



Longer-lasting flea control

Fleas may be prolific over summer, but can quickly multiply in your home any time of the year.

Fleas can make your pet's life a misery, with excessive scratching often leading to rough skin, baldness and skin infections.

But the fleas on your pet are only half the problem. By the time your pet starts scratching, it's likely fleas have already hijacked your home. Even when you can't see fleas, it doesn't mean they're not hiding in your carpet, bedding and outdoor areas where pets run around.

THE FLEA LIFE CYCLE

The fleas on your pet represent only 5% of the total flea population – the other 95% are fleas in their developing stages.

Unless pets are treated regularly and effectively, fleas in their hidden stages can hatch and multiply. Just a single female flea can lay up to 50 eggs a day that fall off into the environment and, in hotter months, develop into adult fleas around two weeks later.

When ready to feed, these adult fleas jump onto your pet, and so the vicious cycle continues.

TREATMENT THAT'S FAST AND LASTS

The only way to keep your home and pets free of fleas is with regular ongoing flea treatment, which helps deplete the flea population over time.

FRONTLINE® Plus acts fast to kill fleas and lasts for up to eight weeks in dogs – almost twice as long as most flea treatments. It also protects cats and dogs against ticks. And it does all this for an average cost of 30 cents a day.

FRONTLINE® PLUS

FRONTLINE Plus is a unique integrated formula that breaks the flea life cycle using two active ingredients. These ingredients work together to kill 100% of adult fleas within 8-24 hours and prevent eggs, larvae and pupae from developing.

It is New Zealand's number one flea treatment, which is best used regularly and pre-emptively (before any fleas are seen) to prevent future infestations from developing.

FEATURES OF FRONTLINE PLUS

- Kills fleas fast and controls all stages of their lifecycle
- Lasts longer than other flea treatments – up to six weeks for cats and eight weeks for dogs
- Costs less than a cup of coffee a week
- Can be used on kittens and puppies as young as eight weeks of age
- Is approved to treat and control Flea Allergy Dermatitis
- Treats and controls ticks for 4 weeks
- Treats biting lice on cats and dogs.

EASY APPLICATION

FRONTLINE Plus is easy to apply – simply part your pet's coat at the back of the neck in front of the shoulder blades (first ensuring the coat is dry) and squeeze the entire contents of the pipette onto the skin.

Available from your veterinary clinic

For more information visit
www.merial.co.nz



*FRONTLINE is a registered trademark of Merial Limited. Registered pursuant to the ACVM Act 1997.No's A9008 & A 9009. 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. NZ-09-FLP-215

GIFT WITH PURCHASE

Purchase FRONTLINE Plus 6-pack for cats or a 3-pack for dogs this summer and receive a **pet grooming kit FREE!**

Available only from veterinary clinics. Offer expires 31 January 2010 or until stocks last. Look for details at your veterinary clinic.

