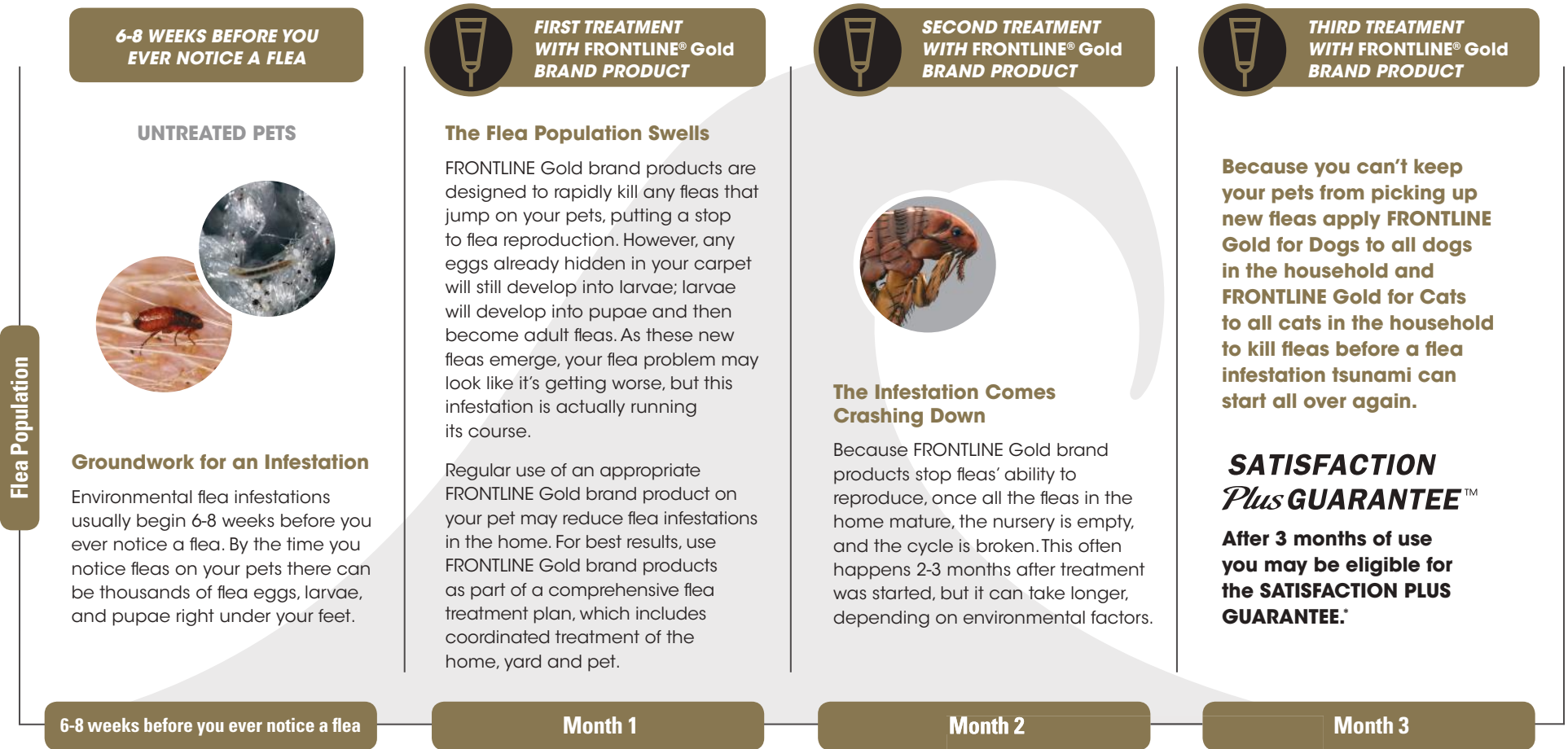


Wave Good-bye to a Flea Infestation.



Remember, CONSISTENCY IS KEY.

FRONTLINE Gold brand products should be applied monthly.



