

# 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.
- Steam clean carpets.

## 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. After application, keep your pet from getting wet for 24 hours. If a FRONTLINE Gold brand product is to be applied after a bath, we recommend that your pet is completely dry before application. ONLY use a shampoo formulated for your pet and recommended by your veterinarian.

## **SATISFACTION** *Plus* **GUARANTEE™**

An exclusive guarantee brought to you by Merial, maker of FRONTLINE® Gold brand products, 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](http://www.FRONTLINE.com).

**Want to learn more about FRONTLINE Gold Brand Products?**  
Visit our website at [www.FRONTLINE.com](http://www.FRONTLINE.com) or call us at 1-800-660-1842.

# Wave Good-bye to a Flea Infestation.

Flea Population

**6-8 WEEKS BEFORE YOU EVER NOTICE A FLEA**

## UNTREATED PETS



### Groundwork for an Infestation

Environmental flea infestations usually begin 6-8 weeks before you ever notice a flea. By the time you notice fleas on your pets there can be thousands of flea eggs, larvae, and pupae right under your feet.

**FIRST TREATMENT WITH FRONTLINE® Gold BRAND PRODUCT**

### The Flea Population Swells

FRONTLINE Gold brand products are designed to rapidly kill any fleas that jump on your pets, putting a stop to flea reproduction. However, any eggs already hidden in your carpet will still develop into larvae, larvae will develop into pupae and then become adult fleas. As these new fleas emerge, your flea problem may look like it's getting worse, but this infestation is actually running its course.

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.

**SECOND TREATMENT WITH FRONTLINE® Gold BRAND PRODUCT**



### The Infestation Comes Crashing Down

Because FRONTLINE Gold brand products stop fleas' ability to reproduce, once all the fleas in the home mature, the nursery is empty, and the cycle is broken. This often happens 2-3 months after treatment, but it can take longer, depending on environmental factors.

**THIRD TREATMENT WITH FRONTLINE® Gold BRAND PRODUCT**

Because you can't keep your pets from picking up new fleas apply FRONTLINE Gold for Dogs to all dogs in the household and FRONTLINE Gold for Cats to all cats in the household to kill fleas before a flea infestation tsunami can start all over again.

### SATISFACTION Plus GUARANTEE™

After 3 months of use you may be eligible for the SATISFACTION PLUS GUARANTEE.\*

6-8 weeks before you ever notice a flea

Month 1

Month 2

Month 3



**Remember, CONSISTENCY IS KEY.**



**FRONTLINE®**  
GOLD BRAND PRODUCTS



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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](http://www.FRONTLINE.com)