



Our Insect Enemies



Bugs In Your Rugs? It's Prime Time For Fleas

(NAPSA)—Now is a good time to ensure that your pets and your home are flea-free.

The best way to deal with a flea problem is before you have one and the best time to use a flea product is before you see fleas on your pets. It's much easier to prevent fleas than to get rid of them, because the fleas you see are just a small part of the problem. Eggs and wormlike larvae represent 80 percent of the flea population that can infest your home, lurking in the rugs and carpeting where your kids and pets play.

Under the right conditions, fleas can survive and reproduce indoors at any time of year. In one study, pre-emerged adult fleas survived for 140 days in carpet and rugs—the ideal indoor environment. That's why the most effective solution is year-round parasite prevention, as recommended by both the U.S. Centers for Disease Control (CDC) and the Companion Animal Parasite Council (www.petsandparasites.com).

Fleas are more than a nuisance to you, your family and your pets. They can transmit diseases such as tapeworm, cause anemia and create a skin condition in your pets known as flea allergy dermatitis.

The solution can be easy. To kill fleas on your pets and to prevent any future infestation, ask your veterinarian to prescribe proven, effective oral flea products that eliminate adult fleas within 30 minutes and prevent eggs and larvae from developing into adult fleas. Giving your pets an oral flea preventive once a month can be easy and convenient.



Think vacuuming can help get rid of fleas that may infest the carpet? Vacuuming can actually encourage flea activity.

Both your pets and your home will be protected and even if your pets pick up a flea it will not be able to reproduce.

Signs of Fleas

If you're wondering how you spot fleas, here are some clues:

- Pets scratching a lot.
- Pets avoiding favorite sleeping spots because they are seeded with flea eggs and larvae. Fleas lie in a dormant state until a warm body comes along—and that body could also belong to your children.
- Small black specks in your pet's fur—or anywhere in your house. Known as “flea dirt,” these specks are actually flea waste—undigested blood that larvae feed on.
- Patchy fur loss and/or scabs on the pet's coat, caused by flea allergy dermatitis.

You can talk to your veterinarian about safe, convenient products from Novartis Animal Health. Find out more about preventing “bugs in your rugs” at www.growingupwithpets.com.