

How to really banish fleas...

If you're seeing fleas in your home even after treating your pets, these new fleas will be hatching from thousands of eggs laid in the previous 6 to 8 weeks – long before you realised there was a problem. This happens when you're not treating your pets as often as you should.



WHY ARE YOU SEEING FLEAS?

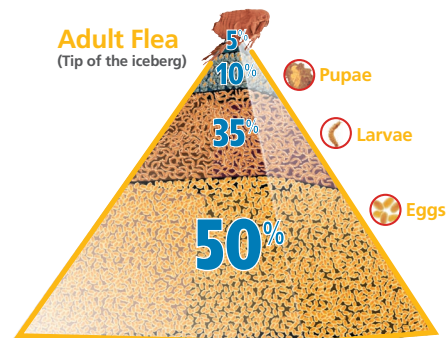
The adult flea you see on your pet is just the start of a bigger problem – the vast majority of fleas will be nestling elsewhere in your home, infesting carpets, bedding and outdoor areas where pets run around.

The worst of it is, flea pupae can survive for months before hatching, which means there can be a huge build-up of pupae numbers without anyone knowing it!

Too long a gap between flea treatments is usually to blame, allowing fleas to develop, hatch and multiply uninterrupted.

BREAK THE FLEA LIFE CYCLE

One flea today can result in 760 fleas in a month and over 1.5 million fleas in two months. But with regular flea treatment, you can successfully break 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.

TREAT REGULARLY WITH FRONTLINE PLUS

Treating your pet frequently with FRONTLINE® Plus will kill the fleas you can see and break their reproductive cycle.

It not only kills new fleas within 8-24 hours, but also prevents any existing eggs and larvae from developing. If treated fleas lay further eggs before they die, FRONTLINE Plus prevents these from developing too, helping curb an outbreak elsewhere in the home.

FRONTLINE Plus with its integrated flea control can help get an existing infestation under control quicker, but year-round prevention is ultimately the only way to really banish fleas.

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.

Available from veterinary clinics

For more visit www.merial.co.nz



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GIFT WITH PURCHASE

Buy any FRONTLINE Plus 6-pack for cats or 3-pack for dogs and you'll receive a **FREE pet accessory bag**. It will hold all your pet's grooming essentials, such as brushes, combs, tablets and their FRONTLINE Plus treatment.

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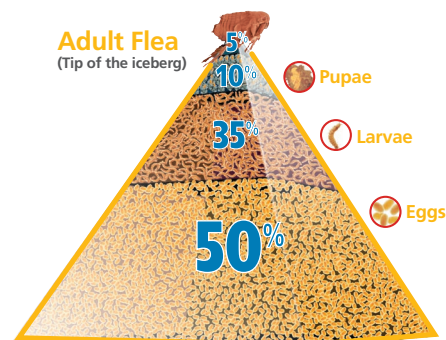
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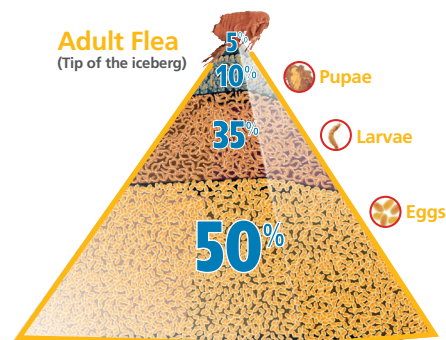
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