



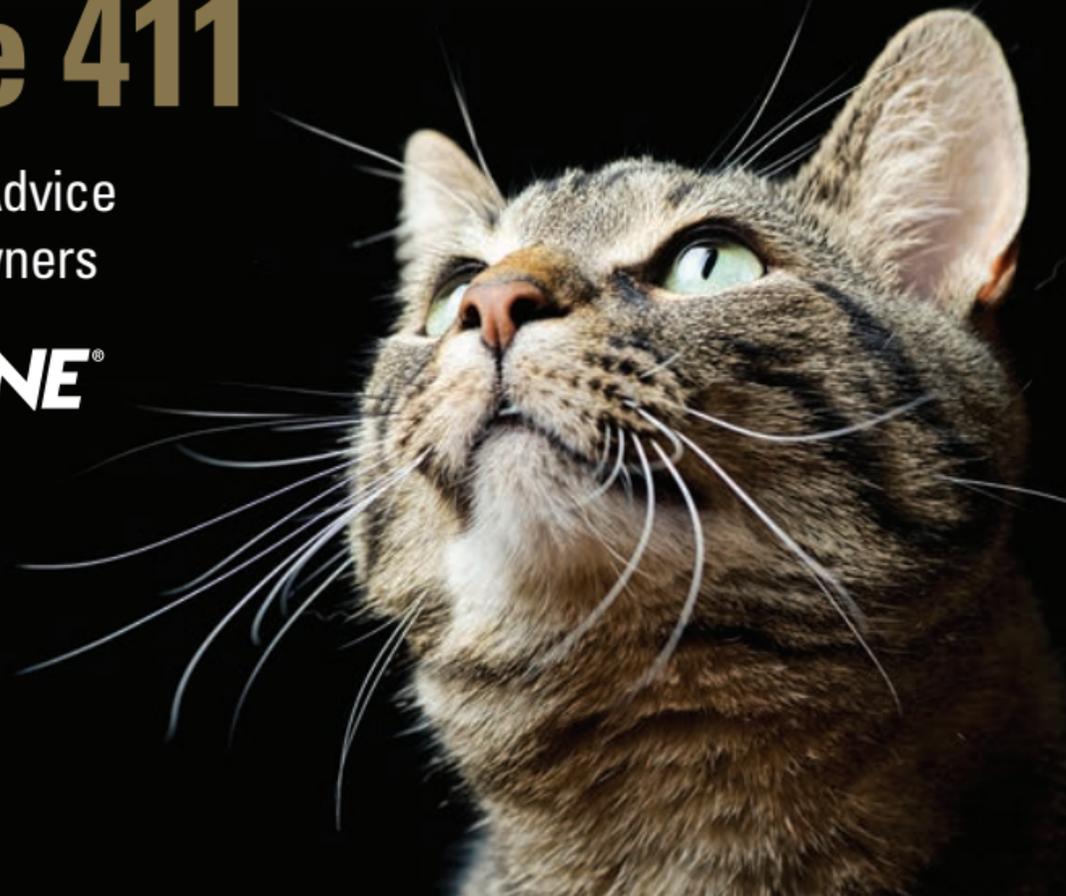
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FRONTLINE[®]
GOLD FOR CATS

Feline 411

Information & Advice
for New Cat Owners

FRONTLINE[®]
GOLD FOR CATS



Congratulations from all of us at Merial, the maker of FRONTLINE® Gold for Cats!

Welcome to the joys of owning a new kitten. Get ready for an exciting journey as your new pet enriches your family. Please remember that raising your new pet takes more than love; your pet needs a preventive health care program too.

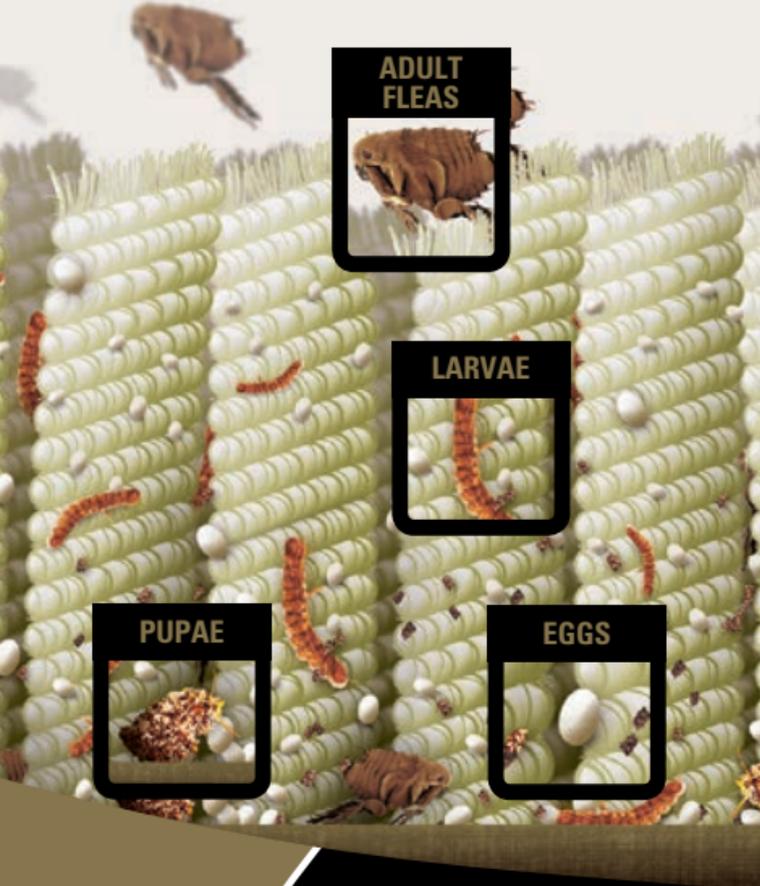
In this booklet you will find useful information to help you protect your kitten, and valuable coupons that will help you save on your pet's care.

