

Stacey Tremain, veterinarian

Break the flea life cycle... for good

Have you ever treated your pet for fleas only to find that one week later the fleas are still there? It's most likely because you're only playing 'catch-up' with your flea treatment.

STACEY'S TIP

"Be sure to treat all the pets in your house. Fleas are always looking for a friendly host – so as long as all the pets in your home are treated every six to eight weeks, fleas will die through contact with any one of them."

If your pets still have fleas, even after you've treated them, you might have a flea infestation in your home. And it doesn't take much to get one of these!

Fleas love to breed, all year round, and they multiply fast – in one month you could be seeing the third generation of fleas on your pets. But the

fleas you can see are only part of the problem; chances are they're also in the bedding, in the carpets and all those hard-to-reach nooks and crannies of your home.

To put an end to your flea problem for good, treat your pets frequently. Consistency is key. If you're not sure how this helps, then read on.

FREE REMINDER SERVICE

Treating regularly is the best way to keep fleas under control, so to help you remember when to treat, FRONTLINE® Plus offers a free email reminder service.

Register for your reminder emails on the website – www.frontlineplus.co.nz

FLEA PROBLEMS BEGIN BEFORE YOU SEE A FLEA

Flea infestations don't happen overnight. In fact the build-up of fleas in the home begins 6-8 weeks before you even notice a flea. Once they've pushed through their baby stages, adult fleas hatch and jump onto your pet in order to feed, and lay more eggs. It takes only one flea to lay the groundwork for a nasty infestation. Treating your pet is the first step towards solving the problem, but those first flea stages, already in the home, are just getting started.

GETS WORSE BEFORE IT GETS BETTER

Once you treat your pet for fleas, any fleas on your pet will be killed and the life cycle broken. However, the egg and larvae that were already hidden in your home will still mature into new fleas. As these new fleas emerge and make their way to your pet, your flea problem may look like it's getting worse, but in actual fact the infestation is simply running its course and is on its way out. Vacuuming or fumigating your home will also help drive out those fleas in waiting.

FRONTLINE® SATISFACTION PLUS GUARANTEE

FRONTLINE Plus is a flea treatment that kills adult fleas, eggs and larvae and keeps on killing, helping to control and prevent re-infestations.

Applied correctly on all dogs and cats in the household for at least three consecutive months, FRONTLINE Plus is guaranteed to effectively treat and control fleas.*

KEEP TREATING!

So long as you treat your pet at least every six to eight weeks then any new fleas landing on your pet will die within a few hours, meaning they won't be able to breed and add to the cycle of infestation. Treating your pet consistently means that fleas your pet continues to pick up outside the home will also be killed and your home always protected.

Only available from veterinary clinics

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SATISFACTION *Plus* GUARANTEE™

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*For full terms and conditions see your veterinarian NZ-12-FLP-141