

Seresto Collars – is yours Genuine or Counterfeit?

Genuine Seresto Collar Tins:

- Measure the tin – a real tin measures 12cm in diameter.
- The printing on the lid is of high quality, never with ‘fuzzy’ or poor-quality writing or spelling mistakes.
- The Seresto logo on the front of the tin is embossed, so that it feels raised under your fingers.
- The “shield” beneath the Seresto logo is light blue edged with grey.
- The tin is sealed all the way around with a tamper proof seal, never with just a single round sticker.
- The inside of the tin lid is colored with a metallic sheen. The color depends on the product you have purchased: dark red for large dog, green for small dog, and orange for cat.
- The trim of the lid is color coded for size & matches the inside of the tin lid - dark red for large dog, green for small dog and orange for cat.
- The bottom of the tin should have Bayer’s US address and the collar’s lot number.
- The side of the top of the tin features the Seresto logo and bar code printed all the way around it.
- The side of the bottom of tin has an image of a Seresto collar printed all the way around it.
- The legal category of NFA-VPS is on the back sticker, and always features a black line boxing it out.
- There are no dates on the tin itself – only a lot number.
- The ingredients are printed on the tin.
- The whole tin is “over printed” – no stickers.
- There is a safety sheet inside the tin with Bayer’s US address.

Genuine Seresto Collars:

- Always comes packaged in a completely clear plastic bag featuring the logo, active ingredients, length of collar and legal text - never in just a clear bag or featuring foil.
- When first opened, real Seresto features a white powdery residue, this is normal and is just stearic acid which helps free it from the mold during manufacturing.
- Real Seresto collars never smell.
- Connectors hold the collar in a curled position within the tin.

- Check the length of the collar: cat and small dog measure 38cm, large dog measures 70cm.
- Genuine product features a raised ridge along the entire length of the collar.
- Real Seresto collars always feature a safety release not a buckle.
- The Bayer logo appears on the collar itself in very small print. On the cat collar between the safety breaking point and the first loop, on the large dog collar between the first and second loops.
- The Lot number is always printed on the side of the collar, and should match what is printed on the back of the tin and the plastic wallet.
- The print on the collar should be lasered / etched in the collar; not stamped on the collar.
- The cat collar should have a safety breakaway point in it.

Key common features of counterfeit Seresto collars

- The tin is stickered front and back.
- The tin is too small.
- Poor-quality printing.
- The collar smells.
- The collar features a buckle.
- Lot number and Bayer logo are missing from the collar.