

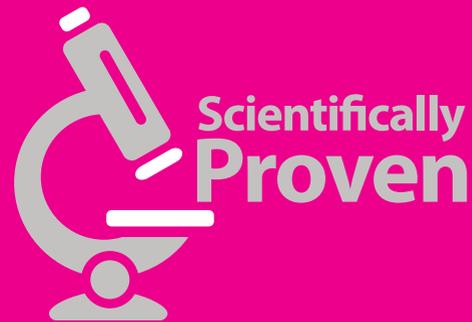
The WHY & HOW of effective  
**flea and tick control...**



## **Why don't flea and tick products work?**

Actually, all flea and tick treatments available at your vet or vet shop are highly effective at killing fleas and ticks. They have to go through in depth pharmaceutical trials to be able to prove this.

In a controlled environment, these products have extremely high success rates, killing almost 100 % of all fleas and ticks. Plus, many of them will continue to kill the fleas and ticks for up to one month after the initial treatment.



## **So why does my pet still have fleas?**

Unfortunately none of us live in a controlled environment. There are too many other factors that play a part. Unless we as pet owners are able to take control of these factors, we'll continue to see fleas and ticks on our animals.

In a recent survey of pet owners who were not happy with the results of their flea and tick treatment, 9 out of 10 did not follow the 5 steps of effective management.



## 5 Steps to managing fleas and ticks



### Treat all your pets

Fleas will move between different animals including cats and dogs, so unless all pets are treated, you'll never kill all the fleas and ticks. Just one adult flea not treated can lay over 1000 eggs per month.



### Treat every month

Ongoing monthly treatment ensures the problem stays under control. By skipping a month you allow the infestation to return, and at the first sign of warm weather it can soon get out of control.



### Follow the instructions

A 'spot-on' treatment uses the natural oils in the skin to work, so the most common mistake is bathing the dog before or after treatment. Also, when applying a 'spot-on', part the hair and apply directly to the skin.



### Use environmental control

Adult fleas that you see make up only 5% of the total infestation. Use an environmental spray to kill eggs in carpets and bedding. Fleas will move between an untreated environment and your pet.



### Use a top up treatment

You may need a top up treatment in heavily infested areas. Speak to your vet about using a spray as it kills on contact and stops new ticks from coming into the home.

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spot-on  
spray



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How

## How do I get rid of fleas and ticks?

You shouldn't just treat your pets for fleas and ticks when you see a problem. It's a life long monthly commitment.

One adult flea can lay over 1000 eggs per month. That flea can jump from one animal to another, or develop from a flea egg in carpets or bedding.

Ongoing management is the only way to effectively control the problem.

To help you cope with the management of fleas and ticks, we've highlighted the top 5 reasons why pet owners aren't getting the most out of their treatment.

MONTHLY  
FLEA & TICK  
TREATMENT



A 'spot-on' treatment should form the basis of effective treatment. It works from within the skin, giving full coverage for your pet and best overall protection.

Choose one with a tried and tested active ingredient such as Fipronil. It works within 24hrs and has a long lasting effect of up to one month.

Sprays are highly effective as they kill fleas and ticks on contact and have the same long lasting effect. Ask your vet about using sprays in conjunction with 'spot-on' treatments for serious cases or as a top up before walks in high tick infested areas.

Speak to your vet or vet shop about more cost effective ways of treating your pets.

