

Follow The Label



It takes a few extra minutes to read the package label and follow directions correctly — and it's worth every second.

To protect your dog safely, it's crucial to read the product label and follow it to the letter. Even if you've used the same product for years, formulas and directions may change. Do your dog a favor and review the basics below.



DO	DON'T
Ask your veterinarian for advice on appropriate flea & tick protection for your dog.	Don't be shy about asking for recommendations on flea & tick control options.
Select the right product for your dog — based on age, exact weight, and health criteria on label.	Don't choose a product without careful consideration of your dog's age, weight and health.
Read the label and follow all of the directions.	Don't assume you know how to use the product. Improper application could be harmful.
Take every precaution indicated on the label.	Don't ignore label warnings or critical information about proper product use.
Check the expiration date listed on the package.	Don't use products with expired dates. The active ingredients may no longer be effective.
Apply the full dose supplied, following directions on the label.	Don't split doses in any way — or use part of a dose made for larger dogs on a small dog.
ALWAYS keep cats away from your dog after a topical is applied, until it is dry.	NEVER apply or expose cats to products made for dogs. Some products made for dogs are lethal to cats.
Ask your veterinarian about any concerns. Even if you didn't buy the product at the veterinary clinic.	Do NOT apply any product to your dog if you are confused, unsure or have doubts.
Use reminder stickers or services provided with the product to protect your dog every month (or as indicated).	Don't forget to treat for fleas and ticks on a regular basis. Sporadic applications leave your dog (and home) vulnerable for an infestation.
Enjoy good times with your dog — and feel good about being such a responsible pet owner.	Don't forget to protect that lovable dog of yours.

Serious Risks

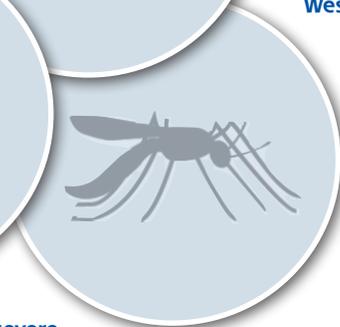
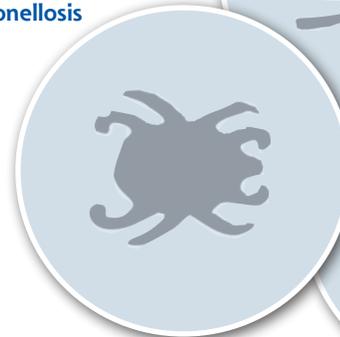


Parasites are easy to underestimate if you don't know the facts. The truth is, fleas, ticks and mosquitoes are not just annoying, they can make your dog very sick.

> **FLEAS** can transmit harmful diseases:
 Flea allergy dermatitis
 Anemia
 Tapeworms
 Bartonellosis



> **MOSQUITOES** can spread serious disease:
 Heartworm disease
 West Nile virus



> **TICKS** can transmit severe, even life-threatening diseases:
 Lyme disease
 Ehrlichiosis
 Anaplasmosis
 Rocky Mountain spotted fever

The risk to your dog from these parasites and the diseases they may transmit is **MUCH greater** than the risk of adverse reactions when you choose the right product and use it correctly.

Two Alarming Trends

➔ **1** Flea and tick infestations have increased during the past 5 years.¹



And these numbers are likely to climb with recent record-breaking high temperatures and drought — ideal conditions for flea populations. As temperatures rise, flea eggs hatch. Drought also tends to drive wild animals in search of water, often into suburban back yards. The next “host” could be your dog. Even indoor pets can be exposed to parasites on visiting pets. People can bring them inside, too, with flea eggs on shoes or bags.

2 In 2009, the EPA reported adverse reactions from flea & tick products doubled since 2005 — mainly due to misapplication.²

After an evaluation of all flea & tick topicals, the U.S. Environmental Protection Agency (EPA) found most adverse drug events were minor. **Misuse of dog products on cats is a big problem.**

The EPA is taking steps to correct these problems, including education on the importance of:

- Using flea & tick control products correctly
- Following the label instructions carefully

1. *The State of Pet Health 2011 Report*, Banfield Applied Research and Knowledge (BARK)
2. *EPA Evaluation of Pet Spot-On Products, Analysis and Mitigation Plan*, March 2010, United States Environmental Protection Agency, Office of Pesticide Programs

Consider This

➔ Your veterinarian has answers that can help you choose safe parasite protection for your dog. Here are 5 top questions to ask your veterinarian (and why):

Q ■ What's the best way to solve my dog's flea or tick problem?

Different problems require different solutions. Your veterinarian can advise you of the steps you need to take and the product(s) to use to solve your specific problem, whether you're trying to:

- Fight an existing infestation
- Control a reoccurring infestation
- Prevent fleas, ticks and mosquitoes (before there's a problem)

Q ■ Are you comfortable with the EPA safety rating of the ingredients in this product?

Every chemical that's tested by the EPA and included in a flea & tick topical receives a safety rating. Ideally, the active ingredients in the EPA-approved products you choose for your dog will have the LEAST TOXIC ratings.

Q ■ Does this product have an IGR?

An IGR, which stands for Insect Growth Regulator, is included in some flea & tick control products. An IGR is a very important feature because it breaks the life cycle of fleas, and prevents immature stages (e.g., flea eggs, larvae and pupae) from growing into adult fleas. Since the adult fleas you may see represent only 5% of the entire flea population, an IGR is critical to keep the problem from multiplying.

Q ■ Is it safe to use this product with my dog's other medications?

Your veterinarian, more than any other source, will be familiar with your dog's overall health, as well as any illnesses or chronic conditions. If your pet is taking any medication, this is a vital question to ask. Your veterinarian will know about any potential complications or side effects that could result from simultaneous use of medications with flea & tick products.

Q ■ Can I use this product safely with other flea & tick control products?

With heavy infestations, it may be necessary to treat your dog, your house and your yard, and you may need to use multiple flea control products. In this case, you will need to be very careful about potential toxic effects. Your veterinarian can help you select the best combination of products that can be used together safely.

