

YOUR GOLDEN OPPORTUNITY AWAITS



FRONTLINE® Gold for Cats is approved for use in cats/kittens 8 weeks or older, weighing 1.5 lbs or more.

Guiding pet owners to successful flea control—and emphasizing the importance of protection for all pets in the household.

FRONTLINE®
GOLD BRAND
PRODUCTS

AN INFESTATION'S BEST FRIEND.



ONE UNPROTECTED CAT IS ALL IT TAKES.

Where there's one untreated pet in a multi-pet household, a much bigger problem can be lurking.

Many pet owners don't realize that an untreated cat can ruin their flea control efforts. The truth is, fleas only need one unprotected host in order to live, thrive and go on to infest a home.

SAYING "YES" TO FRONTLINE GOLD

REALITY CHECK – A common reason flea control fails is because there is an untreated pet in the home.



THE FACTS ON CATS



36.4%

of dog-owning households also own a cat.¹



85%

of cat owners who came into the vet clinic left without purchasing a parasiticide.^{2*}

Untreated cats in the home can lead to a severe flea infestation – even if all other pets in the home are treated.

WIN. WIN. WIN.

OUR GOALS FOR YOUR PRACTICE ARE TO HELP:

PROTECT MORE PETS

FRONTLINE Gold brand products provide fast-acting, long-lasting protection.

Regular use of FRONTLINE Gold for Dogs on your clients' dogs and FRONTLINE Gold for Cats on your clients' cats 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.

INCREASE CLIENT SATISFACTION

Dog and cat owners who purchase an appropriate FRONTLINE Gold brand product for all pets in the home help reduce their pets' chance of picking up a new flea infestation.

INCREASE REVENUE

By protecting more cats, your clinic could earn untapped profit from feline-only and multi-pet households.

* flea and tick control product and heartworm preventive.

NOW IS YOUR CHANCE TO HELP YOUR CLIENTS SUCCEED

With the triple-action power of FRONTLINE Gold brand products, the peace of mind from the SATISFACTION PLUS GUARANTEE™, and the value of the free dose offers, it's never been easier to help protect more pets from fleas and ticks.

TRUSTED BRAND. ENHANCED FORMULA

FRONTLINE Gold for Cats is

- ✓ **EFFECTIVE** – Kills adult fleas, flea larvae, flea eggs and 4 common species of ticks
- ✓ **FAST and LASTING** – Kills fleas fast and maintains efficacy through day 30
- ✓ **VALUABLE TO PET OWNERS** – Free Dose Offers make it easy for clients to save money
- ✓ **APPROVED FOR USE** on cats including breeding, pregnant, and lactating queens and kittens 8 weeks or older, weighing 1.5 lbs or more.



of dog and cat owners buy flea and tick products for both pets at the same time and place.³

The FRONTLINE brand is unparalleled in brand recognition for flea and tick control and is also trusted by pet owners.⁴



THE VALUE OF FRONTLINE GOLD

FRONTLINE Gold makes it easy to provide value to your clients

HIGH VALUE, FREE DOSE OFFERS

- When pet owners buy 6 doses they receive 2 doses FREE, OR buy 3 doses and receive 1 dose FREE.
- Up to a \$38.00 value for pet owners.

SATISFACTION PLUS GUARANTEE™

- Peace of mind and guaranteed support for pet owners.
- Subject to full terms and conditions. For complete details visit www.FRONTLINE.com.

SEIZE THE OPPORTUNITY

Don't wait!

- Find out if your client has cats in their household.
- Explain the importance and value of treating all pets in their home with an appropriate flea and tick control product.
- Help them understand the benefits of utilizing FRONTLINE Gold for Dogs to treat all of their dogs, and FRONTLINE Gold for Cats to treat all of their cats. FRONTLINE Gold provides fast, effective, and convenient treatment and control of fleas and ticks for a full month.

*Call Your Sales Representative
to stock up today!*

FRONTLINE[®]
GOLD BRAND
PRODUCTS

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



FRONTLINE[®] is a registered trademark, and SATISFACTION PLUS GUARANTEE[™] is a trademark, of Merial.
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¹ US Pet Ownership & Demographics Sourcebook. American Veterinary Medical Association 2012.

² Data on file at IDEXX Laboratories, Inc. Westbrook, Maine USA.

³ Data on file.

⁴ Data on file.