

How should FRONTLINE Plus be applied?

- Ensure the hair coat is dry before application
- Remove collars prior to application
- Treat with the correct product for weight and species
- To ensure good dispersal keep pet dry for 48 hours after application



1. To open the box, lift the front cover along the perforated lines; instructions are inside the front cover.
2. Peel down foil backing and remove a pipette from the holder.
3. Hold the pipette upright and snap the tip at the pre-cut line.
4. Part the coat at the back of the neck in front of the shoulder blades where licking cannot occur. Ensure the skin is visible.
5. Squeeze pipette and empty the entire contents directly on to the skin.

Avoid application of the product on top of the hair as this will leave a sticky appearance at the treatment spot. However, if this occurs it will disappear within 24 hours after application.

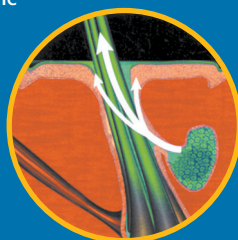


FRONTLINE Plus

How it works and why it lasts

FRONTLINE Plus – the secret is the unique storage and release of the active ingredients. After application of FRONTLINE Plus, fipronil and (S)-methoprene spread through the oil rich surfaces of the skin and concentrate in the oil glands to form a reservoir. A small amount is then continuously released onto the skin surface and hair. This provides long lasting protection and makes it resistant to the effects of water and shampoo. It is not absorbed into the bloodstream of your pet.

Diagrammatic cross section through the skin showing distribution of fipronil (shown in green) in the top layer of the skin, the oil gland and along the hair shaft.



FRONTLINE Plus combines fipronil to kill adult fleas on your pet and (S)-methoprene to kill flea eggs and larvae and stop pupal development.

FREQUENTLY ASKED QUESTIONS

Why are flea infestations so common?

Each flea can lay up to 50 eggs per day. These develop into larvae, which spin cocoons from which adult fleas emerge anytime from a few weeks to 6 months later. Hundreds of thousands of new fleas can be produced by an untreated pet each year.

Do cats get as many fleas as dogs?

Cats are often a silent source of fleas as they may groom rather than scratch, so it's less obvious they have fleas. Cats enjoy a wide roaming area where they may pick up fleas but they also spend much of their time inside with you. If cats are not treated regularly there's greater risk of infesting your home and garden.

Can you guarantee that there is no risk using FRONTLINE Plus?

FRONTLINE Plus has a high margin of safety for cats, dogs and humans when used according to label recommendations. It is recommended not to touch the application site until the site is dry.

FAQ Continued

How long does it take for fleas to die?

Most fleas die within 8 hours of contact with a treated pet but some fleas may take up to 24 hours to die.

Can I use FRONTLINE Plus if my pet is on medication?

Yes, FRONTLINE Plus is not systemically active and has no known interactions with systemic medications.

Why do I see more fleas after applying FRONTLINE Plus?

After applying FRONTLINE Plus, fleas may be more noticeable but this is an indication that FRONTLINE Plus is working. FRONTLINE Plus makes fleas hyperexcited, drawing them to the top of the haircoat before dying.

Can a flea feed before it dies?

Some may. Fleas do not have to bite in order to be killed by FRONTLINE Plus, but fleas can bite as quickly as 60 seconds from the time they jump onto your pet.

Why is FRONTLINE Plus the best?

The key to effective flea control is to break the flea life cycle. Only FRONTLINE Plus kills fleas fast and stops all stages of the flea lifecycle for 8 weeks in dogs and 6 weeks in cats. It is registered for the treatment and control of flea allergy dermatitis and kills ticks and lice on both cats and dogs. FRONTLINE Plus is waterfast, shampoo resistant and safe for all cats and dogs over 8 weeks of age, breeding, pregnant and lactating bitches and queens.

Can I use FRONTLINE Plus if I've already applied another flea and tick control product?

There is no known interaction between FRONTLINE Plus and any other flea and tick control product, however, you should wait at least 24 hours between applications. All collars including flea collars, should be removed from pets at the time of FRONTLINE Plus application to prevent the collar from interfering with dispersal. Replace collar once product has dispersed.

ONLY FRONTLINE® PLUS DELIVERS ON INTEGRATED FLEA CONTROL



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FRONTLINE®
Recommended by Veterinarians. *Plus*

Important things you need to know about the flea lifecycle:

- The majority of the flea population occurs off the pet as eggs,larvae and pupae in the environment where cats and dogs roam and rest.
- By the time you see fleas on your pet an environmental infestation already exists.
- Pets acquire fleas from the environment where other animals have been. This could be the garden, home or the park. Rarely do fleas jump from pet to pet.
- One female flea can lay up to 50 eggs per day.
- In warmer months, flea stages in the environment develop rapidly leading to large infestations very quickly.
- In winter the flea life cycle may slow down but it does not stop.
- Fleas seen on your pet today may be from eggs laid 6 months earlier.
- Emerging fleas will be killed by FRONTLINE Plus within 24 hours of jumping on to your pet.
- Pupae already present in the environment will continue to hatch for several weeks.
- Once flea contamination of your home occurs, it is difficult and time consuming to resolve. Prevention is the best approach.
- Re-infestation is a consequence of living in a flea endemic environment.
- Young adult fleas jumping onto your pets are unavoidable. However, once on your pet, FRONTLINE Plus kills them quickly.

