

FLEAS AND TICKS ARE A YEAR-ROUND THREAT

More than just a summer problem

- Fleas and ticks can survive in temperate environments, including inside your home.
- Warming temperatures around the globe mean that fleas and ticks are active for more months of the year, creating a greater threat of disease and discomfort to pets.

YOUR DOG NEEDS YEAR-ROUND PROTECTION

Continuous protection helps keep your dog healthy

- Protecting against fleas and ticks for only 1 or 2 seasons a year leaves gaps in protection, putting your dog at risk for infestation.
- Year-round protection against fleas and ticks helps avoid the emotional and financial pain of treating an infestation or the health consequences caused by these parasites.



Many pet owners stop protecting against fleas and ticks when the weather starts to cool. But fleas and ticks remain a year-round problem.



Speak to us about protecting your dog year-round from the threat of fleas and ticks.

BRAVECTO® injectable contains fluralaner and is indicated for the treatment of flea and tick infestations in dogs. This veterinary medicinal product is a systemic insecticide and acaricide that provides:

- immediate and persistent flea (*Ctenocephalides felis* and *Ctenocephalides canis*) killing activity for 12 months,
- persistent tick killing activity from 3 days to 12 months after treatment for *Ixodes ricinus*, *Ixodes hexagonus*, and *Dermacentor reticulatus*,
- persistent tick killing activity from 4 days to 12 months after treatment for *Rhipicephalus sanguineus*.

The veterinary medicinal product can be used as part of a treatment strategy for the control of flea allergy dermatitis (FAD).

For reduction of the risk of infection with *Babesia canis* (a blood parasite not yet endemic in Ireland but found in the UK and many EU countries) via transmission by *Dermacentor reticulatus* from day 3 after treatment for up to 12 months. The effect is indirect due to the veterinary medicinal product's activity against the vector.

For reduction of the risk of infection with *Dipylidium caninum* (a species of tapeworm) via transmission by *Ctenocephalides felis* for up to 12 months. The effect is indirect due to the veterinary medicinal product's activity against the vector.

Legal categories: RoI POM NI: POM-V

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.

Tel: +353 (0)1 2970220. Email: vet-support.ie@msd.com

Web: mypet.com/ie

USE MEDICINES RESPONSIBLY

SA-23-114 IE-BRV-240100002 JAN 2024



PROTECT YOUR DOG YEAR-ROUND FROM FLEAS AND TICKS

Learn more about the threat of fleas and ticks to your dog's health and the importance of uninterrupted protection.



THE FACTS ABOUT FLEAS

When thinking about fleas, many pet owners focus only on the adult fleas they see crawling on their pets. In reality, adult fleas make up only 5% of all flea infestations.



Year-round problem

Flea infestations occur throughout the year, making year-round flea control necessary.



Unpredictable timing of life cycle

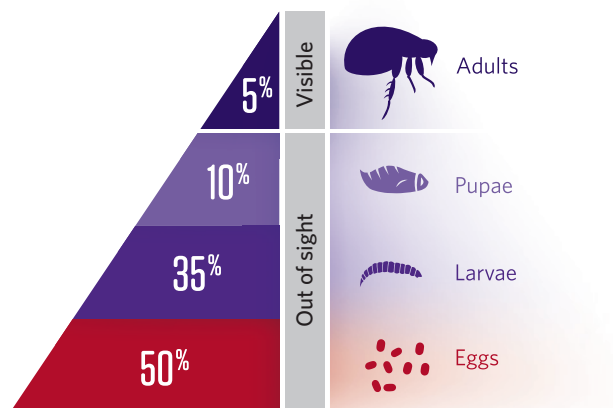
Development from egg to adult can be as fast as 14 days or as long as 140 days.



Fleas thrive indoors

Buildings or homes with central heating or carpeted floors may allow flea development to continue, regardless of the season.

THE FLEA LIFE CYCLE



Immature fleas, which are invisible to the naked eye, account for 95% of all flea infestations.

THE TRUTH ABOUT TICKS

Many pet owners stop protecting against ticks when the weather starts to cool. Scientific research has shown recently that in areas where one can expect tick seasonality, major and dangerous ticks can be found on dogs throughout the whole year. Some species of ticks are even active year-round in climate-controlled homes. Fortunately this latter type of tick is not yet endemic in Ireland.



Ticks are widespread

You can find ticks almost anywhere. Many species exist with varying characteristics and geographic distributions.



Ticks are active in cold temperatures

Ticks are active at temperatures as low as 1.9°C.



The risk has increased

The risk of ticks has increased due to pets travelling to different areas, changes in climate, shifts in wildlife populations and other factors.

TICKS ARE ACTIVE
YEAR-ROUND
EVEN IN COLDER TEMPERATURES



How do dogs get fleas and ticks?

Dogs of all lifestyles can be exposed to fleas and ticks. Fleas live and multiply in shaded areas with leaves and debris as well as inside homes where they hide in carpets and rugs. Ticks thrive in grass and wooded areas, and some species of ticks 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.

What should I look for in a flea and tick medicine?

The ideal option is safe and effective and fits with your lifestyle – and when administered as directed, your pets and your home stay protected without gaps. Different products offer various periods of protection. Ask your vet what is best for you.