This opens many timepoints across the farming calendar to help minimise common management challenges such as labour, weather and time.

Flexolt helps producers adapt to common challenges that can affect externally applied lice products. It is unaffected by rain helping to minimise possible application delays. Importantly, lambs at foot\* can be treated regardless of wool length and the odd poorly shorn sheep can be treated effectively without reinfesting the flock.

Flexolt reduces farm management challenges across the entire flock. Split shearing is common practice and often leads to lice outbreaks. This is because separately treated mobs have the potential to spread infestation between them throughout the year. Now, all management mobs can be treated at once regardless of wool length. While newly purchased sheep can be treated and quarantined from the rest of the flock, with no shearing required.

Flexolt is a low dose oral treatment. There are 2,222 60kg sheep doses per 20L drum! With more doses in a single drum compared to other lice products, Flexoltmakes transport, storage and disposal easier for producers. The treatment process is made seamless and simple thanks to a backpack and oral applicator, providing a significant advantage to sheep producers.

Every sheep flock is likely to have a lice outbreak at some point, but Flexolt*®* gives producers more control over the way they manage lice. This innovative new product will help make on-farm processes more efficient and increase the health of flocks across the nation.

Flexolt is now available at your local rural retailer.

\*Lambs from 6kg body weight

**First ever oral lice treatment for sheep now available (250 WORDS)**

Flexolt*®,* the world-first oral lice treatment for sheep, gives producers greater flexibility when treating their flock. The product can be used on both sheep and lambs\* with any length of wool, revolutionising lice control.

Flexoltcontains a novel active ingredient that works systemically from the inside out, offering producers the flexibility to treat off-shears, short and long wool sheep and lambs with a single, oral dose.

Flexoltalso gives producers greater choice over when to treat their flock. It means producers are no longer bound to shearing time for lice control, minimising common management challenges such as labour, weather and time. The product is unaffected by rain, and lambs at foot\* or poorly shorn sheep can be treated without the risk of reinfesting the flock in the following months.

Flexoltreduces farm management challenges across the entire flock or individual mobs. Split shearing, which often leads to lice outbreaks, can be avoided as mobs can be treated at once. New sheep can also be treated and quarantined from the rest of the flock.

Fifteen field trials were undertaken to ensure Flexolt is effective across different types of sheep operations, locations and wool lengths. The producthas a high safety margin, giving producers full confidence in switching to Flexolt this season.

A lice outbreak is a possibility for every flock. By giving producers greater control over the way they manage the issue, Flexolt will make on-farm processes more efficient.

Flexolt is now available at your local rural retailer.

\*Lambs from 6kg body weight