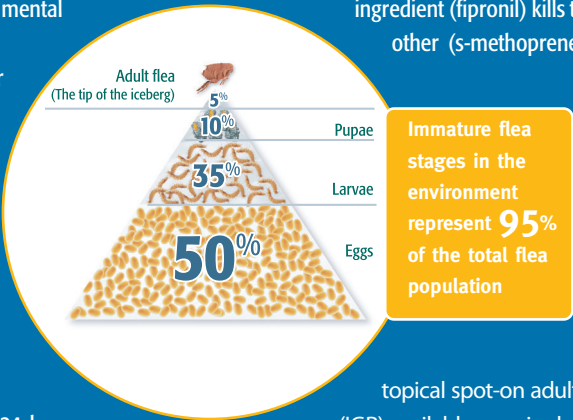
The experts agree on 3 key points for successful flea control ^{1,2}

1. An integrated approach (the combination of an adulticide to kill fleas and an Insect Growth Regulator (IGR) to control the environmental stages) should be the standard for flea control.
2. Treat every pet in the household all year round.
3. Always use a product as directed by the label.



Integrated Flea Control – FRONTLINE Plus breaks the flea life cycle

FRONTLINE Plus contains two active ingredients that provide “Integrated Flea Control” which completely breaks the flea lifecycle. One ingredient (fipronil) kills the adult fleas on your pet and the other (s-methoprene) kills flea eggs and larvae and stops pupal development.



“Integration strategies can have a profound effect on flea populations by reducing re-emergence of fleas in the pet’s environment”

FRONTLINE Plus is the only topical spot-on adulticide and Insect Growth Regulator (IGR) available as a single product for both dogs and cats.

What other factors must I consider to clean up an environmental problem when using FRONTLINE Plus?

- Treat all cats and dogs in your household. Some pets will not show signs of being bothered by fleas but will in fact be contributing greatly to the environmental infestation.
- Keep the home environment and pet’s favourite sleeping areas clean.
- Clean up and dispose of organic debris around the home and garden.
- Vacuum regularly to remove eggs and stimulate hibernating fleas to emerge.
- Regularly wash pet blankets and bedding in hot water (>60° C for 10 min).
- Block off pet’s access to under the house as this is an ideal flea nest environment.
- Restrict access of untreated pets or feral animals to your home or garden.

What should I do if I am still concerned about fleas after using FRONTLINE Plus?

Be patient; it can take several weeks to deplete an environmental infestation. FRONTLINE Plus is not a repellent. It kills adult fleas on your pet within 24 hours of them jumping on to your pet and prevents more fleas from developing in your home.

More frequent applications of FRONTLINE Plus will NOT resolve an environmental infestation any quicker! Monthly applications during a heavy flea infestation can help reduce the amount of time new fleas survive on your pet.

If you continue to see a few fleas after 3 months of consecutive use of FRONTLINE Plus on all pets, remember the following:

- Your pet probably shares its environment (garden and the local park) with other animals who are not on flea control.
- As a result, the environment might be a continual source of new fleas to your pet. This is unfortunate, but unavoidable.
- By continuing to use FRONTLINE Plus you can be assured these fleas will not infest your home.

Recommendation: Keep using FRONTLINE Plus

Talk to your Veterinarian or Vet Nurse about reasons why you still may be seeing fleas. Call FRONTLINE direct on our toll free number 0800 800 822. We are experienced in dealing with flea problems and will try to help you.



FRONTLINE Plus
The No. 1 product recommended by Veterinarians worldwide³

IFC	Integrated Flea Control breaks the life cycle at every stage.
Kills Fleas	Within 24 hours of contact with your treated pet.
Long Lasting	Recommended treatment intervals are 8 weeks on dogs and 6 weeks on cats. This may be reduced to monthly treatments for flea allergy dermatitis and tick control.
Waterfast	Waterfast and shampoo resistant once dispersed on pet.
Environmental	(S)-methoprene prevents viable eggs, larvae and pupae developing, preventing flea re-infestation.
Gentle	Registered for use in kittens and puppies from 8 weeks, breeding, pregnant and lactating bitches and queens. FRONTLINE Spray is registered for use from 2 days of age on kittens and puppies.
Kills Ticks	Use monthly to kill ticks and prevent re-infestation.
Kills Lice	Kills lice on cats and dogs. Treat all cats and dogs at the same time.
FAD	Use monthly to treat and control flea allergy dermatitis.
Vet Only	Merial only supplies FRONTLINE to veterinary practices to ensure superior product management.

References

1. Dryden and Broce. Integrated Flea Control for the 21st Century. Supplement to comp cont Educ Pract Vet 24:36, 2002.

2. Burton C., Shiptone M., Burrows M. Veterinary Guidelines for the Control of Fleas in Cats and Dogs in Australia. Australian Veterinary Practitioner 33 (3):117-124, 2003.

3. Data on file.

