

FRONTLINE®

GOLD

BRAND
PRODUCTS

KILLS FLEAS AND TICKS WITH THE POWER OF 3



www.FRONTLINE.com/gold

THE POWER OF 3 IN ACTION.



1 EFFECTIVE

- Kills adult fleas, flea larvae, flea eggs and 4 common species of ticks



2 FAST

- FRONTLINE Gold for Dogs starts killing fleas in just 30 minutes*¹



3 LASTS

- Maintains efficacy through day 30

FRONTLINE® Gold works fast and is easy to apply!

FRONTLINE Gold brand products protect your pet with THREE tough killing ingredients: one to take out adult fleas and ticks, and two to kill the next generation of fleas, flea eggs and larvae before they can develop into adult fleas.

Regular use of FRONTLINE Gold for Dogs on your dog and FRONTLINE Gold for Cats on your cat may reduce flea infestations in the home. For best results, use as part of a comprehensive flea treatment plan, which includes coordinated treatment of the home, yard and pet.

*48 hours after initial application.



EASY-TO-USE
APPLICATOR



FRONTLINE Gold contains three active ingredients, two of the ingredients kill flea eggs and flea larvae to prevent future re-infestations. Utilizing its triple-action formula, FRONTLINE Gold kills fleas and ticks and prevents all flea stages from developing.

¹ Data on file at Merial.

WHY IS FLEA PROTECTION IMPORTANT FOR MY PET?

Fleas are more than just a nuisance - they are parasites that can lead to serious illnesses in your pets.

- Each female flea on an untreated pet can lay over 40 eggs per day,² which can quickly lead to an infestation.
- By the time you see a flea, an infestation may already be established in the environment.
- Flea infestations can take weeks to resolve and be expensive to eliminate.
- Carpets, bedding and furniture provide ideal conditions for immature fleas to develop into adults.

DID YOU KNOW? You can't keep your pet from picking up fleas. But you can make sure those fleas are killed quickly, before they can reproduce!

BITING ADULTS MAKE UP ONLY A SMALL FRACTION OF A FLEA INFESTATION:

- ✓ Once adult fleas find a suitable host, such as a dog or cat, they will typically remain on that animal. These adult fleas can live for 100+ days³ leading to a massive number of flea eggs.
- ✓ Eggs will fall off of an infested animal into the pet's surroundings. These eggs will usually hatch into larvae in 1-10 days.³
- ✓ The flea larval stage usually lasts 5-11 days before molting into pupae.³
- ✓ Pupae can survive for weeks to months in the environment,³ waiting for suitable conditions to emerge as new adult fleas.
- ✓ The fleas you see are only ~5% of the problem.

5% ADULT FLEAS



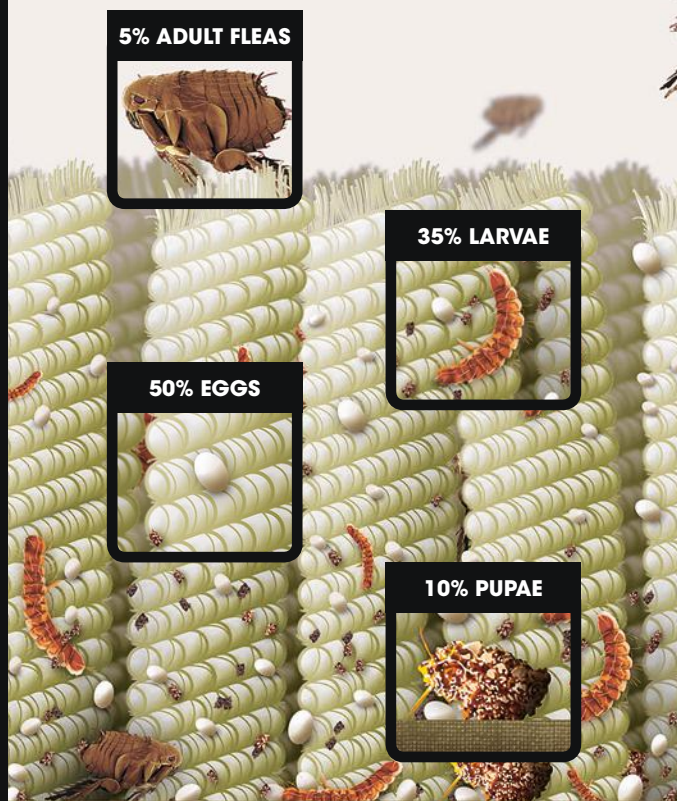
35% LARVAE



50% EGGS



10% PUPAE



²Dryden M. Biology of fleas of dogs and cats. *Comp Cont Ed Pract Vet.* 1993;15(4):569-579.

³Dryden M, Houlton D. Understanding flea biology and control. *Veterinary Practice Staff.* 1990;2(3):6-9.

WHY IS TICK PROTECTION IMPORTANT FOR MY PET?

Ticks aren't just gross – they're dangerous parasites that can lead to serious diseases in pets, including Lyme disease, ehrlichiosis and anaplasmosis in dogs, and tularemia and cytauxzoonosis in cats.

In certain areas, ticks can be a year-round threat, and can be found in many of the same places your dog likes to go, including:

- Parks
- Nature trails
- Wooded areas
- Campsites

Even in urban areas, ticks can be brought into your yard by many tick hosts, including feral cats, white-tailed deer, raccoons, wild turkeys and coyotes.⁴

FRONTLINE Gold protects pets from fleas AND 4 common species of ticks.

