



5 Golden Rules

to fight fleas on your pets



1

Protect ALL your pets against fleas. Cats and dogs share the same flea species

Even if your dog never goes near the cat in your house, forgetting to treat the cat can mean flea eggs are shed around the house, which develop into adult fleas that jump onto the dog! Dogs are great at scratching, itching and nibbling until you really know they have fleas, whereas cats may subtly groom in private, licking away fleas rather than scratching – so you may not think that your cat even gets fleas, but actually they are often just better at hiding the problem than the dog! An easy way to check is to use a flea comb regularly to look for fleas and flea dirt. Flea dirt appears as small dark particles which can be confused for soil. If you wet this dirt on a damp wet white paper towel, and it turns brownish red then it will be flea dirt... as it's actually digested blood.

It's best to discourage untreated neighbour's cats or strays, which are unlikely to be flea treated, from coming into your pet's environment – they can shed flea eggs in your garden or home which develop into adult fleas that jump onto your pets.

2

Protect your pets with a trusted flea treatment ALL year-round



No breaks over winter. In the New Zealand climate fleas really are a year-round problem. Preventing an infestation is easier than treating one. On average New Zealanders are only using 8 weeks of flea treatment on their cats and 11 weeks of flea treatments on their dogs per year*. This is simply not enough to protect them and prevent flea infestations in your home.

The flea's life cycle of adult-egg-larvae-pupae-adult is temperature and humidity dependent. The more ideal the weather is, the faster they can reproduce... In warmer weather new fleas usually emerge in 3-4 week cycles but in perfect conditions it can take just 12 days! If conditions don't suit, the life cycle stretches out up to 140 days – this means that even properties that have been empty for a few months can suddenly have a flea epidemic when new tenants move in. It takes very low temperatures to kill fleas off, about -1°C for 5 days, so they can survive in the environment and in our houses all year around in most parts of New Zealand. Even in the coldest South Island valleys they overwinter on wildlife reservoirs, like rabbits, rodents, possums and hedgehogs.



3

Check you're using the product correctly



Buy a trusted flea treatment from vet clinics or specialty pet retailer stores and make sure you read all the instructions inside the packet before using.

Right dose? Weigh your pet accurately at the vets – don't just guess their weight. Then get the right pack size for your pet's weight.

Right application? Did you manage to part the hair and get all the liquid onto your cat's skin at the back of the head, for example? Was your pet wet when you applied it, or did they get wet before it dried? This could stop the product absorbing properly. Is your pet's Seresto® collar fitted snugly so that the active ingredient can be delivered to the skin? Make sure that you can fit 2 fingers flat between the collar and the skin. If the collar is too loose then it will not work correctly – you can always ask your vet clinic to check this fit for you.

Correct re-application time? It can be confusing as different products have different re-application times. Check how long each product gives protection for and don't leave gaps between treatments. It's easy with Advantage® and Advocate® – each lasts 4 weeks for flea protection, and with Seresto® there's 8 months of flea protection. If the product has been sitting in your cupboard at home for a while, check that it's not expired.

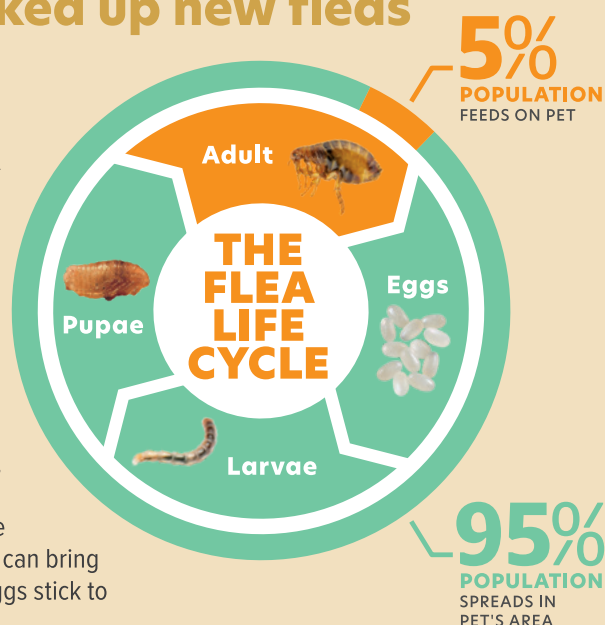
4

Learn the flea life cycle and think about where your pet may have picked up new fleas

Followed the first 3 rules? Still seeing fleas? This does not mean that the product is not working – remember that no flea treatment acts like an invisible 'force field' around your pet, preventing fleas from jumping onto them. It is entirely possible to see fleas on a treated pet even when all the 'rules' have been followed, however if you have treated correctly with a Elanco flea treatment these fleas will have been exposed to the active ingredient.

As a general rule if you can pick fleas off an animal relatively easily; they are already slowing down and are busy dying. Healthy fleas are too fast to catch. Nothing can stop new fleas jumping from the environment onto a flea treated animal, and it can be hard to tell where they have picked them up from sometimes... common sources are infested wildlife or strays that have wandered through the garden, pathways or parks (your pet does not have to come into contact directly with these animals – they may have just passed through in the night and left fleas or eggs in the environment). Even visiting animals can bring fleas or flea eggs into your house... as can their owners, when flea eggs stick to their clothing and shake off in your home.

So, it's actually normal to still be able to see a few fleas even on a treated pet from time to time – this is a good thing...pets can act like little hoovers, and once the fleas jump on a treated animal they will die.



5

Be patient



If you have fleas in the house it may take several weeks to stop seeing them altogether, as new fleas emerge from their protected pupal cocooned stage, but there's lots of things you can do to help... see our **5 Golden Rules to fight fleas in the environment fact sheet** for more flea info!

*Source: Elanco New Zealand data on file.

If anything is unclear or your question hasn't been answered in the Golden Rules factsheets, please contact our friendly and dedicated customer service team to help you with any questions about the Elanco product range.

Free phone: 0800 446 121 (0800 Hours: Weekdays from 9am to 4.30pm)

Email: animalhealth_nz@elancoah.com

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