

Paws up to keeping your pet flea-free all year round



This information is provided by MSD Animal Health,
the manufacturer of BRAVECTO®

Further advice should be sought from your medicine prescriber.
MSD Animal Health, Walton Manor, Walton, Milton Keynes MK7 7AJ, UK.
www.msd-animal-health-hub.co.uk/bravecto

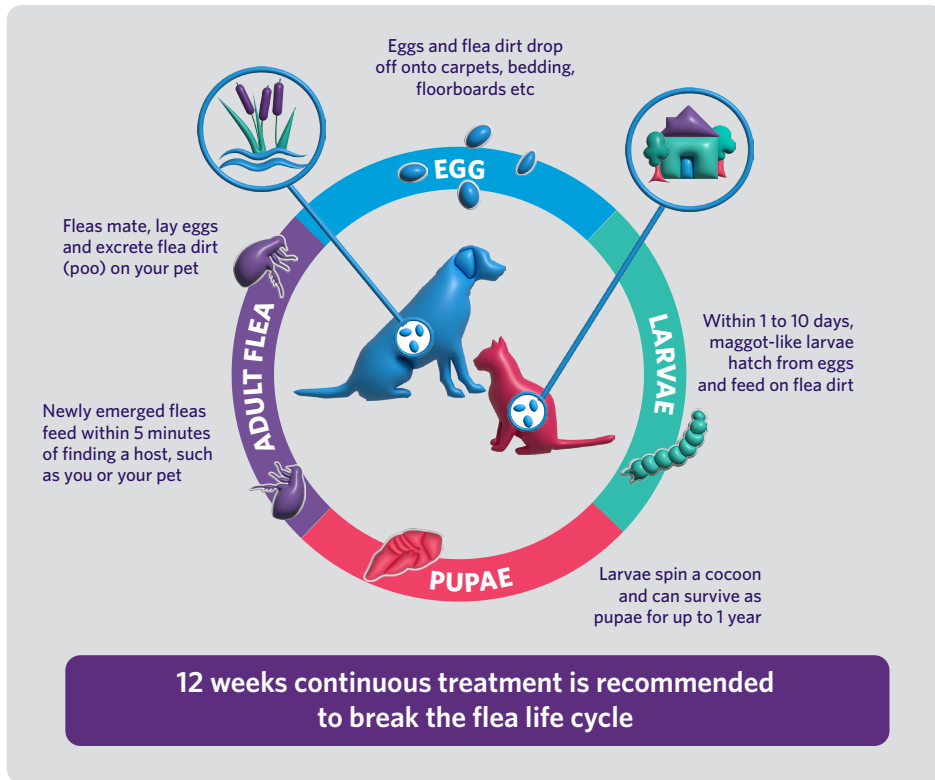
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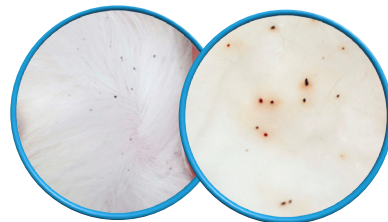
Fleas stay active all year round unless their life cycle is disrupted

Fleas are tiny bloodsuckers that can feed and breed on your pet. Within 24 to 48 hours of its first blood meal, a flea can begin laying as many as 50 eggs per day. This is why it is critical to disrupt the flea life cycle and kill fleas before they can lay eggs.



Could it be fleas?

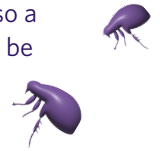
Scratching, chewing fur and over-grooming may be signs your pet has fleas. Comb your pet's fur over a piece of damp white paper. If you see small black dots that turn red, it is likely to be flea dirt.



Fleas are a health risk to pets and people

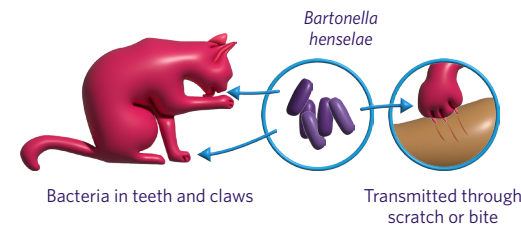


Fleas are much more than a nuisance, they are also a health threat. 1 in 10 fleas carry diseases that can be dangerous for both pets and people.



Cat scratch fever (bartonellosis)

Disease transmitted through scratches or bites from cats carrying the *Bartonella henselae* bacterium. It is often spread by fleas.



Cat scratch disease

- Fever
- Headache
- Fatigue



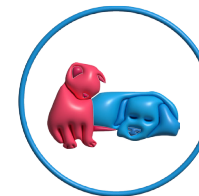
Flea tapeworm infestation

Caused by pets swallowing infected fleas during grooming.



Flea allergic dermatitis

An intensely irritating skin condition triggered by an allergic reaction to flea saliva.