FRONTLINE®
GOLD BRAND PRODUCTS

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



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To learn more about effective flea and tick control, talk to your veterinarian.

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

Answers to your questions about controlling your pet's flea infestation with FRONTLINE® Gold



Where do these new fleas come from?

Numerous hosts (including feral cats, opossums, raccoons, and other wildlife species) leave behind flea eggs wherever they go, including your yard. These outdoor flea infestations are often the primary source of the fleas that your pets pick up. Outdoors, developing flea stages can be found in areas protected from sunlight, so some of their favorite places include:

- Sheds
- Garages
- Under porches or decks



UNDER DECK



UNDER SHRUBS



URBAN WILDLIFE



FERAL CAT

How long will a flea infestation in the home last?

Flea eggs, larvae, and pupae in the environment continue to develop and emerge as new fleas (even after your pet has been treated with a flea control product). It can take weeks to months for this already established infestation to be controlled.



What else can I do to reduce the flea population in my home?

Regular use of an appropriate FRONTLINE Gold brand product on your pet may reduce flea infestations in the home. For best results, use FRONTLINE Gold brand products as part of a comprehensive flea treatment plan, which includes coordinated treatment of the home, yard and pet.

- Vacuum floors, carpets and furniture – especially in areas where an infested pet has spent a lot of time, because that is often where many flea eggs will be found.
- Wash pet bedding and other fabrics in hot water.

Why do I still see fleas on my pet after applying FRONTLINE Gold?

There are two main reasons:

- Fleas can jump onto your pet at any time (see where do new fleas come from), and these are not killed instantly.
- FRONTLINE Gold brand products are designed to kill any new fleas quickly and prevent their ability to reproduce. FRONTLINE Gold kills fleas by overstimulating the flea nervous system, and hyperexcited fleas may move to the top of the haircoat before they die. So seeing fleas on top of the haircoat after applying FRONTLINE Gold can be an indication that the product is working.

How FRONTLINE Gold for Dogs and FRONTLINE Gold for Cats works:

After being applied, FRONTLINE Gold for Dogs and FRONTLINE Gold for Cats spreads all over the treated animal's body and is stored in the sebaceous glands under the surface of the skin. From these glands, it is continually wicked through the hair follicles onto the skin and haircoat for a month or more.



HAIR FOLLICLE AND SEBACEOUS (OIL) GLAND

Should I apply FRONTLINE Gold for Dogs to ALL the dogs and FRONTLINE Gold for Cats to ALL the cats in my household, even if they are indoor-only?

Absolutely. If you don't treat every dog and cat, the untreated pets can continue to harbor fleas that will lay eggs, preventing the infestation from being cleared. Even if the dog or cat never goes outdoors, people may bring fleas into the home.

How often should I apply FRONTLINE Gold brand products to my pets?

For continuous protection, apply an appropriate FRONTLINE Gold brand product every 30 days as directed. Consistency is key.

Can I bathe my pet while using FRONTLINE Gold?

Yes. FRONTLINE Gold brand products remain effective for 30 days, even if your pet swims or is bathed. You may bathe your pet 48 hours after application. ONLY use a shampoo formulated for your pet and recommended by your veterinarian.

SATISFACTION Plus GUARANTEE™

An exclusive guarantee brought to you by the maker of FRONTLINE® Gold brand products. It is available only when FRONTLINE brand products are purchased from your veterinarian. If you are not satisfied after at least three months of proper and consistent application of FRONTLINE Gold for Dogs to ALL dogs and FRONTLINE Gold for Cats to ALL cats in your household, call 1-877-602-PLUS to find out if you qualify for a free professional in-home inspection and if necessary, treatment by Terminix or other qualified pest control company OR replacement product OR we'll refund your money. For more information, including terms and conditions for the guarantee, visit www.FRONTLINE.com/gold.

Want to learn more about FRONTLINE Gold Brand Products? Visit our website at www.FRONTLINE.com/gold or call us at 1-800-660-1842.