

Are Fleas Bugging You?

All you need to know: Complete flea eradication is not difficult to achieve!

1. Apply name brand **Frontline Plus or Advantage II**
2. Apply the product to **all your haired pets (dogs and cats)** –ask about exotic pets
3. Apply the product **every month all year round**
4. Know that all topical products do wash off. Therefore, if your pet is bathed or groomed you have to apply a new dose 2 days after.
5. If you are experiencing a visible flea infestation apply the products every 3 weeks instead of monthly until the flea numbers subside.
6. If there are a lot of fleas or you see fleas jumping on people in your home, have a national professional exterminator treat your floors / house /yard.
7. Even with effective treatment, know that it may take about 60 days for the fleas to visually disappear and about 5 months for them to be completely extinct in your environment

99 percent of all the flea control failures arise because:

- The products were incorrectly applied or washed off
- Owners purchased cheap OTC products instead of effective name brands
- The products were not used year-round
- Not all pets / animals in the household were treated
- The house was not treated effectively



Fleas! The BIG Picture

Treat the Pet

The flea is most vulnerable on your pet. This makes your pet the key to effective flea control. Make sure that you treat every haired animal in your house / environment every month, all year round.

Residual spot-on products with an insect growth regulator are the most effective form of flea preventatives. The most common are Frontline Plus, Advantage II, Vectra 3D for dogs and Revolution for cats. The down-side of topical solutions is that they may leave a residue on your pet and that they do wash off when your pet gets a bath.

In recent years a very effective monthly flea pill has emerged. (Comfortis). This product is safe and effective with the added bonus that it leaves no residue on your dog and therefore is not affected by bathing or grooming.

Treat the Home

The best strategy is to have a knowledgeable exterminator treat your house for fleas. For the DIY pet owner: Treating the home with an adulticide and insect growth regulator (IGR) combination such as **Knockout E.S. Area Treatment** helps to break the life-cycle sooner and reduces the occurrence of flea bites on your pet and family.

Tips for success: Before treating your home **vacuum** all furniture and carpeted areas. Sweep and mop all tile, hardwood, or parquet surfaces. These steps will physically remove a portion of the immature flea population. The vibration and increased activity stimulate the pre-emerged fleas to leave their protective cocoon making them vulnerable to treatments. In addition, be sure to wash all beddings that your pet regularly lays on.

Treat the Yard?

Unless you have outdoor dogs with dog houses and outdoor shelters, or your dog has access to your house's crawl-space, it is usually unnecessary to treat your yard. Fleas are very feeble insects and live at the mercy of their environment. In hot weather they dehydrate, in cold weather they freeze and in wet weather they drown. Fleas persist on local wildlife and in their nests and burrows, which do not lend themselves to treatment. However, shaded yards, with dense plant life, will allow fleas to persist and may need to be treated. Ask us for product recommendations.

Break the vicious cycle!

The Adult Flea: Jumps onto your pet and egg production begins within 24 hours of the first meal and females can produce up to 50 eggs per day.

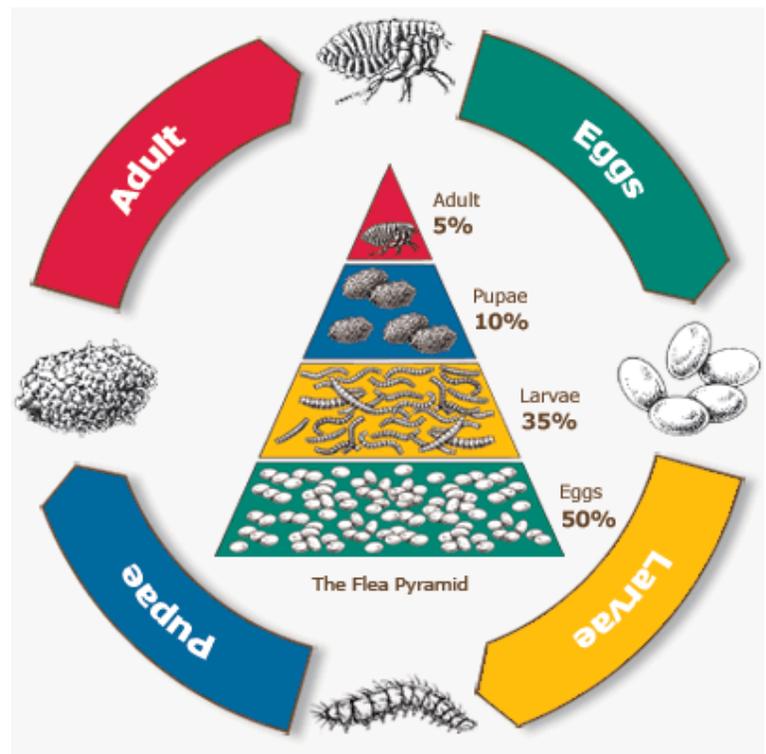
Eggs: Are deposited on the host but readily fall into the environment (i.e. your home).

Larvae: This worm-like phase will live off of flea feces and other organic debris. Larvae seek cool, dark, moist areas to develop. Areas such as carpeting, cracks and crevices in wood or parquet floors, furniture, animal bedding are all ideal.

