

# Are you seeing seeing fleas?



If you're seeing fleas in your home despite treating your pets, then it could be you're not treating often enough. Too long a gap between flea treatments can cause fleas to develop and multiply fast.

**A**s we emerge from a wet but warm winter, you may start seeing fleas around the home as a result of leaving pets untreated over winter months. And with summer on the doorstep, the problem will only get worse as fleas start to multiply faster.

## WHY ARE YOU SEEING FLEAS AT THIS TIME OF YEAR?

Fleas can continue to breed in your pet's environment all year round. Animals left untreated over winter allow fleas in their developing stages to infest carpets, bedding and outdoor areas where pets run around.

Pupae can survive for over six months before hatching and there can be a huge build-up of pupae numbers over winter without anyone knowing it!

If you don't treat your pets frequently over winter, you'll see the consequences at this time of year. What's worse, if you do have an environmental infestation (in carpets and bedding), it will take weeks to clear up once you start treating again.

## THE FLEA LIFE CYCLE

The fleas on your pet represent only 5% of the total flea population at any given time – the other 95% are fleas in their developing stages, in different parts of your home and garden where your pet runs around.

One flea today can result in 760 fleas in a month and over 1.5 million fleas in two months\*.

## PREVENTION WITH FRONTLINE® PLUS

FRONTLINE Plus is an integrated flea control formula that breaks the flea life cycle using two active ingredients. The adulticide (fipronil) kills adult fleas, eggs and larvae and the (S)-methoprene prevents pupal development.

The key to preventing fleas on your pet and in your home is to treat your pets regularly. Treating now prevents a problem in the peak of summer.

## BENEFITS OF FRONTLINE® PLUS

- Kills fleas and controls all stages of their life cycle
- Lasts longer than other flea treatments – up to six weeks for cats and eight weeks for dogs
- Water-resistant
- Can be used on kittens and puppies as young as eight weeks of age
- Is approved to control and treat flea allergy dermatitis
- Treats and controls ticks and biting lice on cats and dogs for four weeks.

**SPECIAL OFFER** To help you treat for fleas regularly, receive your FREE treatment of FRONTLINE Plus when you purchase a FRONTLINE Plus 3-pack for dogs or 6-pack for cats. Just ask your vet. While stocks last. Only at participating clinics.



Available from  
veterinary clinics

For more information visit [www.merial.co.nz](http://www.merial.co.nz)

\*Merial data on file. ®FRONTLINE is a registered trademark of Merial Limited. Registered pursuant to the ACVM Act 1997. No's A9008 & A9009. Merial New Zealand Limited, Level 3, Merial Building, Osterley Way, Manukau City. FRONTLINE Plus contains fipronil and (S)-methoprene. Always read the label and use strictly as directed. Keep out of reach of children. For animal use only