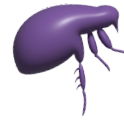


Iron-deficiency anaemia

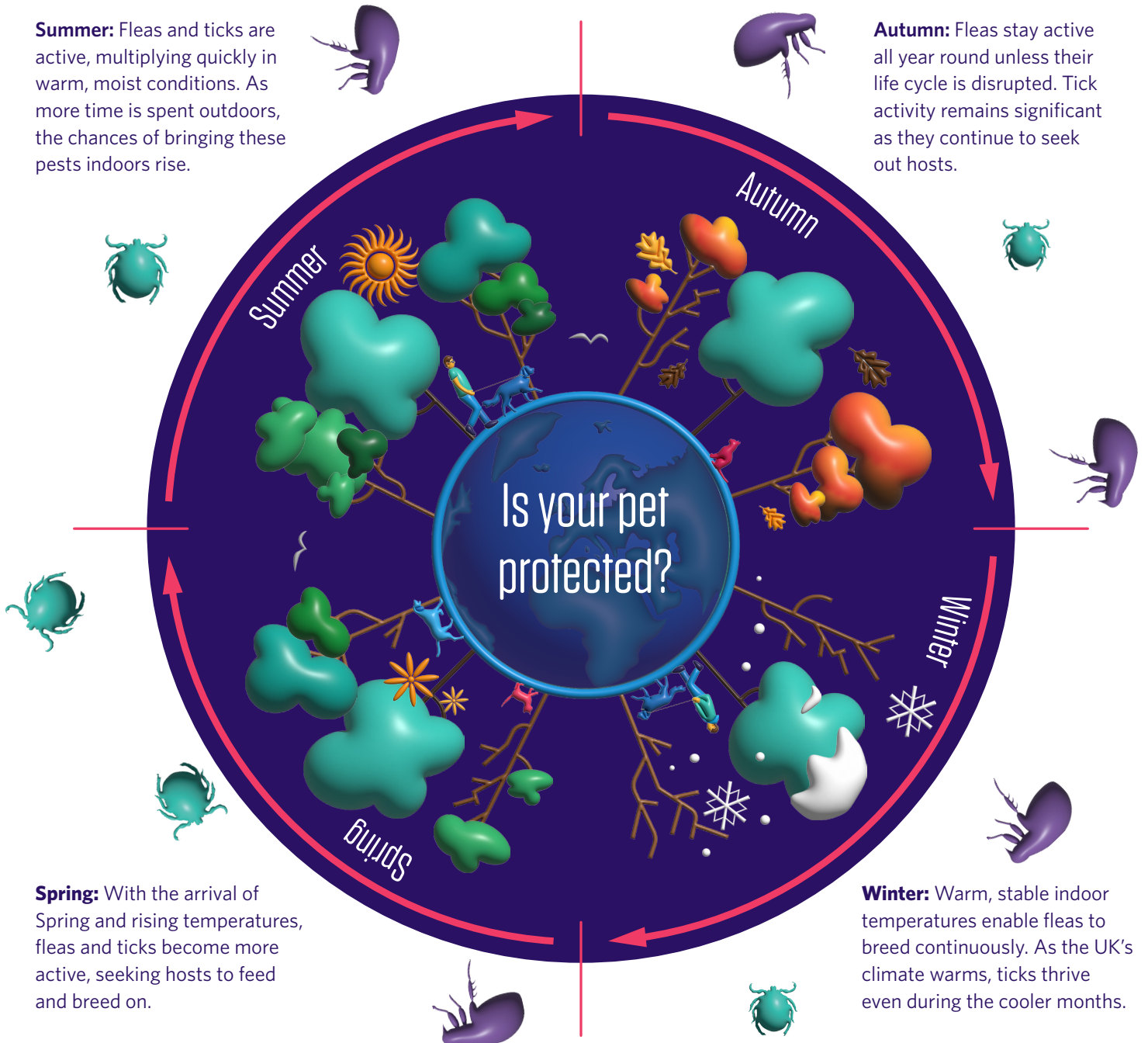
Results from blood loss due to heavy flea infestation, especially harmful to young animals.

Fleas and ticks persist through every season

Summer: Fleas and ticks are active, multiplying quickly in warm, moist conditions. As more time is spent outdoors, the chances of bringing these pests indoors rise.



Autumn: Fleas stay active all year round unless their life cycle is disrupted. Tick activity remains significant as they continue to seek out hosts.



Spring: With the arrival of Spring and rising temperatures, fleas and ticks become more active, seeking hosts to feed and breed on.

Winter: Warm, stable indoor temperatures enable fleas to breed continuously. As the UK's climate warms, ticks thrive even during the cooler months.

How to keep your pet flea and tick-free all year round

There are many different flea and tick prevention products. Some are applied on the skin, while others are taken by mouth. Repeating the treatment at regular intervals, usually every 4 to 12 weeks, is necessary to maintain protection.

Consult with your vet for advice on a long-acting personalised parasite plan for your pet.

A common reason flea and tick treatments fail is simply forgetting to give the next dose. Ask your vet for a long-acting personalised treatment plan fit for your pet's lifestyle



Spread will be upside down

Ticks are a health risk to pets and people



Ticks are not only unpleasant but also pose a health threat to your pet and your family. Ticks can carry diseases including Lyme disease and babesiosis that can be dangerous for both pets and people.



