



FLEAS: A Pet Owner's Guide

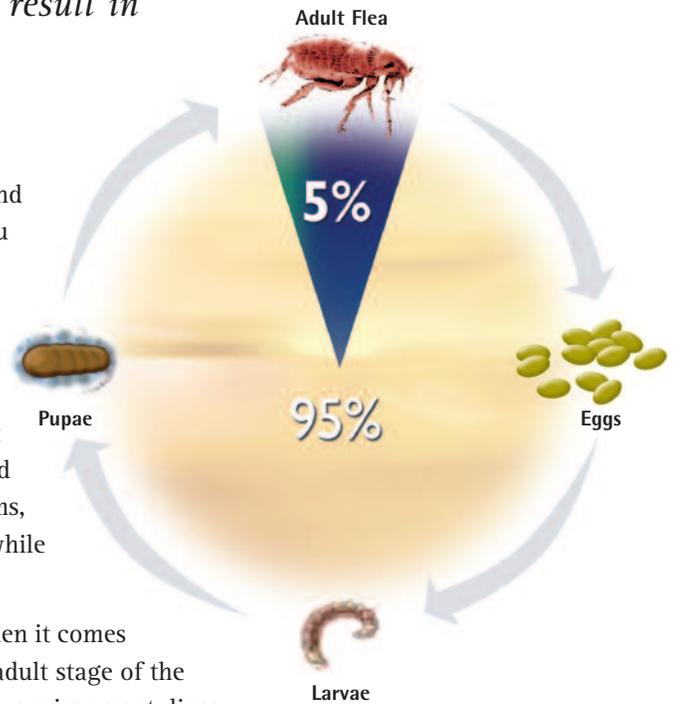
Fleas are tiny little pests that can cause big problems. Not only do they cause itching and scratching, but they can result in other types of health conditions in pets as well.

THE PROBLEM

Fleas are found throughout the United States and are a year-round problem in many areas of the country. In fact, no matter where you live, fleas would probably find the conditions inside your home ideal for their growth and development.

Like all parasites, fleas need another animal to live off. For the common household flea, dogs and cats are its preferred host. Some pets react to being bitten by developing an allergic reaction that causes them to become intensely itchy, making them miserable and can lead to hair loss and skin infections. Fleas often carry tapeworms, which can infect pets as well if they ingest an infected flea while grooming themselves.

The fleas that an owner can see are usually the tip of the iceberg when it comes to problems associated with this parasite. That is because only the adult stage of the parasite, which makes up 5% of the total population of fleas in the environment, lives on the animal. The other 95% of the flea population is made up of flea eggs and other developing stages. These immature parasites are usually well hidden throughout carpeting, bedding, furniture, and other areas of the household.



Adult fleas are only a small percentage of the total flea population.

THE IMPORTANCE OF PREVENTION

The best way to protect your pet from fleas is prevention. Many of these products are easy to administer and need to be given only once a month, making it convenient for today's busy pet owner. By using safe and effective products like Advantage® for cats and dogs and K9 Advantix™ for dogs only, you can be sure that you've done all you can to protect your pet from the threat of these tiny troublemakers.



Ask your veterinarian for Advantage, the one that stops fleas from biting in less than 5 minutes.