



Protect your  
pets from  
**External  
Parasites**



Get the important  
information you need about  
fleas on your cat or dog.

**FLEAS**

**Elanco**

TM

# Treat your pets all year for fleas

## Why we need to treat for fleas year-round

- In New Zealand fleas are a year-round problem, particularly in the north where the climate is warmer.
- It takes very low temperatures to kill fleas, about  $-1^{\circ}\text{C}$  for 5 days, so they can survive in the environment and our homes in most parts of New Zealand, all year round.
- As many pets live indoors, treating your pets for fleas all year round with a dual-action trusted flea treatment, which kills both adult fleas and targets the larval stages is not only best for your pets but will break the flea lifecycle in your home.
- Did you know that 95% of the flea population are found as eggs, larvae, pupae or pre-emerged adults and not on the pet?

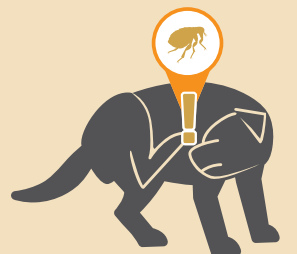
Below and over the page are some interesting flea facts which highlight the importance of treating your pets for fleas all year round.



Fleas are one of the most common health issues pet owners deal with



FLEAS FEED ON  
**BLOOD**  
OF CATS, DOGS,  
WILDLIFE AND  
EVEN HUMANS



MORE THAN  
**50%**  
OF SKIN DISEASE CASES  
REPORTED TO VETS ARE  
FLEA-RELATED

POPULATIONS CAN  
**BOOM!**

1 FEMALE FLEA  
CAN PRODUCE

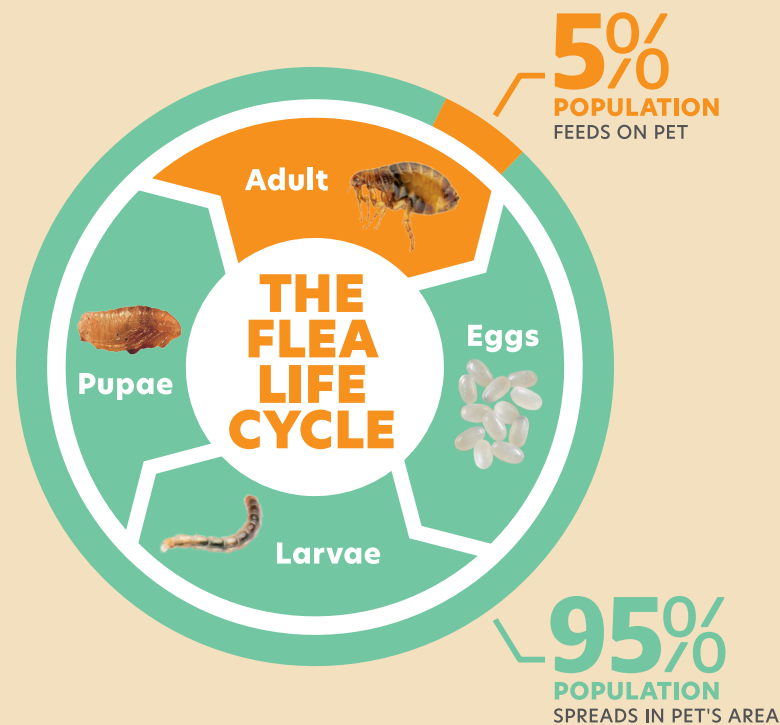
OVER  
**2000**  
EGGS IN HER  
LIFETIME



FLEAS CAN CARRY  
**FLEA**  
**TAPEWORM**  
WHICH INFECT PETS

# Breaking the flea life cycle

Advantage™, Advocate™ and Seresto™ flea treatments help to break the flea cycle by killing both adult fleas and larval stages in the pet's environment. **All three treatments can kill adult fleas before they get a chance to bite or lay eggs.**



## I've treated my pet - why do I still see fleas?

New fleas will continue to emerge from their cocoons for six weeks... so it is important to continue treatment to eliminate new fleas.

## Did you know?

Fleas may bite several times before striking blood

## Did you know?

It only takes 1 flea bite to initiate flea allergy dermatitis

## Helpful tips for flea control

### Treat all pets in your home



Treat all household pets at the same time. Pets should be weighed at home or at the vet clinic to determine the correct dose of flea treatment to be used.

### Treat your pets surroundings



Regular cleaning of your pet's favourite areas including bedding and carpet will help to eliminate further flea eggs and larvae in your home.

Heavy flea infestations may require additional measures, such as flea bombs from your vet clinic.

### Treat for fleas regularly



Don't wait until you see fleas to start treating, as they are likely to already be inside your house by then. Year round treatment, without lapses, is highly recommended.

Regular treatment with Advantage™, Advocate™ and Seresto™ has the added benefit of targeting both adult fleas on your pet and any larvae in the environment.

Ask your vet clinic for the best flea solution for your pet

# Which product is right for your pet?

	advantage™		advocate™		Seresto™	
<b>Administration</b>	 Topical		 Topical		 Collar	
<b>Frequency</b>	Monthly		Monthly		8 Monthly	
						
<b>Fleas</b>	●	●	●	●	●	●
<b>Flea Larvae</b>	●	●	●	●	●	●
<b>Roundworm &amp; Hookworm*</b>			●*	●		
<b>Lungworm</b>			●			
<b>Ticks</b>					●	●
<b>Ear mites</b>			●	●		
<b>Lice</b>		●		●		●
<b>Demodex Mange</b>				●		
<b>Sarcoptic Mange</b>				●		
<b>Pregnancy &amp; Lactation</b>	●					
<b>Min. Age/Weight</b>	<b>No weight or Age Restriction</b>		> 7 weeks (puppies) > 9 weeks (kittens)		> 7 weeks (puppies) > 10 weeks (kittens)	

\* Not clinically significant in cats in New Zealand.



# Want to know more?

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Scan QR code  
to visit site.



Or contact us on  
**0800 446 121**

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advantage™

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