Lyme disease (Borreliosis)

- Bacterial infection transmitted through tick bites
- Becoming more prevalent in the UK
- Starts initially with a rash and flu-like symptoms in humans
- Can progress to joint, heart and nervous system issues

Babesiosis

- Disease caused by a microscopic parasite invading red blood cells
- Some UK ticks carry this parasite
- Symptoms vary, but may include high temperature, increased respiratory rate, muscle tremors, anaemia, jaundice and weight loss

Fast-acting parasite treatments are recommended to prevent disease transmission

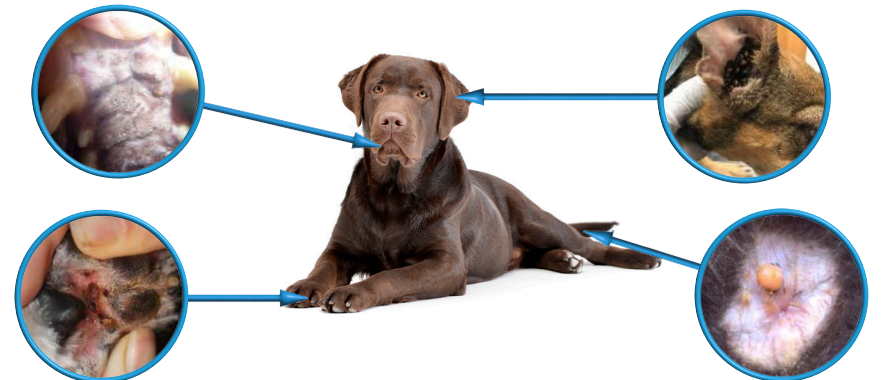
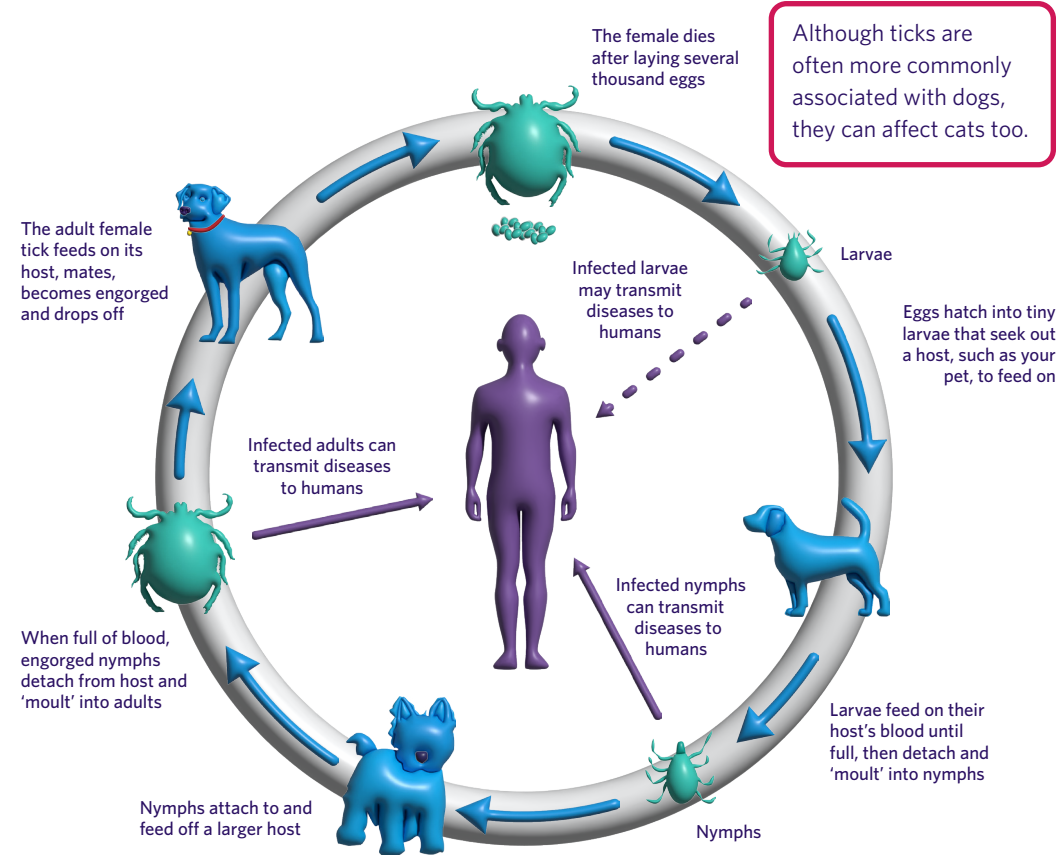
How to remove a tick safely

When removing a tick, avoid touching it directly. Wear gloves and don't attempt to burn, cut or pull it with your fingers.

- Aim to remove entire tick, including mouthparts, without squeezing its body
- Use a tick removal hook with a narrow slot designed to trap the tick's mouthparts
- Slide hook beneath the tick at skin level to grip its head. Avoid tangling in the fur
- Gently scoop out the tick, following the hook's instructions
- Dispose of the tick properly to prevent reattachment or egg laying



Ticks are bloodsucking parasites that thrive all year round





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