Pupae: The flea finishes development in a hard cocoon where it is protected from environmental hazards such as heat, cold, dry conditions and even some chemical treatment. Development takes 7-14 days.

Pre-emerged adult: The fully developed adult will remain in its protective cocoon until it senses a potential host. Vibration, increased temperatures, and carbon dioxide emitted from the host are all triggers for the flea to emerge. In the absence of these stimuli a flea can remain dormant in this phase for up to 30 weeks.

The Adult Flea: Emerges from the pupa when the appropriate stimuli are detected. Once they emerge from the pupae they must feed immediately. Egg production begins within 24 hours of the first meal and females can produce up to 50 eggs per day! It is estimated that of all the flea life-cycle stages, the adult only makes up 5% of the total flea population in the environment. Therefore, control of the immature flea is vital to total flea control.



Flea control for cats

We recommend a monthly application of Revolution for effective flea control. In addition Revolution controls heartworms, hookworms, roundworms, earmites, mange mites and some ticks.



Flea control for dogs

We recommend monthly Comfortis tablets for effective flea control for dogs. Comfortis kills fleas rapidly, within 30 minutes. It is effective for an entire month regardless of bathing and grooming. For additional convenience Comfortis is combined with a monthly heartworm / parasite preventive in the Triflexis product line.



Don't buy "generic" Flea & Tick Products, they do not work!

Do not be fooled by "generic" look alike products. What consumers do not realize is that there are no generic flea and tick products. Flea & Tick preventives are not medications which are regulated by the FDA. Flea & Tick products are insecticides / pesticides and their regulation is shared by the EPA and USDA. That is why you don't need a prescription to buy them. It also means that these products are not governed by the laws of generic drugs. Generic drugs have to be identical to their name brand counterpart and have to be proven to be equally safe and effective. The mass of newly available over-the-counter Flea & Tick preventives are totally new products, with minimal efficacy and safety data. They may contain one chemical that is the same as the name brand. But the solvents and delivery solutions that made the name brands so successful are secret and proprietary and will never be copied by the new OTC products. To make things worse, some manufacturers don't even bother to use safe chemicals. They just manufacture a spot-on look-alike tube that everyone is familiar with, and fill it with very toxic pesticides.

Flea control for your house: Virbac Knockout E.S. Area Treatment

A veterinary exclusive inverted aerosol spray designed for use in the home containing pyrethrins and permethrin to kill active flea infestations and ticks. Also contains Pyriproxyfen (Nylar), a unique ingredient in this flea spray, continues to kill fleas for 120 days (4 months) by preventing their development into the adult biting stage. It reaches fleas hidden in carpets, rugs, drapes, upholstery, pet bedding, and floor cracks. It protects your home from re-infestation and flea buildup. It leaves no odor or sticky mess. 1 can treats about 1200 square feet.



FAQ: The Rest of the Story

I am using quality name brand products. Why am I still seeing fleas?

Provided the product was applied correctly (see above), remember that the adult flea is just the “tip of the iceberg”. In your pet’s environment there are usually thousands of immature flea stages that will all want to feed on your pet. If you saw fleas on your pet yesterday, know that they have already died. If you see fleas on your pet today, they probably have jumped on today and will die today. However, tomorrow another set of fleas will jump onto your pet and die. This will continue until the environment (your house) is depleted.

Are the products safe?

As long as you are using name brand, veterinary recommended products the answer is yes. The lines of new generation products have established an excellent safety record over the past 15 years.

Why do I have to wait 48 hours, after a bath or grooming, before applying the product?

The topical products “translocate” and spread over the pet’s body in the oil layer of the skin and hair. If you wash your pet this oil layer is depleted and it takes about 48 hours to build back up.

Why can I not wash or groom my pet after using the topical products?

Read the label: most of the topicals are waterproof, but none of them are shampoo-proof. They wash off leaving your pet unprotected. Any claim of a shampoo proof topical is usually misleading and conditional on the shampoo type.

How can I have fleas in my house, I don’t see them on me?

Humans are not the normal host for fleas. We wear clothes and do not have enough hair. Fleas do jump on us all the time, but as soon as they figure out they made a mistake they jump off. Most of the time, you will not know you have fleas in your house. You will only see fleas jumping on you in a severe infestation of a house. That is usually the time a professional exterminator should be called. Fleas only bite people if the environment is overwhelmed and a haired animal is not accessible.

What about Flea Collars, Flea Shampoo, Flea powders and sprays?

We do not recommend using any of these products except in very specialized circumstances. Most of these products predate the new generation flea products from 15 years ago. Overall these products contain harsh, toxic chemicals with very little residual protection.

Why do I need to treat during winter?

Most fleas live and propagate inside people’s houses. Unless it regularly freezes inside your house in the winter time fleas will continue their life cycle. Fleas can hitch a ride on any pet entering your home, even in the winter.

Please note that there are special situations where flea infestations can get out of control or there is a “breakthrough” of an infestation even when effective flea control has been initiated. Please call us with any questions or concerns. We are here to help.