DID YOU KNOW? Black-legged (deer) ticks can carry the bacteria that causes Lyme disease. These ticks now inhabit twice as many counties as they did 20 years ago, and are reported in over 45% of U.S. counties.⁵

FRONTLINE GOLD BRAND PRODUCTS KILL ALL PARASITIC STAGES OF TICKS. Some of the ticks that pose the greatest threats to pets in the U.S. are:⁴

DEER TICK

(Ixodes scapularis)



AMERICAN DOG TICK

(Dermacentor variabilis)



BROWN DOG TICK

(Rhipicephalus sanguineus)



LONE STAR TICK

(Amblyomma americanum)



⁴ Blagburn BL, Dryden MW. Biology, treatment and control of flea and tick infestations. *Vet Clin Small Anim.* 2009;39:1173-1200.

⁵ Eisen RJ, Eisen L, Beard CB. County-scale distribution of *Ixodes scapularis* and *Ixodes pacificus* (acari: ixodidae) in the continental United States. *Journal of Medical Entomology.* 2016;53(2), 349-386.

HOW TO APPLY FRONTLINE® GOLD FOR DOGS

Step 1: REMOVE Applicator

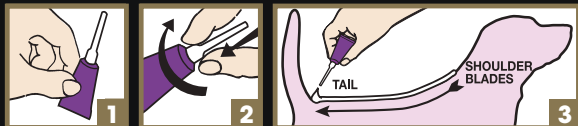
Remove one applicator tube from the package and hold in an upright position pointed away from your face.

Step 2: OPEN Applicator

Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the dispensing tip.

Step 3: APPLY

Position the dispensing tip on the dog's back between the shoulder blades. Use the dispensing tip of the tube to part the dog's hair so that the product will be applied at skin level. Begin squeezing out the contents of the tube to form a stripe as you move from the shoulder blades along the dog's back to the base of the tail.



Step 4: REPEAT every month!

FRONTLINE Gold for Dogs is approved for use on breeding, pregnant, and lactating bitches and puppies 8 weeks and older weighing 5 lbs or more.

READ ENTIRE LABEL BEFORE EACH USE

Please note: You may bathe your dog 48 hours after application. If your pet was bathed or swimming before application, we suggest that you wait to apply until your pet is completely dry.

HOW TO APPLY FRONTLINE GOLD FOR CATS

Step 1: REMOVE Applicator

Remove one applicator tube from the package and hold in an upright position pointed away from your face.

Step 2: OPEN Applicator

Twist dispensing tip clockwise about 1/2 turn while pushing down to break the tube's seal. Do not remove the dispensing tip.

Step 3: APPLY

Position the dispensing tip on the cat's back between the shoulder blades. Use the dispensing tip of the tube to part the cat's hair so that the product will be applied at skin level. Squeeze applicator, applying entire contents in a single spot on the cat's skin. Separate treated cat from other pets for 24 hours after treatment has been applied.



Step 4: REPEAT every month!

FRONTLINE Gold for Cats is approved for use on cats, including breeding, pregnant, and lactating queens and kittens 8 weeks or older weighing 1.5 lbs or more.

DON'T FORGET TO REAPPLY EVERY 30 DAYS.
SIGN UP FOR EMAIL REMINDERS AT WWW.FRONTLINE.COM/GOLD

FREQUENTLY ASKED QUESTIONS

How long does it take for fleas to die?

FRONTLINE Gold for Dogs starts killing fleas in just 30 minutes.*¹ In a study, it killed >98% of fleas on dogs within 6 hours of infestation.^{6,^}

Why am I seeing fleas on my pet?

You are likely seeing NEW fleas on your pet, which are jumping on your pet as it moves through infested areas in and around your home. These fleas will be killed by FRONTLINE Gold before they can reproduce. Depending on the severity of the existing infestation, you may continue to see new fleas jumping on your pet for up to 3 months. To help prevent new infestations, continue to apply FRONTLINE Gold MONTHLY throughout the year.

Do I need to use FRONTLINE Gold for Cats on my indoor-only cat?

Yes. Although your cat may not go outside, fleas can get inside. They can infest your untreated cat, leading to an infestation in your home.

If you have any questions about flea or tick control, please contact your veterinarian or call our expert technicians at 1-800-660-1842 Monday through Friday from 8am to 8pm EST (winter 8am to 7pm EST).

For more information, visit www.FRONTLINE.com/gold.

* When infested 48 hours after application.
^ days 2, 9, 16, 23, and 30 after application.

FRONTLINE Gold for Dogs should only be used on dogs, and FRONTLINE Gold for Cats should only be used on cats.

⁶Data on file at Merial.



SATISFACTION *Plus* **GUARANTEE™**

The SATISFACTION PLUS GUARANTEE provides peace of mind, available only when you purchase FRONTLINE Gold Brand Products from your veterinarian.

The SATISFACTION PLUS GUARANTEE is like no other in veterinary medicine:

- Purchase a 3-pack or 6-pack of a FRONTLINE Gold Brand Product from your veterinarian.
- The appropriate full product dose of FRONTLINE Gold for Dogs must be used on every dog in the household (and the appropriate full product dose of FRONTLINE Gold for Cats on every cat) for at least 3 consecutive months.
- If you are not satisfied with the FRONTLINE Gold Brand Product after 3 months of use, we'll refund your money, provide you with a replacement product, or provide a FREE one-time professional in-home inspection and, if necessary, treatment by Terminix® or other qualified pest control company. For assistance call 1-877-602-PLUS (7587).

Subject to the terms and conditions of the SATISFACTION PLUS GUARANTEE. For complete details visit www.FRONTLINE.com/gold

FRONTLINE®
GOLD BRAND PRODUCTS

**FRONTLINE Gold is a Merial product.
Merial is now part of Boehringer Ingelheim.**



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