

Heating season is flea season:

## **Advantage<sup>0</sup> for care-free cuddling with pets**

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**Leverkusen** – Fall is a time for coming together. As the weather cools down, family activities shift back indoors – and people and their pets make themselves comfortable at home. With the thermostat turned up, it's time to get comfy on the couch with cushions and blankets. But when Rover suddenly starts to scratch himself and even you start to imagine you feel an itch – that's when you know you're not alone. Fleas have made themselves comfortable too, using your apartment as a playground for themselves and their numerous offspring. Yet there is a way to systematically get to grips with one's unwanted roommates. For problems like these, animal health experts Bayer Vital supply Advantage<sup>®</sup>, an effective spot-on product to combat fleas in dogs and cats.

### **Fleas? No thanks!**

Fleas are a year-round issue for pet-owners, as our heated apartments and homes are the perfect place for them to spend the winter. The tiny tormentors not only cause uncomfortable itching, but can also transmit diseases. For example, they can infect dogs and cats – and in some cases even people – with what is known as the cucumber tapeworm. That's why experts recommend that pet-owners regularly rid their four-legged friends of fleas. Treatment with Advantage, a spot-on presentation based on the active ingredient imidacloprid, is surprisingly easy, as the dog or cat receives a few drops of the correct dosage on its neck using a pipette. As the animal moves, the active substance is then distributed over the entire surface of its skin. This product is used both prophylactically and to treat flea infestation.

### **Many years of experience**

Shortly after contact, imidacloprid – an effective treatment that has been on the market for eight years – kills off adult fleas living on dogs or cats before they can lay eggs. Once-monthly

administration of Advantage is sufficient to effectively prevent flea infestation. With six different dosages, the product is available for all pet sizes – from kittens to Great Danes. It can be given to both pregnant animals and to suckling puppies and kittens over eight weeks old. And best of all, you won't have to worry about fleas when cuddling with your four-legged friends.

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