

## MEDIA RELEASE

### Don't Let Your Guard Down When it Comes to Flea Control

- *Warmer summers and mild winters foster an atmosphere for higher flea populations.*
- *Flea control products such as Capstar<sup>®</sup> (nitenpyram), Sentinel<sup>®</sup> (milbemycin oxime/lufenuron) Flavor Tabs<sup>®</sup> and Program<sup>®</sup> (lufenuron) Flavor Tabs<sup>®</sup> can be utilized year-round to protect against flea problems.*

**Greensboro, N.C. (August 10, 2009)** – As the summer comes to an end and the cooler fall and winter seasons begin, pet owners may think it is harmless to take their dogs or cats off of preventive flea programs. But even as the weather begins to cool off, some parasites can pose a threat to pets year-round. Fleas are a prime example. Fleas create problems through late fall and early winter in most of the U.S.

So, how are flea problems able to persist through the fall and winter?

- The warm and humid summer months provide ideal conditions for flea populations to thrive and leave many flea eggs to hatch in the fall.
- It takes persistent, cold, overnight temperatures to reduce a flea population.
- Many pet owners often let their guard down and stop administering a flea control product because they have the misconception that without the heat of the summer, fleas are no longer an issue.
- Fleas have the ability to continue their life cycle indoors and in protected outdoor areas.

It is important for pet owners to use a flea control product on all animals in a household, even if the pets spend most of their time indoors. There are many flea products available, making it difficult to determine the best flea product for each pet. For example, some flea control products that are labeled safe for dogs may not be safe for cats. A veterinarian can provide important guidance when it comes to making flea control decisions. Veterinarians can also educate owners on appropriate application methods or dosing recommendations, which is important no matter which oral or topical flea control product a pet owner chooses.

If a pet *does* become infested with fleas, it is important to promptly control the fleas on the pet. Chris Rehm, DVM, owner of Rehm Animal Clinic in Mobile, Ala., recommends Capstar<sup>®</sup> (nitenpyram) Tablets, an oral flea-control product for dogs and cats that quickly kills adult fleas.

“If a dog comes in with a flea infestation that needs treatment, I recommend that the owner gives the dog a Capstar weekly for six weeks and as-needed thereafter,” said Rehm. “It’s also important to get the dog on a monthly flea control product to prevent fleas from reoccurring in the future. My first recommendation for flea prevention is Sentinel Flavor Tabs.”

As Dr. Rehm suggests, it is important to treat current fleas on your pet and prevent flea reoccurrences to ensure long-term protection for the pet. A product like Capstar treats the fleas on a dog or cat, while lufenuron, the flea medicine in Sentinel Flavor Tabs and Program Flavor Tabs, prevents fleas from reappearing by eliminating the flea eggs and maggot-like larvae.

Protecting against fleas during the cooler months is easy to do. And as with any important pet health matter, your veterinarian can advise you as to the best course of action.

For more information about integrated flea control, visit [GrowingUpWithPets.com](http://GrowingUpWithPets.com). For more information about Capstar visit [www.CapstarPet.com](http://www.CapstarPet.com).

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