Your veterinarian can provide your cat or kitten with the foundation for a long and healthy life.

Bringing your new cat home.

Kittens have a lot of energy and require their share of care and attention.

- Make sure to give your pet his monthly dose of a flea/tick treatment and control product.
- Have patience with your new cat as he becomes adjusted to his new surroundings, family members and other pets in the household.
- Make sure you have appropriate food and water, food and water bowls, litter box, scoopable cat litter, breakaway collar with identification tag, hairbrush, cat bed and toys on hand when you bring your new cat home.
- Provide a litter box for your kitten in a secluded, low-traffic area and keep it clean by removing solid waste every day and changing the entire box at least once a week.
- Follow your veterinarian's advice concerning the type and amount of food to give your kitten and be sure to designate a clean, quiet area where your cat's food/water bowls are consistently placed.
- Cats usually groom themselves, but regular brushing of your kitten's haircoat can decrease the development of hairballs.
- Protect your kitten from household hazards including electrical cords, poisonous plants and household chemicals.



Fleas

Fleas are parasites that feed on the blood of cats and dogs, inflicting misery on them with a maddening cycle of biting, itching and scratching. Two fleas can quickly lead to an infestation of thousands.¹ Adult fleas, *the fleas that will be visible to you*, only make up approximately 5% of an infestation.

The other 95% of the population is made up of three other flea life stages: eggs, tiny worm-like larvae and cocooned pupae, all hiding in the environment and gradually maturing into biting adults. The entire life cycle can be completed in as little as 14 days, but can take longer depending on environmental conditions.

THINGS YOU SHOULD KNOW:

- All dogs and cats in a household should be treated even if they are considered indoor pets, since people can also carry fleas into a home.
- Pets can pick up fleas very quickly so you may see fleas on your pet that have not been killed yet, even when your flea-control product is working.
- Be sure to continue using a flea-control product even after a flea problem seems to improve.
- Fleas can reproduce on your cat year round, and eggs, larvae and pupae can mature indoors while hiding in carpets, furniture, bedding and even between floorboards.
- Cats get fleas from the environment after other animals shed flea eggs which develop into adult fleas.
- It can take several months for a "flea factory" (all life stages) to run its course.



**DEER
TICK**



**AMERICAN
DOG TICK**



**BROWN
DOG TICK**



**LONE STAR
TICK**

Ticks

Like fleas, ticks are bloodsuckers. They're actually arachnids, related to spiders and scorpions. Ticks attach themselves to cats by embedding their mouthparts into the skin, at which point they engorge themselves with blood until they are several times their original size. Female adult ticks then detach and drop off their host to lay eggs.

THINGS YOU SHOULD KNOW:

- You can make your yard unfriendly to ticks by keeping grass short, bushes trimmed and minimizing mulch or leaf litter.
- Check pets frequently for ticks and always look for ticks after your pet has been outdoors.
- Ticks make their way to the tip of a plant or shrub and wait patiently for an unsuspecting passerby.
- Body heat, movement and carbon dioxide signal to ticks that there is a potential victim nearby.²
- After feeding, a female adult tick drops off the host and lays hundreds to thousands of eggs in the environment before dying.³



FRONTLINE Gold for Cats *kills fleas and ticks fast!*

FRONTLINE brand products labeled for cats help protect against fleas and ticks. They are designed to kill fleas fast and keep killing fleas and ticks for an entire month. The spot-on FRONTLINE brand products also work to break the flea life cycle by killing flea eggs and larvae.

Spot-on FRONTLINE Brand Products:

- Kill adult fleas, flea eggs, flea larvae
- Kill 4 species of ticks
- Waterproof
- Backed by the SATISFACTION PLUS GUARANTEE™*
- Eliminate Chewing Lice



When you should call your veterinarian

Cats are all different. In fact, it is one of the joys of pet ownership to discover your kitten's unique personality – and one of your responsibilities is to find out what is “normal” for your own pet. Observe your kitten closely, and call your veterinarian if you notice one or more of the following behaviors, as they can be signs of serious health problems:

- Repeated coughing or gagging
- Difficulty breathing
- Unusual laziness or lethargy
- Reduced ability to exercise
- Reluctance to play
- Loss of appetite
- Unexplained vomiting
- Excessive grooming, licking or scratching





REFERENCES

- ¹ Dryden M, Houlton D. Understanding flea biology and control. *Veterinary Practice Staff*.1990;2(3):6-9.
- ² Stafford KC. *Tick Management Handbook*. The Connecticut Agricultural Experiment Station. Bulletin No. 1010. South Windsor, CT: EPS Printing II, LLC. 2007.
- ³ Blagburn BL, Dryden MW. Biology, treatment and control of flea and tick infestations. *Vet Clin Small Anim*. 2009;39:1173-1200.