

## **FLEAS: THE UNWANTED GUESTS IN YOUR HOME AND ON YOUR PET.**

These tiny pests can infest both dogs and cats and invade your home all year long.

Flea bites can cause discomfort for your pet, lead to highly irritating allergic skin reactions and can even transmit tapeworms.

For the health of your pet and the happiness of your home, it is important to get rid of fleas as quickly as possible and prevent their return.

**That's why Bayer Animal Health created Advantage®, the fastest-working, month-long flea control for your pet.**



**The Fastest Relief from Fleas**

### **CUSTOMER INFORMATION LINE**

Toll Free in Australia, 9am to 4pm EST  
Monday to Friday, **1800 678 368.**  
[www.advantagefleacontrol.com.au](http://www.advantagefleacontrol.com.au)



Advantage® is a registered trademark of Bayer A.G. Leverkusen Germany.

<sup>1</sup>Cruthers L., Bock E., (1997) Evaluation of How Quickly Imidacloprid Kills Fleas on Dogs. Suppl. Compen. Contin. Educa. Pract. Vet. Vol. 19(5), 1997.  
<sup>2</sup>Mehlhorn H., (2000) Mode of Action of Imidacloprid and Comparison with Other Insecticides (i.e. Fipronil and Selamectin) In Vivo and In Vitro Experiments. Suppl. Compen. Contin. Educa. Pract. Vet. Vol. 22(4A), 4-8.  
<sup>3</sup>Mehlhorn H. et al., (1999) Effects of imidacloprid on adult and larval stages of the flea Ctenocephalides felis after in vivo and in vitro application: a light-and electron-microscopy study. Parasitol. Res. Vol. 85: 625-637.

# **EVERYONE SUFFERS WHEN FLEAS DIE SLOWLY**



## **GIVE YOUR PETS THE FASTEST RELIEF FROM FLEAS.**



**THE FASTEST RELIEF FROM FLEAS**

## ADVANTAGE® – THE FASTEST RELIEF FROM FLEAS

Advantage stops fleas from feeding within 3-5 minutes<sup>2</sup> and has been shown to kill both adult and larval fleas within 20 minutes of contact<sup>3</sup>. Fleas that jump onto your pet later, die within an hour<sup>1</sup>. Within 12 hours of applying Advantage, 98-100%<sup>1</sup> of fleas already on your pet will be dead.

### RELIEVE THE ITCHING.

Flea bites are a terrible nuisance and can cause an aggravating skin condition known as Flea Allergy Dermatitis (FAD).

Because Advantage is absorbed by the flea, fleas are not required to bite your pet to be killed.

By reducing flea bites, Advantage will reduce irritation and the incidence of FAD.

### EVEN ON PETS THAT GET WET.

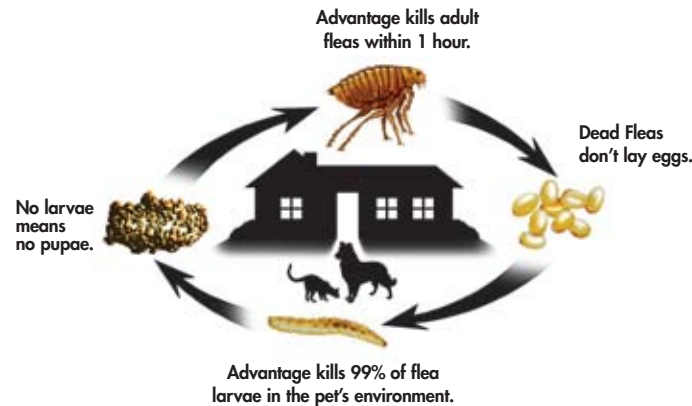
Advantage remains effective for up to one month, even if your pet goes swimming, gets caught in the rain, or is bathed and shampooed during that time.



## ADVANTAGE BREAKS THE FLEA LIFE CYCLE.

Dead fleas don't lay eggs and Advantage is the fast way to turn breeding fleas into dead fleas.

Advantage goes one step further and kills flea larvae in your pet's environment, eliminating the next generation of fleas before they reach breeding age.



Any new fleas your pet picks up on walks, or from other animals, will also be killed before they can lay eggs.

If you break the lifecycle, you control fleas. Advantage is the fast and effective way to achieve total flea control, all year round.

### EASY TO USE.

Application is quick and easy – simply squeeze the pre-measured tube onto the skin at the back of your pet's neck.



## SPECIAL PROTECTION FOR PUPPIES AND KITTENS.

Advantage is so gentle you can use it on puppies and kittens. For unweaned puppies and kittens, simply treat the mother and the litter will be protected.

## SAFE FOR RABBITS AND FERRETS TOO.

Advantage is the only spot-on flea product that is also safe to use on rabbits and ferrets.

## CONTROLS LICE IN DOGS.

Advantage has the added bonus of being able to control lice in dogs.

## SAFE.

Advantage is tough on fleas, yet easy on your pet. Once applied, it spreads rapidly over the surface of your pet's skin. Advantage remains on the skin and is not absorbed into the blood stream.

Advantage not only has a wide safety margin for pets, but their owners as well.

## AVAILABLE FROM YOUR VETERINARIAN.

If you have any questions about Advantage or flea control, please talk to your veterinarian or call Bayer's Customer Information Line on 1800 678 368. You can also visit [www.advantagefleacontrol.com.au](http://www.advantagefleacontrol.com.au)

