

TALKING TO PET OWNERS



HOW TO SHIFT CLIENT BEHAVIOUR IN FAVOUR OF YEAR-ROUND COMPLIANCE



Many pet owners underestimate the threat of fleas and ticks during colder months and therefore discontinue protection.

Educate pet owners that flea and tick activity can continue throughout the year, especially in buildings with central heating.¹ This is why veterinary experts recommend year-round protection.¹⁻³



Parasite infestations are often addressed with problem-solving rather than proactive measures.

You can deepen your relationship with pet owners and spare them the financial and emotional burden of treating parasite infestations and vector-borne diseases by emphasising the importance of parasite protection to ensure long-term health and happiness.



Lifestyle factors such as age, finances, work and family obligations can interfere with a pet owner's ability to comply with parasiticide recommendations.

Pet owners look to you as a guide, and you can help them understand the range of products available and the best solution for their personal situation. A proactive recommendation can give them the knowledge and confidence to comply.



Without specific advice from you, pet owners will seek information elsewhere (often online), which can lead them to purchase products not suited to their needs.

Talking to pet owners about the need for year-round protection and the easiest way to achieve long-lasting efficacy can help ensure that your patients will receive the full protection they deserve.

Speak to your MSD Animal Health account manager about how Bravecto Injectable is the answer to year-round flea and tick protection.

For more details visit ie.bravovets.com or scan the QR code



BREAK THE ICE BY DISCUSSING THESE COMMON PET OWNER QUESTIONS

BRAVECTO[®]
injectable



How do dogs get fleas and ticks?

Whether they live in cities or suburbs, mountains or near the coast, dogs of all lifestyles can be exposed to fleas and ticks. Fleas live and multiply in shady areas with leaves and debris as well as inside homes where they can hide in carpets and under furniture. Ticks thrive in tall grass and wooded areas. *Rhipicephalus sanguineus* can also infest homes.



Why are fleas and ticks harmful to my pet?

Fleas and ticks are more than just a nuisance. They can transmit serious diseases, some of which may even be life-threatening to your pet.



What health problems can fleas and ticks cause?

Fleas can cause problems such as tapeworm infections, skin allergies and skin infections. In extreme cases, a heavy infestation of fleas can lead to severe blood loss and anaemia in small, young, geriatric or chronically ill dogs. This can be serious or even fatal. Ticks can transmit diseases such as babesiosis, borreliosis, ehrlichiosis and more.



Why does my pet need to be protected all year-round against fleas and ticks?

Fleas and ticks pose a year-round risk for pets. They can survive in temperate environments, including inside your home. In mild winters they can still be a threat to your dog's health and comfort. With the weather warming around the globe, fleas and ticks are active for more months of the year, which creates a greater threat of disease and discomfort to pets.¹⁻³



Why do flea bites make my dog itch?

Many dogs are allergic to the saliva of fleas. Flea bites can cause allergic dermatitis, which leads to itchy sores or bumps on the skin. If your dog scratches or licks these areas, it can make the itching worse and even cause infections.

MSD Animal Health is here to support you and the pet owners in your practice. Direct pet owners to mypet.com/ie for information about parasites and pet protection, and discover tools to support your discussions with pet owners at msd-animal-health.ie



References: **1.** European Scientific Counsel Companion Animal Parasites. Control of ectoparasites in dogs and cats: ESCCAP Guideline 03 Seventh edition. January 2022. Accessed 8 March 2023. https://www.esccap.org/uploads/docs/eiw2uedg_0720_ESCCAP_GL3__English_v18_1p.pdf **2.** The case for year-round flea and tick control. Companion Animal Parasite Council. Accessed 8 March 2023. <https://capcvet.org/articles/the-case-for-year-round-flea-and-tick-control/> **3.** Tropical Council for Companion Animal Parasites. TroCCAP guidelines for the control of ectoparasites of dogs and cats in the tropics: First edition. January 2022. Accessed 8 March 2023. <https://www.troccap.com/2017press/wp-content/uploads/2022/01/TroCCAP-Canine-Feline-Ecto-Guidelines-English-v1.pdf>

Legal categories: RoI **POM** NI: **POM-V**

Bravecto Injectable contains Fluralaner. For further information about side effects, precautions, warnings and contra-indications please consult your veterinary practitioner or the product SPC, packaging leaflets or: MSD Animal Health, Red Oak North, South County Business Park, Leopardstown, Dublin 18, Ireland.

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